OPTIMA CENTER KIERLAND

Case Z-22-14-2

CITY OF PHOENIX

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Planning & Development
Department

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Updated Development Narrative (Final): October 17, 2014
Updated Development Narrative (Final), per the Minor Amendment dated July 21, 2015
Updated Development Narrative (Final), per the Minor Amendment dated November 16, 2017

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List of Exhibits

<u>Incorporated into the PUD Narrative Body:</u>

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Figure 2: General Plan Map – Page 12

Figure 3: Zoning Map – Page 14

Figure 4: Color Palette/Materials Exhibit – Page 32

Remaining Figures Are Located at the End of the PUD Narrative:

Figure 4: Site Plan – A100, B100 & C100

Figure 5: Conceptual Elevations – A400 through A403, B400 through B403 & C400 through C404

Figure 6: Grade Level Plan – A101, B101 & C101

Figure 7: 2nd Level (Typical Upper Level Plan) – A102, B102 & C102

Figure 8: Lower Level 1 Plan – A120, B120 & C120

Figure 9: Lower Level 2 Plan – A121, B121 & C121

Figure 10: Conceptual Planting Plan – L101, L101B & L101C

Figure 11: Preliminary Site Lighting Plan – G000, G000B & G000C

Figure 12: Preliminary Site Phasing Plan – PH-001, G001-BV2 &G001-BV3

A. Purpose and Intent

1. Project Overview and Goals.

Optima Center Kierland is a four (4) building mid-rise development of multi-family residential dwellings and a luxury hotel (the "Project"). The goal is to provide high-quality modern urban living experience for both residents of the Project and for visitors to Kierland and the north Phoenix/north Scottsdale area. Optima Center Kierland will be a pedestrian friendly project that will incorporate meaningful and appropriate open space, landscaping, pedestrian mobility, access to shopping and entertainment, and provide a variety of architectural styles to stimulate and populate the dynamic Kierland neighborhood in this area of Phoenix.

2. Overall Design Concept.

The sensitive integration of four (4) mid-rise buildings utilizing quality materials and integrating green roof technology to provide visual excitement and dynamic visual interest. With all parking below grade the buildings are designed to float over the grade level park that incorporates pedestrian friendly open space. The site becomes a welcoming pedestrian oasis with the soothing sounds from a large water feature with shade provided by the buildings floating above.

The creative use of quality materials combined with the creation of a seamless transition from indoor to outdoor spaces to permit the maximum enjoyment of the Sonoran Desert climate. The Project utilizes a glass and concrete structure featuring generous landscaped balconies to bring a living edge to each dwelling unit as well as meaningful private outdoor space.

Similar in scope to the internationally acclaimed Optima Camelview Village the facades are highly articulated to provide visual interest with dynamic shades and shadows. Roof top gardens visually soften the buildings, reduce the heat island effect and provide living amenity space that can be enjoyed year round. Exterior sunshades accent the building while enhancing the sustainable design.

B. Land Use Plan

1. Proposed Land Uses.

Under two (2) different development scenarios, the Project proposes to provide either (i) a 660 residential dwelling unit and up to 234 hotel rooms (or "keys", which are individual hotel units in the nomenclature of the hotel industry) OR (ii) 796 residential dwelling units (without a hotel).

In either scenario, accessory support services are anticipated, possibly to include restaurant/food service, conference facilities, spa and/or fitness center or other daily activity support services. Both scenarios are more specifically described below.

2. Conceptual Site Plan Overview.

Site Plan Version A – Residential and Hotel

Under this development scenario, the Project would be developed with 660 residential dwelling units and 234 hotel rooms, with the hotel featuring a spa, restaurant and related functions.

This Conceptual Site Plan for a residential and hotel development begins with two (2) levels of below grade parking.

<u>Lower Level 2</u> provides 756 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents and/or hotel valet.

<u>Lower Level 1</u> provides 688 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents, hotel valet as well as guest parking for the residential and hotel structures.

<u>Grade Level</u> is the location of the primary open space for the project, with gardens, vegetation and a sculptural water feature in a park-like setting. The level also features the "business" functions for the hotel, with the lobby, fitness, restaurant, meeting rooms and other back of house space being the primary uses. The residential buildings feature "party rooms" (spaces for larger events such as

dinners or a birthday party) as well as the lobbies providing access to the buildings and resident meeting areas and amenities spaces. Facilities located within the residential buildings are for the use of the residents (and their authorized guests) only and are not for hotel or off-site user purposes.

<u>Level 2</u> is a typical representation of the upper levels of the buildings. Here the hotel units and residential dwellings begin. The typical residential building floor will have approximately twenty (20) dwelling units. The typical hotel floor will have approximately twenty-six (26) rooms. There are no common/public amenities on these upper levels.

<u>Roof Level</u> is shown on the Site Plan. These areas will be "green roofs" with generous amenity spaces incorporating pools, spas, seating areas and sunbathing areas.

Site Plan Version B - Residential

Under this development scenario, the Project would be developed with 796 residential dwelling units, with some ground floor space reserved for a restaurant, spa and/or service commercial uses.

This Conceptual Site Plan for a residential development (with no hotel use) begins with two (2) levels of below grade parking.

<u>Lower Level 2</u> provides 769 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents.

<u>Lower Level 1</u> provides 764 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents, any commercial uses that may be provided as well as guest parking for the Project.

<u>Grade Level</u> is the location of the primary open space for the project, with gardens, vegetation and a sculptural water feature in a park-like setting. The residential buildings feature "party rooms" (spaces for larger events such as dinners or a birthday party) as well as the lobbies providing access to the buildings and resident meeting areas and amenities spaces. Facilities located within the residential buildings are for the use of the residents (and their

authorized guests) only. This Plan includes space for a spa and possible ancillary retail and/or restaurant use, located to the southwest of the site. These uses would be open to the public.

<u>Level 2</u> is a typical representation of the upper levels of the buildings. Here the residential dwellings begin. The typical residential building floor will have approximately twenty (20) dwelling units. There are no common/public amenities on these upper levels.

<u>Roof Level</u> is shown on the Site Plan. These areas will be "green roofs" with generous amenity spaces incorporating pools, spas, seating areas and sunbathing areas.

Site Plan Version C – Residential and Corporate Office

Under this development scenario, the Project would be developed with 796 residential dwelling units, with some ground floor space reserved for a restaurant, spa and/or service commercial uses as well as a dedicated corporate office of 8,000 square feet.

This scenario is identical to the description of "Version B", with the exception of the Corporate Office to be developed between Buildings 1 and 4, described in more detail below.

<u>Level 1</u> is the primary office space, with primary entrance from 71st Street. An approximate 1,000 square foot retail space is proposed for the eastern (internal to the site) side of the structure.

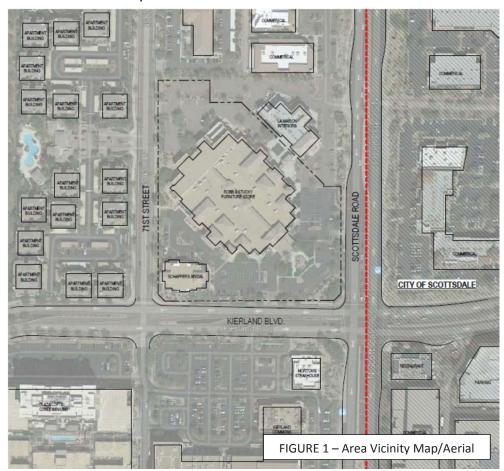
<u>Level 2</u> is a second floor to the office space.

<u>Roof Level</u> includes a private roof patio and shade element for employee and event use, constant with the activation of rooftops throughout the Project.

C. Site Conditions and Location

- 1. <u>Acreage</u>. The Project site is a gross of 9.42 Acres (net 7.53 Acres). Note that because of the city limit line being located adjacent to the right-of-way for Scottsdale Road, the "zoning acreage" is 9.09 acres (excludes areas within the jurisdiction of the City of Scottsdale).
- 2. <u>Location</u>. The Project is located at the northwest corner of Kierland Boulevard and Scottsdale Road in Phoenix, just north of Kierland Commons, the retail and restaurant heart of Kierland. The property is currently addressed as 15440 North Scottsdale Road (the "Site").

The Site is adjacent to retail uses on the north, south (Kierland Commons) and east. West is a three (3) story rental apartment community. Directly southeast (across Scottsdale Road) is the Scottsdale Quarter development, a mixed-use retail and shopping facility. The area is a major entertainment and shopping destination, as well as home to the Kierland Westin Resort as well as significant amounts of Class A office space.



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Automotive access to the Project is available from the Loop 101 (2 miles north), Greenway Boulevard (.30 miles south) as well as via Scottsdale Road, a major north/south aerial roadway.

3. <u>Topography and Natural Features</u>. The Site is currently developed with a Robb and Stucky furniture store (now being utilized by another retailer) and ancillary retail space with associated surface parking lots and typical sparse landscaping. It is generally flat and does not have any natural features of interest. This is an infill/redevelopment parcel.

D. General Plan Conformance

The Site is identified as "Commercial" on the General Plan. Pursuant to "10 Acre Rule" the Project, which is less than 10 total acres, is not subject to a General Plan Amendment and is deemed in conformance with the General Plan Land Use Map.

In addition to conformance with the Land Use Map, the Project also provides for the achievement of a number of specific Goals, Policies and Recommendations of the General Plan as discussed below.

GOAL 2 EMPLOYMENT AND POPULATION BALANCE, Policy 14 "Locate multi-family development near...major transportation services and employment centers."

Figure 15, Page 30 identifies the "Northeast" Major Employment Zone, which is along the Scottsdale Road corridor from the Loop 101 south to the Scottsdale Airpark. Figure 23, Page 35 and Figure 24, Page 36 identifies the "Desert Ridge/Kierland" Employment Center. The Site is adjacent to a major employment area. The Project will provide residential options to this large employment concentration as well as provide supporting hotel rooms, supporting this Goal and Policy.

GOAL 4 MIXED LAND USE DEVELOPMENT, Policy 1, Recommendation B "Encourage more mixed-use residential/commercial developments..."

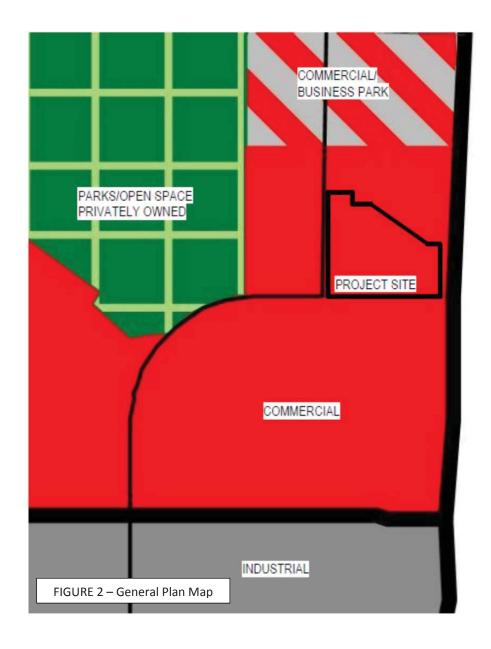
The Project provides mixed land uses within the Site as well as reinforces the mixed-use nature of the adjacent Kierland Commons and Scottsdale Quarter developments, furthering this Goal, Policy and Recommendation.

GOAL 6 PEDESTRIAN-ORIENTED DEVELOPMENT, Development should be designed or retrofitted...to facilitate safe, convenient, and attractive pedestrian movement.

The Project provides an exceptional pedestrian experience, replacing a surface parked retail center with a ground-level garden and easy walking access to Kierland Commons, creating a pedestrian-oriented experience that supports this Goal.

GOAL 9 DIVERSE HOUSING MIX, A range of housing choices, densities, and prices in each Village should be encouraged.

The Project provides a significant number of residential dwelling units of an "urban" configuration (located in mid-rise buildings with elevator service, etc) that is not readily available in the immediate area (with the exception of some condominium units at Kierland Commons). By providing this type of housing option, this part of the City will be able to attract residents that are seeking this type of housing in other parts of the Valley. The Project supports this Goal by providing a needed density and housing type not otherwise available.



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E. Zoning and Land Use Compatibility

1. Existing and Adjacent Zoning.

The Site is zoned C-2/PCD. The surrounding zoning is primarily C-2/PCD, with C-2/M-R/PCD over portions of Kierland Commons. To the east is subject to the City of Scottsdale Zoning Ordinance, which identifies those parcels as C-3, Highway Commercial.

The surrounding properties have current zoning entitlements that may permit intensive commercial, retail and possibility residential development, all of which are appropriate "neighboring" districts to the Project.

2. Existing and Adjacent Land Uses.

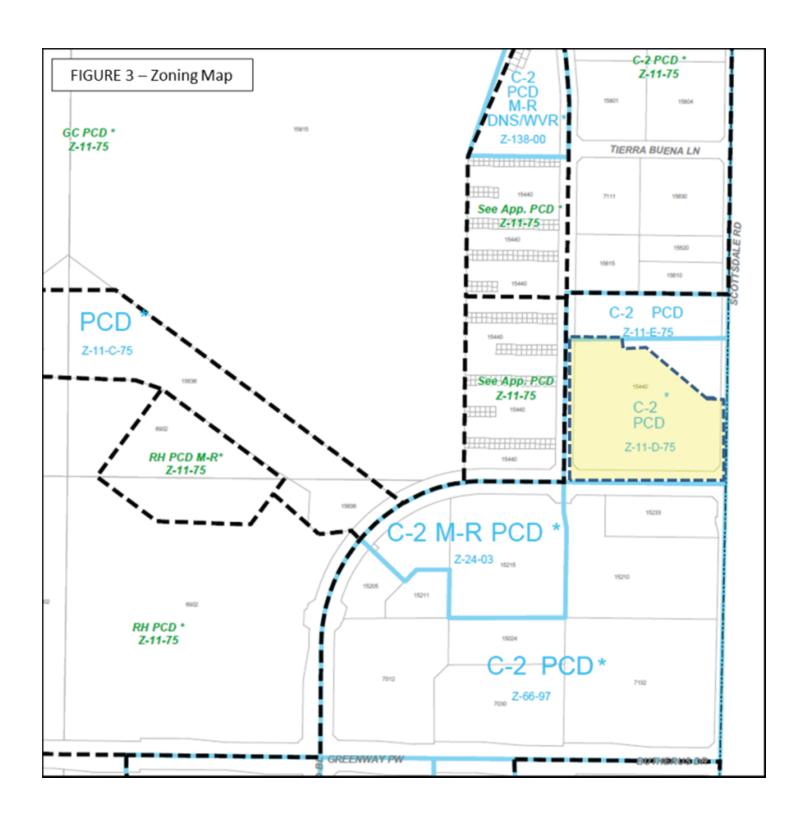
The Site is currently developed with a vacant furniture store (former Robb & Stucky) and a retail building housing Schaffer's Bridal.

To the north is La Maison Interiors and other commercial retail uses. To the east (located in the City of Scottsdale) are retail uses. Directly south of the Site is Kierland Commons, a mixed-use development with retail, dining, office and residential uses. To the west is a three (3) story garden style apartment complex.

The Project will be a compatible neighbor to all of these uses by providing additional customers as well as by removing a vacant and underutilized development from the area.

3. Existing and Adjacent Character.

The surrounding character of the Site is one of auto-oriented large retail strip center development. This is consistent with the north and eastern retail facilities, which are also surface parked, auto-oriented retail centers. Kierland Commons is most similar to the Project as it provides a mixed-use environment.



F. List of Uses

1. Permitted Uses.

Hotel (and accessory uses thereof) – Up to a Maximum 234 Rooms (or "Keys")

Residential (and accessory uses thereof) – Up to a Maximum 796 Dwelling Units (unless a hotel is developed on-site, in which case the maximum dwelling units are reduced to a total of 660)

And all of those uses permitted in the C-2, Intermediate Commercial District as codified in Section 623 of the City of Phoenix Zoning Ordinance, as modified by this PUD.

2. Temporary Uses.

Construction related activities such as parking and materials/equipment storage for development of the Project.

Sales offices for the Project.

<u>Note</u>: The Site is subject to specific use standards as per the Kierland Master Association Covenants, Conditions and Restrictions (CC&R's); while those provisions are not enforced by the City of Phoenix, this PUD does not intend to override or otherwise alter those CC&R's and/or other applicable private agreements, restrictions or other controls on the use of the Site. The CC&R standards are more restrictive than the standards of the City of Phoenix Zoning Ordinance.

G. Development Standards

1. <u>Development Standards Table</u>.

a.	Density and Number of Dwelling Units Permitted		
		If a Hotel Is Constructed On-Site, the	
		Total Residential Dwelling Units Permitted:	660
		If a Hotel Is Not Constructed On-Site, the	
		Total Residential Dwelling Units Permitted:	796
		Total Hotel Rooms (or "Keys") Permitted:	234
b.	Minimum Lot Width/Depth	No Minimum Standard	
c.	Building Setback Standards		
		Scottsdale Road	
		Minimum Setback	60 Feet
		Kierland Boulevard	
		Minimum Setback	25 Feet
		71st Street	
		Minimum Setback	25 Feet
		Cathagh for Other Devices to Property Lines	0 Fact
		Setback for Other Perimeter Property Lines	0 Feet
d.	Building Separation	As Per City of Phoenix Adopted Building	
u.	building Separation	Code	
		Couc	
e.	Height	Maximum Permitted Height	120 Feet
٠.		- As Measured From Natural Grade	1201000
f.	Lot Coverage	Maximum	70%
	<u> </u>		
g.	Division of Uses	Mixed-Use Project; Not Applicable	
		• • • • • • • • • • • • • • • • • • • •	

Note: Rooftop equipment is subject to the provisions of Section 701.B. An elevator lobby, associated shade awnings/trellis and restroom space are permitted on the roof and are able to exceed the maximum height by 15% so long as such areas are limited to no greater than 25% of the total roof area and architecturally integrated into the structure's elevation.

2. Landscape Standards.

a.	Streetscape	Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses
b.	Perimeter Property Lines	Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses
6	Adjacent to Buildings	
C.	Adjacent to Buildings	Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses
d.	Parking Areas	Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses
e.	Common and Retention Areas	Provision of Open Space at Grade Level of no less than 70% of the total net lot area
f.	Below Grade Landscaping	Landscape planters located below grade, if provided, shall include landscaping that is generally consistent with the "at grade" or "above grade" vegetation, with deviations as appropriate to respond to the growth challenges of such locations.

Note: Open space is to be calculated as the total net Site area minus any enclosed building spaces at the base/ground level. Open space includes areas of landscaping, vegetation, hardscape, fountains, public art and/or related areas that are not enclosed by walls and roof.

3. Parking.

The development of the Site shall comply with Section 702 of the Phoenix Zoning Ordinance, except as provided for below.

Parking for the Project shall be provided per the parking report prepared by Walker Parking Consultants (provided under separate cover), which proposes the following:

Site Plan Version A – Residential and Hotel

Table 7: Parking Demand Ratios & Peak-Hour Weekend Demand Summary (projected) – Scheme #1

Weekend - (Peak-hour Demand)										
			Weeker	nd - Ratios	Unadj	Month Adj	Pk Hr Adj	Non Captive	Drive Ratio	Feb
Land Use	Quantity	Unit	Visitor	Emp/Guest	Demand	Feb	9:00 PM	Evening	Evening	9:00 PM
Hotel-Leisure	234	/room	1.00		234	100%	95%	100%	90%	200
Hotel Restaurant	2,400	/ksf GLA	10.00		24	86%	67%	30%	90%	4
Hotel Ballroom	1,200	/ksf GLA	30.00		36	100%	100%	70%	90%	23
Hotel Spa	900	/ksf GLA	3.33		4	100%	10%	90%	90%	2
Hotel Employees	234	/unit		0.18	42	100%	55%	100%	85%	20
Residential Guests	660	/unit	0.15		99	100%	100%	100%	100%	99
1 Bedroom Conv	66	/unit		1.00	66	100%	100%	100%	100%	66
1 bedroom	165	/unit		1.50	248	100%	100%	100%	100%	248
2 bedroom	297	/unit		1.75	520	100%	100%	100%	100%	520
3+ bedroom	132	/unit		2.00	264	100%	100%	100%	100%	264

Total - Unadjusted Demand

1,536

1,539

Adjusted for Shared Parking

Adjusted for Shared Parking

1,444

1,533

Source: Walker Parking Consultants

Site Plan Version B – Residential

Table 14: Demand Ratios & Peak-Hour Demand (Weekends - projected) – Scheme #2

			Weekend - Ratios		Unadj	Month Adj	Pk Hr Adj	Non Captive	Drive Ratio	Dec
and Use	Quantity	Unit	Visitor	Emp/Guest	Demand	Feb	9:00 PM	Evening	Evening	7:00 PM
Restaurant	6,300	/ksf GLA	12.75		80	100%	100%	100%	100%	80
Employee		/ksf GLA		2.25	14	100%	95%	100%	95%	13
Spa	1,800	/ksf GLA	3.33		6	60%	30%	90%	90%	1
Residential Guests	796	/unit	0.15		119	100%	100%	100%	100%	119
1 Bedroom Conv	84	/unit		1.00	84	100%	100%	100%	100%	84
1 bedroom	211	/unit		1.50	317	100%	100%	100%	100%	317
2 bedroom	333	/unit		1.75	583	100%	100%	100%	100%	583
3+ bedroom	168	/unit		2.00	336	100%	100%	100%	100%	336

Source: Walker Parking Consultants

Total - Unadjusted Demand

Site Plan Version C - Residential and Corporate Office

Table 6: Shared Parking - Weekend Day Demand (projected)

				our Parking Dem		nd				
	Quantity	Unit	Weekend - Ratios		Unadj	Month Adj	Pk Hr Adj	Non Captive	Drive Ratio	Shared
Land Use			Visitor	Emp/Guest	Demand	Jun	7:00 PM	Evening	7:00 PM	Demand
Retail/Employees	1,000	sf	0.80		1	80%	80%	0%	85%	0
Retail/Guests	1,000	sf		3.20	3	67%	75%	100%	100%	2
Residential Guests	796	/unit	0.15		119	100%	100%	100%	100%	119
1 bedroom	270	/unit	100	1.00	270	100%	100%	100%	100%	270
2 bedroom	371	/unit		1.50	557	100%	100%	100%	100%	557
3+ bedroom	155	/unit		2.00	310	100%	100%	100%	100%	310
Office/Employee	8,000	sf		0.26	2	100%	0%	100%	90%	0
Office/Visitors	8,000	sf	0.02		0	100%	0%	100%	100%	0
Fotal - Unadjusted Demand					1,262		Adjusted	for Shared Park	ing	1,258

Source: Walker Consultants

The parking calculations provided prior are subject to change if the unit configurations are altered or otherwise modified in the final building configuration.

Please note that the above provided parking requirements are customized to reflect the unique nature and operational characteristics of the development. A detailed shared parking analysis has been prepared by Walker Parking Consultants of Chicago documenting the site parking requirements. This document is on-file with the City of Phoenix. Parking for the Project shall be provided as required by the shared parking analysis.

4. Amenities.

Each residential building shall provide:

- a. Swimming Pool and/or Spa
- b. Party Room/Event Space for Resident Use Only of a Minimum of 3,600 Square Feet

The overall development shall provide a fitness center of at least 12,000 square feet.

Residential units may have access to room service, turndown/maid service or other services offered by the hotel operator, if the hotel operator selects to make such services available.

5. Shade.

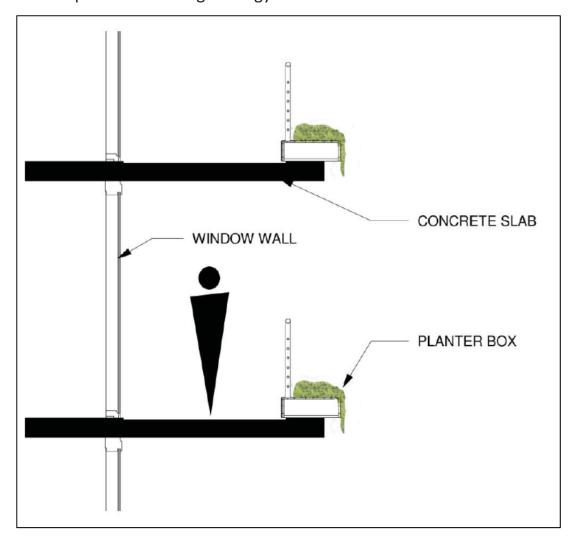
The provision of shade to enhance the pedestrian experience is recognized as a critical element in planning spaces within the Sonoran Desert environment. Final plans should include shading features in the building design and/or landscaping to provide for pedestrian comfort. Various shading strategies may include:



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- A. Physical Shade via Umbrellas and/or Shade Sails
- B. Use of Vegetation (such as Trees)
- C. Integrated Structural Overhangs
- D. Awnings and/or Shade Trellis Features

Furthermore, the use of patios to create depth to shelter exterior glass as well as the outdoor living space will create shade for each individual residential dwelling unit. A concept of this shading strategy is shown below:



At a minimum, final site plans shall provide for a 50% shading of all sidewalks and pedestrian paths, as measured at the summer solstice.

In order to minimize heat gain and retention caused by paved parking surfaces, all parking is to be provided below grade.

6. Lighting Plan.

Sufficient lighting is key to providing comfort and a feeling of safety, while also providing opportunity for enhancement of architectural features, landscaping and other Site elements such as art features. The Project will provide a quality lighting strategy, conceptualized in <u>Figure 12: Preliminary Site Lighting Plan</u>. All site lighting will comply with the standards of the Phoenix Zoning Ordinance.

H. Design Guidelines

The Project proposes elevations that provide exceptional design and a unique visual appearance as well as a unique site plan and building placement, resulting in a high-quality visual gateway into the commercial heart of Kierland. The following standards are provided to guide the development of the Project and will be reflected in the final design.

At its core, the Project is intended as a mixed-use development which contains vertically stacked courtyard houses in conjunction with grand civic courtyards and open space reminiscent of classical era planning. The private courtyard residences are a unique blend evocative of Sonoran Desert Native American housing with the functionality of southwest indoor/outdoor living. Each dwelling is designed as a dynamic combination of layered interior space expanding uninterrupted into lushly landscaped private terraces. Other buildings and spaces on the site shall harmonize with these residences.

To achieve that harmony, the following design guidelines/expectations shall be provided for in the final plans for each structure:

- 1. <u>Exterior Materials</u> Exterior materials will include expansive landscaping, glass, concrete, CMU, and non-reflective coated metals.
- 2. <u>Exterior Façade</u> The exterior façade of all buildings will contain architectural shading devices and a vertically integrated architectural landscaping system.
- 3. <u>Color Palette</u> Materials will utilize colors present in the desert landscape.
- 4. <u>Site Connectivity</u> Open space at grade level is encouraged. The development celebrates open courtyards, plazas, and walkways and should network buildings on the site.

5. <u>Private Terraces</u> – Private shaded terraces will be integrated with the residences and will include architectural shading devices and an architectural vertically integrated landscaping system.

In summary, the Overall Design Vision provided at the beginning of this PUD narrative is implemented by the inclusion of the above guidelines into the architectural design of the Project.

The result will be a development that is in general conformance with the elevations found in this narrative as <u>Figure 5 – Conceptual Elevations</u>.

I. Signs

The Project will be subject to the standards of Chapter 7 of the City of Phoenix Zoning Ordinance.

Note that the Project is subject to a comprehensive site plan ("CSP") adopted pursuant to Section 705.E.2. that is applicable to the greater Kierland area. All signage is subject to said CSP and any amendments thereto.

J. Sustainability

1. City Enforced Standards.

None

2. Developer Enforced Standards.

Optima Center Kierland will be a pedestrian friendly mixed-use multi-family residential project incorporating meaningful and appropriate open space, landscaping, pedestrian mobility, access to shopping and entertainment, and provide a variety of architectural styles to the dynamic Kierland area.

Optima Center Kierland will be the first project in the City of Phoenix to comply with the Phoenix Green Construction Code (amended version of the International Green Construction Code - IgCC) which was adopted by the City in 2012 as a voluntary code to promote community sustainability in line with the City of Phoenix sustainability initiatives.

Phoenix Green Construction Code is designed to reduce the adverse environmental impacts associated with development in the areas of heat island mitigation, material resources, energy consumption, water depletion and indoor environmental quality. The Phoenix Green Construction Code enhances Phoenix's environmental quality of life for residents, businesses and visitors. It adds economic, environmental and community value while responding to the growing demand for a 21st century green lifestyle involving open space, mixed use and pedestrian connectivity.

Optima will work with the City and leverage 35 years of experience in development, architecture, and construction to help develop the most appropriate standards for green construction in Phoenix. Optima's partnership with the City of Phoenix in obtaining certification under the Phoenix Green Construction Code will revolutionize sustainable construction practices. The cost for a developer to build a project of this size to green building standards is approximately an additional 6%.

By complying with the Phoenix Green Construction Code, the Optima Center Kierland will contribute to the City of Phoenix initiatives by addressing the following:

- Vegetated courtyards, terraces and roofs that provide for heat island mitigation, sound mitigation, and improved air quality
- A pedestrian friendly mixed-use multi-family residential project with underground parking and pedestrian connectivity providing mitigation of transportation impacts
- Energy efficient construction, renewable energy systems such as solar and wind, and reduced carbon emissions
- Resource efficient building materials and waste diversion with easy resident access to recycling bins and chutes
- Reduced water use with WaterSense labeled plumbing fixtures and drought-resistant landscape
- Healthy interiors with low emissions from material content and finishes
- Connectivity to plants and daylighting with floor to ceiling glazing that help stress reduction, comfort, and well-being

Building upon experience gained from using the International Green Construction Code in the City of Scottsdale on Optima Sonoran Village, Optima Center Kierland will use the Phoenix Green Construction Code to adapt to local conditions and environmental priorities of the City of Phoenix.

By following Phoenix's 3rd party verification and inspection process, the project approval will be streamlined and a Green Designation and Certification will be achieved in compliance with the Phoenix Green Construction Code.

K. Infrastructure

The surrounding public roadways (71st Street, Kierland Boulevard and Scottsdale Road) are all built to a full public standard and are at their final build-out size and configuration. The traffic impact assessment concluded that there are no additional improvements required to nearby public roads and that there is sufficient capacity to accommodate the Project as proposed. A copy is on-file with the City of Phoenix.

Grading and Drainage for the Site will be designed to meet all City of Phoenix standards. The Project will provide required stormwater accommodation via underground storage infrastructure.

Water and wastewater systems exist in the immediate area and already service the Site. There is sufficient capacity for the Project as proposed. The design and construction of any facilities needed to connect to the existing infrastructure shall be the responsibility of the developer.

L. Phasing Plan

The Project is planned to have a total of four (4) phases, for Version A, three (3) phases for Version B and four (4) phases for Version C, each of which can be developed independently of the other. Therefore, the provided plan is conceptual only and is subject to change as market demands dictate.

<u>Figure 12</u> illustrates the construction of the westernmost building in Phase I, as well as ground level improvements (fitness center) and landscaping along 71st Street or (ii) a Corporate Office for Optima. Phase II is the center residential building and Phase III is the easternmost residential building along Scottsdale Road. The southwestern corner of the Site is planned to be developed as either (i) a hotel under Phase IV or (ii) additional residential units as Phase I.

M. Additional Exhibits

1. Legal Description.

15222 North Kierland Blvd Parcel (APN 215-42-006B):

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE COUNTY OF MARICOPA, STATE OF ARIZONA AND IS DESCRIBED AS FOLLOWS:

A parcel of land lying within Section 3:, Township 3 North, Range 4 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the south most Southeast corner of said Parcel 4A;

THENCE along the south line of said Parcel 4A, South 89 degrees 44 minutes 08 seconds West, a distance of 195.17 feet, to the POINT OF BEGINNING;

Thence continuing along said south line, South 89 degrees 44 minutes 08 seconds West, a distance of 342.83 feet:

Thence North 45 degrees 11 minutes 08 seconds West, a distance of 29.66 feet, to The west line of said Parcel 4A.

Thence leaving said south line, along said west line, North 00 degrees 06 minutes 24 seconds West, a distance of 244.02 feet;

Thence leaving said west line, South 90 degrees 00 minutes 00 seconds East, a distance of 46.83 feet;

Thence South 00 degrees 00 minutes 00 seconds West, a distance of 39.08 feet;

Thence South 45 degrees 15 minutes 52 seconds East, a distance of 199.72 feet;

Thence North 89 degrees 44 minutes 08 seconds East, a distance of 175.23 feet;

Thence South 00 degrees 15 minutes 52 seconds East, a distance of 84.51 feet, to the POINT OF BEGINNING.

15440 North Scottsdale Road Parcel (APN 215-42-006A):

A parcel of land lying within Section 3, Township 3 North, Range 4 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the Southern most Southeast corner of said Parcel 4A, said corner being the POINT OF BEGINNING;

THENCE along the South line of said Parcel 4A, South 89 degrees 44 minutes 08 seconds West; a distance of 195.17 feet;

THENCE leaving said South line, North 00 degrees 15 minutes 52 seconds West, a distance of 84.51 feet;

THENCE South 89 degrees 44 minutes 08 seconds West, a distance of 175.23 feet;

THENCE North 45 degrees 15 minutes 52 seconds West, a distance of 199.72 feet;

THENCE North 00 degrees 00 minutes 00 seconds East, a distance of 39.08 feet;

THENCE North 90 degrees 00 minutes 00 seconds West, a distance of 46.83 feet to the West line of said Parcel 4A;

THENCE along said West line, North 00 degrees 06 mInutes 24 seconds West, a distance of 434.98 feet to the North line of said Parcel 4A:

THENCE along said North line, North 89 degrees 44 minutes 08 seconds East, a distance of 165.43 feet;

THENCE leaving said North line, South 00 degrees 15 minutes 52 seconds East, a distance of 69.99 feet:

THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 99.31 feet;

THENCE South 45 degrees 15 minutes 52 seconds East, a distance of 368.10 feet;

THENCE South 00 degrees 15 minutes 52 seconds East, a distance of 8.54 feet;

THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 54.04 feet, to the East line of said Parcel 4A;

THENCE along said East line, South 00 degrees 06 minutes 24 seconds East, a distance of 340.17 feet:

THENCE leaving said East line, South 44 degrees 48 mInutes 52 seconds West, a distance of 29.74 feet to the POINT OF BEGINNING.

2. Color Palette.

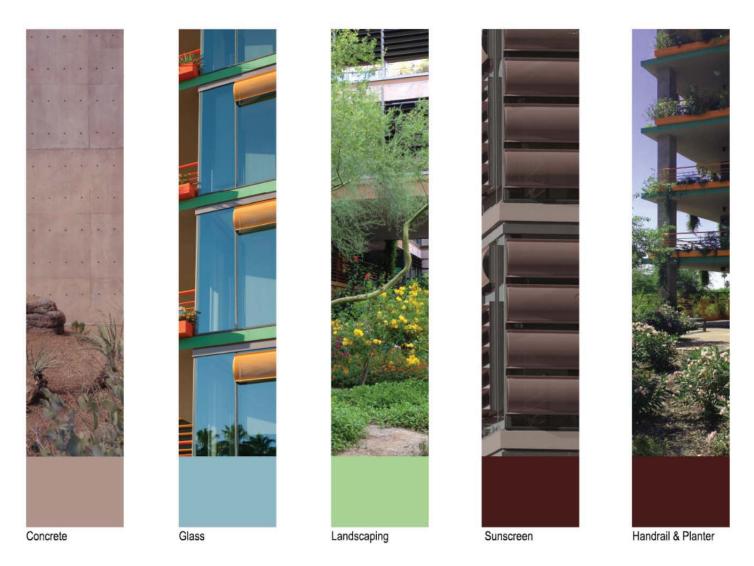


Figure 4 – Color Palette/Materials Exhibit

OFFICAL RECORDS OF
MARICOPA COUNTY RECORDER
HELEN PURCELL
20140629156 09/23/2014 02:37 #5947G
ELECTRONIC RECORDING (9 pages)

ORDINANCE G-5947

AN ORDINANCE AMENDING THE CODE OF THE CITY OF PHOENIX, ARIZONA, PART II, CHAPTER 41, THE ZONING ORDINANCE OF THE CITY OF PHOENIX, BY AMENDING SECTION 601, THE ZONING MAP OF THE CITY OF PHOENIX, CHANGING THE ZONING DISTRICT CLASSIFICATION FOR THE PARCEL DESCRIBED HEREIN (CASE Z-22-14-2) FROM C-2 PCD (INTERMEDIATE COMMERCIAL, PLANNED COMMUNITY DEVELOPMENT) TO PUD (PLANNED UNIT DEVELOPMENT).

WHEREAS, on May 16, 2014, the City of Phoenix Planning and
Development Department received, in compliance with the requirements of the City of
Phoenix Zoning Ordinance, Section 506, a written request for rezoning from Nick Wood,
with Snell & Wilmer on behalf of Optima, having authorization to represent the owner,
15222 Kierland LLC & 15440 Scottsdale LLC of an approximately 9.09 acre property
located at the northwest corner of Kierland Boulevard and Scottsdale Road in a portion
of Section 3, Township 3 North, Range 4 East, as described more specifically in
Attachment "A", attached hereto and incorporated herein by this reference; and,

WHEREAS, pursuant to A.R.S. § 9-462.04, the Planning Commission, held a public hearing on September 9, 2014, and at this hearing recommended that the City Council approve this rezoning request with the recommended staff conditions, as modified; and,

WHEREAS, the City Council, at their regularly scheduled meeting held on September 17, has determined that, in accordance with A.R.S. § 9-462.01.F, this rezoning request, with the appropriate site specific requirements provided in Section 2, is consistent with and conforms to the General Plan, will conserve and promote the public health, safety and general welfare, and should be approved, subject to the conditions herein.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1: The zoning of an approximately 9.09 acre property located at the northwest corner of Kierland Boulevard and Scottsdale Road in a portion of Section 3, Township 3 North, Range 4 East, as described more specifically in Attachment "A", is hereby changed from "C-2 PCD" (Intermediate Commercial Planned Community District) to "PUD" (Planned Unit Development) and that the Planning and Development Director is instructed to modify The Zoning Map of the City of Phoenix to reflect this use district classification change as shown in Attachment "B".

SECTION 2: The specific nature of the subject property and of the rezoning request is more particularly described in case file Z-22-14-2, on file with the Planning and Development Department. Due to the site's specific physical conditions and the use district applied for by the applicant, this rezoning is subject to compliance with the PUD narrative and the following stipulations, violation of which shall be treated in the same manner as a violation of the <u>City of Phoenix Zoning Ordinance</u>:

Ordinance G-5947

- An updated Development Narrative for the Optima Center Kierland PUD reflecting
 the changes approved through this request shall be submitted to the Planning and
 Development Department within 30 days of City Council approval of this request.
 The updated Development Narrative shall be consistent with the Development
 Narrative date stamped July 21, 2014, as modified by the following stipulations:
 - Page G001: Replace preliminary phasing plan grade level with PH-001 preliminary site phasing plan, date stamped September 15, 2014.
 - Page G001-B: Replace preliminary phasing plan grade level with PH-001B preliminary phasing plan, date stamped September 15, 2014.
- The applicant shall submit a Traffic Impact Study to the Street Transportation
 Department and the Planning and Development Department prior to preliminary
 site plan review. The applicant shall be responsible for any dedications and
 required improvements as recommended by the approved traffic study, as
 approved by the Planning and Development Department and the Street
 Transportation Department.
- 3. The developer shall provide a high intensity activated crosswalk ("HAWK") beacon to be installed at an appropriate location to facilitate pedestrian crossing of Kierland Boulevard from the development site to Kierland Commons. The final determination of the HAWK from the development site across Kierland Boulevard shall be made by the City of Phoenix Street Transportation Department with the final design and function of the beacon to be as approved by the Street Transportation Department.
- The project entrance on Kierland Boulevard shall be designated as the main entrance and signed accordingly, as approved by the Planning and Development Department.
- The access to the loading docks and refuse facilities shall be from Kierland Boulevard and signed accordingly, as approved by the Planning and Development Department.
- The entrance on 71st Street shall be for resident and guest ingress/egress only and signed accordingly, as approved by the Planning and Development Department.
- Building one (1) per the revised preliminary site phasing plan (Page PH-001) date stamped September 15, 2014, and all surface improvements on the westernmost portion of the site located within 60 feet of 71st Street shall be constructed first.
- There shall be no construction access from 71st Street.
- Construction hours shall be between the hours of 6:00 a.m. and 7:00 p.m. from May 1 to and including September 30 and between the hours of 7:00 a.m. and 7:00 p.m. beginning October 1 to and including April 30 on non-holiday weekdays.

Ordinance G-5947

- Any glass and/or glazing visible from adjoining properties shall not exceed an outside reflectance level of 30%, as approved by the Planning and Development Department.
- The developer shall notify the following individuals by mail 15 days prior to any subsequent public hearing, including but not limited to preliminary site plan approval. The notice shall include the date, time and location of the meeting/hearing.
 - Sentinel Real Estate Corporation c/o David Weiner 1251 Avenue of the Americas 35th Floor New York, New York 10020
 - Paragon Apartments
 Attn: Community Manager
 15440 North 71st Street
 Scottsdale, Arizona 85254
 - c. Withey Morris, PLLC c/o Jason Barclay Morris 2525 East Arizona Biltmore Circle Suite A212 Phoenix, Arizona 85016
- The Kierland Boulevard right turn in shall be constructed during Phase One of site construction to be utilized for construction traffic.

SECTION 3: If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions hereof.

PASSED by the Council of the City of Phoenix this 17th day of September, 2014. MAYOR ATTEST: City Clerk APPROVED AS TO FORM: City Attorney pm REVIEWED BY: City Manager Attachments: A - Legal Description (1 Page) B - Ordinance Location Map (1 Page) -5-Ordinance G-5947

ATTACHMENT A

LEGAL DESCRIPTION FOR Z-22-14-2

Legal Description for 15222 North Kierland Blvd as Per Deed 2012-0009029

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE COUNTY OF MARICOPA, STATE OF ARIZONA AND IS DESCRIBED AS FOLLOWS:

A parcel of land lying within Section 3:, Township 3 North, Range 4 East of the Gila and Salt

River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows;

COMMENCING at the south most Southeast corner of said Parcel 4A;

THENCE along the south line of said Parcei4A, South 89 degrees 44 minutes 08 seconds West, a distance of 195.17 feet, to the POINT OF BEGINNING;

Thence continuing along said south line, South 89 degrees 44 minutes 08 seconds West, a distance of 342.83 feet;

Thence North 45 degrees 11 minutes 08 seconds West, a distance of 29.66 feet, to The west line of said Parcel 4A;

Thence leaving said south line, along said west line, North 00 degrees 06 minutes 24 seconds West, a distance of 244.02 feet.

Thence leaving said west line, South 90 degrees 00 minutes 00 seconds East, a distance of 46.83 feet:

Thence South 00 degrees 00 minutes 00 seconds West, a distance of 39.08 feet; Thence South 45 degrees 15 minutes 52 seconds East, a distance of 199.72 feet; Thence North 89 degrees 44 minutes 08 seconds East, a distance of 175.23 feet;

Thence South 00 degrees 15 minutes 52 seconds East, a distance of 84.51 feet, to the POINT OF BEGINNING.

-6-

Ordinance G-5947

Legal Description for 15440 North Kierland Blvd as Per Deed 2012-1039515

PARCEL NO. 1:

A parcel of land lying within Section 3, Township 3 North, Range 4 East of the Gila and Salt

River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the Southernmost Southeast comer of said Parcel 4A, said comer being the

POINT OF BEGINNING:

THENCE along the South line of said Parcel4A, South 89 degrees 44 minutes 08 seconds West, a distance of 195.17 feet;

THENCE leaving said South line, North 00 degrees 15 minutes 52 seconds West, a distance of

84.51 feet;

THENCE South 89 degrees 44 minutes 08 seconds West, a distance of 175.23 feet;

THENCE North 45 degrees 15 minutes 52 seconds West, a distance of 199.72 feet; THENCE North 00 degrees 00 minutes 00 seconds East, a distance of 39.08 feet; THENCE North 90 degrees 00 minutes 00 seconds West, a distance of 46.83 feet to the West

line of said Parcel 4A;

THENCE along said West line, North 00 degrees 06 minutes 24 seconds West, a distance of

434.98 feet to the North line of said Parcel 4A:

THENCE along said North line, North 89 degrees 44 minutes 08 seconds East, a distance of

165.43 feet;

THENCE leaving said North line, South 00 degrees 15 minutes 52 seconds East, a distance of 69.99 feet:

THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 99.31 feet; THENCE South 45 degrees 15 minutes 52 seconds East, a distance of 368.10 feet; THENCE South 00 degrees 15 minutes 52 seconds East, a distance of 8.54 feet;

Ordinance G-5947

-7-

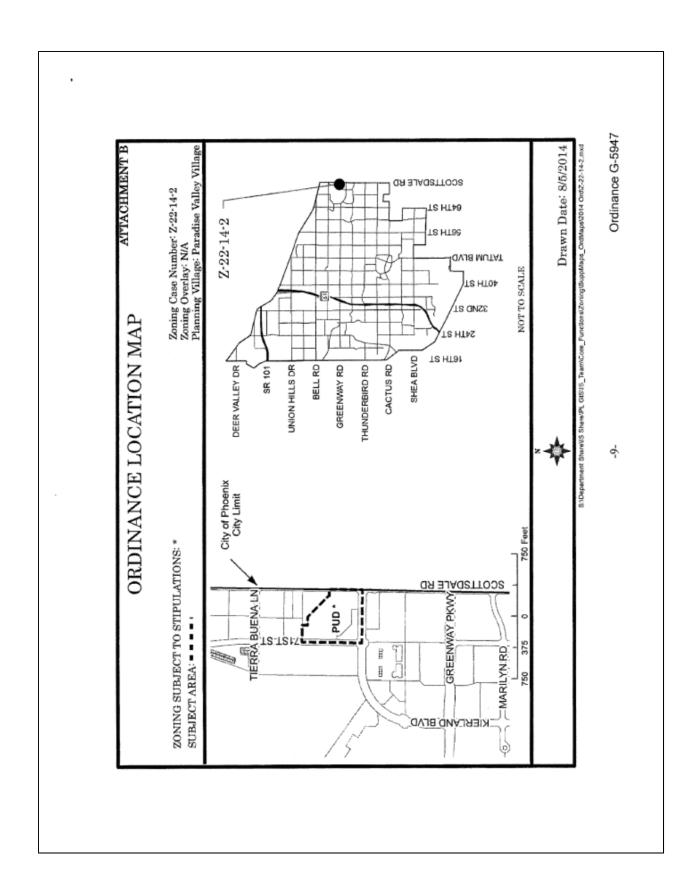
THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 54.04 feet, to the East line of said Parcel 4A;

THENCE along said East line, South 00 degrees 06 minutes 24 seconds East, a distance of 340.17 feet;

THENCE leaving said East line, South 44 degrees 48 minutes 52 seconds West, a distance of 29.74 feet to the POINT OF BEGINNING.

PARCEL NO. 2:

An easement for ingress, egress and public utilities, as granted in Document No. 96-0570533 and thereafter amended in Document No. 99-0563053 and thereafter Second Amendment recorded in Document No. 99-0875237 and re-recorded in Document No. 2001-721444.



Site Plan Version A

Residential and Hotel

OPTIMA CENTER KIERLAND PROJECT DATA:

SITE AREAS

NET SITE AREA (SQ FT) NET SITE AREA (ACRES) 328,048 SF 7.53 GROSS SITE AREA (SQ FT) GROSS SITE AREA (ACRES) 395,960 SF 9.09

RESIDENTIAL UNITS

BUILDING 1 BUILDING 2 BUILDING 3 220 UNITS 220 UNITS 220 UNITS TOTAL UNITS DENSITY (UNITS / ACRE) 660 UNITS 73

HOTEL COUNT AREA ROOMS 400 SF

TOTAL GROSS (SQ FT) GRADE LEVEL OPEN SPACE (SQ FT) 242,098 = 74%

BUILDING DATA - EXISTING HEIGHT USE SIZE PARCEL 1 - 1 STORY PARCEL 2 - 1 STORY PARCEL 3- 1 STORY 16,076 SF 94,941 SF 11,959 SF

1,651,678

BUILDING DATA - PROPOSED

BUILDING DATA - PROPI BUILDING 1 - 12 STORIES BUILDING 2 - 12 STORIES BUILDING 3 - 12 STORIES BUILDING 4 - 10 STORIES FITNESS CENTER - 1 STORY 117'-11" T.S. 117'-11" T.S. 117'-11" T.S. 99'-5" T.S. 16'-0" T.S. 325,952 SF 325,952 SF 325,952 SF 139,563 SF 13,952 SF

PARKING SPACES

TOTAL PROVIDED = 1444 SPACES ALL PARKING PROVIDED UNDERGROUND PARKING LL1 PARKING LL2

GRADING & DRAINAGE

ALL RETENTION TO BE PROVIDED UNDERGROUND







1 EAST ELEVATION

optima*

A400 ELEVATIONS OPTIMA CENTER KIERLAND



2 SOUTH ELEVATION

optima*

A401 ELEVATIONS OPTIMA CENTER KIERLAND



3 WEST ELEVATION

SCALE: 1"+30-0"

optima*

A402
ELEVATIONS
OPTIMA CENTER KIERLAND



4 NORTH ELEVATION

optima*

A403 ELEVATIONS OPTIMA CENTER KIERLAND









D —____ OPTIMA CENTER KIERLAND



LIGHTING FIXTURE SCHEDULE

TYPE	DESCRIPTION	MODEL	LAMP	FINISH
BL1	BOLLARD LIGHT	B30-8R-42PL-30"	42W CFL	BLACK
RP1	RAMP LIGHT	LLF-60-70PMH277	70W MTL HAL T6	BLACK
SL1	SOFFIT LIGHT	6722	32W CFL	SS
TL1	TREE LIGHT	720-MH39PAR20-277	70W MTL HAL PAR20	BLACK







PH-001
PRELIMINARY SITE PHASING PLAN

OPTIMA CENTER KIERLAND

Site Plan Version B

Residential

OPTIMA CENTER KIERLAND PROJECT DATA:

SITE AREAS

 NET SITE AREA (SQ FT)
 328,048 SF

 NET SITE AREA (ACRES)
 7.53

 GROSS SITE AREA (SQ FT)
 395,960 SF

 GROSS SITE AREA (ACRES)
 9.09

RESIDENTIAL UNITS

BUILDING 1 220 UNITS
BUILDING 2 220 UNITS
BUILDING 3 220 UNITS
BUILDING 3 136 UNITS
TOTAL UNITS 796 UNITS
DENSITY (UNITS / ACRE) 87.5

 TOTAL GROSS (SQ FT)
 1,710,516

 GRADE LEVEL OPEN SPACE (SQ FT)
 253,848 = 77%

 BUILDING DATA - EXISTING
 HEIGHT
 USE
 SIZE

 PARCEL 1 - 1 STORY PARCEL 2 - 1 STORY PARCEL 3 - 1 STORY C
 C
 9.941 5 PARCEL 3 - 1 STORY C
 11,959 SF

BUILDING DATA - PROPOSED

BUILDING 1 - 12 STORIES	117'-11" T.S.	R	325,952 SF
BUILDING 2 - 12 STORIES	117'-11" T.S.	R	325,952 SF
BUILDING 3 - 12 STORIES	117'-11" T.S.	R	325,952 SF
BUILDING 4 - 10 STORIES	99'-5" T.S.	R	192,440 SF
FITNESS CENTER - 1 STORY	16'-0" T.S.	R	13,000 SF

PARKING SPACES

TOTAL PROVIDED = 1533 SPACES
ALL PARKING PROVIDED UNDERGROUND
PARKING LL1 764
PARKING LL2 769

GRADING & DRAINAGE

ALL RETENTION TO BE PROVIDED UNDERGROUND







1 EAST ELEVATION

optima*

B400 ELEVATIONS OPTIMA CENTER KIERLAND



2 SOUTH ELEVATION

optima*

B401 ELEVATIONS OPTIMA CENTER KIERLAND



3 WEST ELEVATION

optima*

B402
ELEVATIONS
OPTIMA CENTER KIERLAND



4 NORTH ELEVATION

optima*

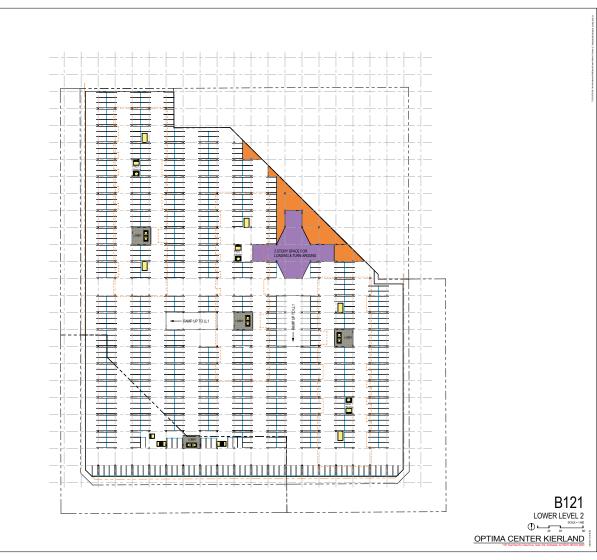
B403 ELEVATIONS OPTIMA CENTER KIERLAND



B101 GRADE LEVEL









LIGHTING FIXTURE SCHEDULE

TYPE	DESCRIPTION	MODEL	LAMP	FINISH
BL1	BOLLARD LIGHT	B30-8R-42PL-30"	42W CFL	BLACK
RP1	RAMP LIGHT	LLF-60-70PMH277	70W MTL HAL T6	BLACK
SL1	SOFFIT LIGHT	6722	32W CFL	SS
TI 1	TREE LIGHT	720-MH39PAR20-277	70W MTI HAI PAR20	RI ACK





PH-001B

PRELIMINARY PHASING PLAN

OPTIMA CENTER KIERLAND

Site Plan Version C

Residential and Corporate Office





1 EAST ELEVATION

C400 ELEVATIONS

OPTIMA CENTER KIERLAND



2 SOUTH ELEVATION

C401 ELEVATIONS

OPTIMA CENTER KIERLAND



3 WEST ELEVATION

optima'

C402 ELEVATIONS



4 NORTH ELEVATION

SCALE: 1"-30"-0"

C403 ELEVATIONS

OPTIMA CENTER KIERLAND







