

DMB CIRCLE ROAD PARTNERS MIXED USE DEVELOPMENT

Development Narrative

Approximately 400-feet north of the Northwest Corner of
North Scottsdale Road and North Kierland Boulevard

Planned Unit Development Submittal

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**Planning & Development
Department**

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PLANNED UNIT DEVELOPMENT DISCLAIMER

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.

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DMB CIRCLE ROAD PARTNERS MIXED USE DEVELOPMENT PLANNED UNIT DEVELOPMENT NARRATIVE

A. PURPOSE AND INTENT

1. PROJECT OVERVIEW

DMB Circle Road Partners LLP (“DMB”), long time owners of the property, are requesting to rezone the 2.28 gross acre parcel (APN #215-42-006C) located approximately 400-feet north of the northeast corner of North Kierland Boulevard and North Scottsdale Road (the “Property”). The site is currently zoned Intermediate Commercial with a Planned Community District (“C-2 PCD”) and is located in the Paradise Valley Village Core and Council District 2 of the City of Phoenix (the “City”). The Property directly fronts onto Scottsdale Road and is currently home of the 25,000 +/- square foot La Maison Interiors furniture store.

This Development Narrative outlines the request to rezone the Property from C-2 PCD to Planned Unit Development (“PUD”) for the development of a mixed-use building including ground floor retail, hotel, and multi-family uses. The singular building will include a mixture of ground floor retail with the potential for hotel units and luxury condominiums on the upper floors. The DMB PUD has also been written to allow office space and apartments. The PUD supports multiple designs design that have been constructed with attention to the surrounding area including Kierland, Optima Towers, Scottsdale Quarter and potential taller developments east within Scottsdale. The design expectations of the DMB PUD are set to allow a singular multi-story building that will be iconic and entail landmark architecture for the City’s side of the Scottsdale Road corridor.

The DMB PUD allows standards for development of the Property to be complimentary to surrounding developments. Given the growth and intensification of uses in the immediate area, the Property is no longer conducive to a single-story retail building fronting a major arterial road. Scottsdale Road has seen an abundance of redevelopment in the past few years including several 120-foot residential towers to the south and west of the Property, along with current development proposals in Scottsdale for 134-feet. In an effort to accommodate existing and planned development proximate to the Property the DMB PUD includes two (2) building height options both of which include substantially similar density: (1) Option A, as more fully described below and depicted on Option A Exhibit included herein has a maximum height of 120’; and (2) Option B, also more fully described below and depicted on Option B Exhibit included herein has a maximum height of 196’. Option A is designed at a height consistent with adjacent buildings built and planned to the south and

west of the Property and Option B is designed to open and maximize view corridors for the adjacent buildings.

The mixed-use development will serve residents, restaurants and retail businesses in the Paradise Valley Village and in the surrounding area, and will provide substantial benefits to the City. Besides meeting an unmet local demand for residential and hotel uses, it will improve the site with open space, landscaping and award-winning architecture, which will enhance surrounding property values. The proposed mixed-use development will create new local job opportunities and allow the Property to be developed in a manner that is consistent with the surrounding area.

2. PROJECT GOALS

The DMB PUD's primary goal is to meet the unmet demand of permanent multi-family housing and a luxury boutique hotel option in the immediate market area, while blending with the urban, high-rise character of the adjacent buildings and surrounding properties. The goal is to facilitate a development that will be aesthetically pleasing, improve the site, meet the needs of the surrounding residents and increase the economic potential for the City.

A further goal of the DMB PUD is to redevelop an oddly shaped parcel and ensure compatibility with surrounding properties through the modification of standard provisions of the Phoenix Zoning Ordinance. These modifications will facilitate high quality, context specific development, while also addressing goals specific to the City's General Plan.

3. OVERALL DESIGN CONCEPT

The DMB PUD includes development standards and design guidelines which are intended to produce a mixed-use project that will be in harmony with existing and future development in Kierland and along the Scottsdale Road corridor. In accordance with this intent, DMB is proposing two site plan solutions for the Property, one which is the same height of adjacent buildings, but longer with more horizontal massing (Option A), and one which is taller in height but slimmer and less massive horizontally (Option B).

Option A is more in keeping with prior approved building heights in the area, such as the Optima Towers residential project directly to the southwest, the Kierland Lofts in Kierland Commons and the Westin Hotel further to the west. Option A, however, creates more visual massing from the pedestrian viewpoint, and blocks more views from the existing residential developments mentioned above. Also, Option A affords fewer opportunities for architectural interest and "human-scale" ground plane amenitization. (See Option A Exhibits attached).

Option B is a departure from prior approved building heights and massing in the area, but is a better solution for the Property. Option B opens up view corridors both to and from existing residential development adjacent to the Property. It also creates less visual massing impact on the ground-level pedestrian realm and allows the building form to have more

architectural character. It allows the Property to “breathe” by providing adequate open air space through the Property and the surrounding residential towers. This in turn allows for less of a canyon effect on the adjacent open space. (See Option B Exhibits and Comparative Perspectives attached).

4. DESIGN THEME

The overall design theme of the DMB PUD is to create a uniquely contextual mixed-use development of residential, hotel, and retail uses in harmony with existing and future development in and around the Property, particularly the Optima Towers residential project directly to its southwest. The development will also give attention to the Scottsdale Road street frontage to create a visually inviting pedestrian street edge thru traditional urban design principles, which is an expectation of the City’s PUD zoning. The proposed multi-family residential / hotel tower, along with the proposed retail uses, are in keeping with the redevelopment that is taking place in Kierland. It will bring residential opportunities that will support existing and future retail and restaurant venues, in a vibrant and walkable pedestrian environment.

Architectural design of the building will support sustainable “green” design principles such as passive solar shading of windows, green roof elements, and Low-E glazing. Balconies for the residential units will be incorporated into the architectural design to allow owners and tenants direct access to outdoor space. They will also add visual interest and act as passive solar shading elements. The landscaping and redevelopment of the site will integrate with the character of the Optima Towers development to the southwest. The overall design concept will provide for a high-quality living environment that reflects Kierland and the evolving Scottsdale Road corridor.

PROJECT SITE DATA TABLE

LA MAISON HOTEL AND CONDO	
Existing Zoning	C-2 PCD
Proposed Zoning	PUD (Planned Unit Development)
General Plan Designation	Commercial

Surrounding Streets	North Scottsdale Road, North 71 st Street, North Kierland Boulevard
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B. LAND USE PLAN

The approximately 2 gross acre site will allow retail, hotel and multi-family with accessory uses. Please see Conceptual Site Plan at **Exhibit 9A**.

C. SITE CONDITIONS AND LOCATION

1. Acreage

The Property consists of approximately 2.28 acres. See Legal Description at **Exhibit 2**.

2. Location

The Property is located approximately 400 feet north of the northwest corner of North Scottsdale Road and North Kierland Boulevard. See Area Vicinity Map and Site Aerial at **Exhibits 3 and 4**.

3. Topography

There are no significant topographical or natural features on the Property. The site is generally flat. See Context Plan and Site Photos at **Exhibit 6**.

D. GENERAL PLAN CONFORMANCE

The proposed use is supported by numerous goals, policies and objectives of the General Plan, including:

Connect People & Places – Cores, Centers and Corridors

- **Goal:** *Phoenix residents should have an abundance of **places to connect** with services, resources and each other.*
- **Land Use Principles:** *Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, and use needs, and transportation system capacity.*

- **Design Principles:** *Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.*
 - Response: The development of Kierland Commons and the Scottsdale Quarter has sparked an increase in demand for retail, office, and luxury multi-family development within this corridor and core. The Scottsdale Road and Kierland Boulevard intersection has become one of the most in demand locations promoting the need for more residential density and intensity of height. The Property is almost a half-mile from the closest single-family residence and the views from these residences to our proposed building will be screened by existing and proposed development and existing mature landscaping. The proposed open space will be designed so as to provide continual open space areas between the adjacent properties.

Connect People & Places – Opportunity Sites

- **Goal:** *To promote development of vacant parcels or redevelopment of underutilized parcels within the developed area of the city that are consistent with the character of the area or with the area's transitional objectives.*
- **Land Use & Design Principles:** *Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.*
 - Response: Much of the development along the Scottsdale Road Corridor was created in the 1970's and 1980's as single story, auto-oriented strip centers. In the late 1990's, the west side of Scottsdale Road in this area developed out with a majority of furniture stores to serve the northeast valley. Recently, the furniture store properties have been redeveloping into a mixture of residential, office and more urban building forms. With the success of Kierland's Commons commercial and evolving residential densities, both sides of Scottsdale Road have seen the transition to more urban, pedestrian oriented projects that have minimal to no impacts on single family neighborhoods. The proposed mixed use development will blend with the surrounding developments by providing an additional mix of housing types, potential hotel and retail. This intersection and the Scottsdale Road corridor is becoming a major destination. This site is the perfect opportunity to add to the surrounding uses and the overall economic potential of the Paradise Valley Village and City of Phoenix.

Strengthen our Local Economy – Job Creation (Employers)

- **Goal:** *Facilitate job creation in targeted high-growth/high-wage industry sectors and targeted trade industry sectors.*
- **Land Use and Design Principles:** *Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.*
 - Response: The Scottsdale Airpark is one of the largest employments centers in the state of Arizona. Anchored by the Scottsdale Airport, the Scottsdale Airpark encompasses an 8.6 square mile area with over 2,900 businesses employing more than 51,000 people. Both sides of the Scottsdale Road corridor between Thunderbird Road on the south and Bell Road on the north have created a dynamic and successful mixed-use core for this area of northeast Phoenix. The proposal will provide for an iconic building that exemplifies Phoenix’s allowance for the continued progression of exemplary development projects. With over 2 million square feet of commercial, office and industrial uses, the provision of executive and employee housing alternatives, as well as a potential hospitality use, will benefit the surrounding Kierland community and airpark core. The proposed mixed-use development will have the flexibility to develop as retail, hotel and multi-family residential units. These uses provide job creation in an already targeted area and designated employment center. This intersection has become a regional core and is one of the more in-demand areas in the entire Valley for economic development. The location of high quality residential, commercial and employment uses in this area will provide for continued sustainable benefits to the area. Please refer to the Fiscal and Economic Impact Analysis submitted with this PUD case.

Celebrate our Diverse Communities & Neighborhoods – Diverse Neighborhoods

- **Goal:** *A diverse range of housing choices, densities, and prices in each village should be encouraged.*
- **Land Use and Design Principles:** *Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.*
 - Response: Even though the Kierland area has seen a surge of multi-family development, retail and office, including Scottsdale Airpark, still overwhelm in magnitude compared to available residential uses. The majority of the surrounding Paradise Valley Village is single-family homes. This intersection and corridor has provided the perfect center and infrastructure to allow hotels and luxury multi-family development. This is the perfect location for additional residential density and height for the Village.

Celebrate our Diverse Communities & Neighborhoods – Certainty & Character

- **Goal:** *Every neighborhood and community should have a level of certainty. Ensure that development, redevelopment and infrastructure supports and reinforces the character and identity of each unique community and neighborhood.*
- **Land Use Principles:** *Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.*
- **Design Principles:** *Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.*
 - Response: The DMB PUD (Option B) will ensure that existing and proposed adjacent residential developments maintain their view corridors. This intersection is increasingly becoming more in demand for additional height and density. This is also one of the only areas that can facilitate additional height and density in all of north Phoenix without impacting low density, single family properties. The DMB PUD proposes to locate height and density in a regional type core that is compatible in scale, designs and appearance to the immediate adjacent property owners. The evolution of this immediate corner meets this land use principle of placing height and intensity based on the village character developing around this property.

Build the Sustainable City

- **Goal:** *Establish Phoenix as a leader in green/sustainable building through the use of green/sustainable building techniques in private and public development.*
- **Land Use and Design Principles:** *Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction products through whole building life cycle assessment.*
 - Response: The DMB PUD allows a building design that can perform in a manner of conserving resources and being energy and water efficient, while also providing high design and compatibility with surrounding buildings. Many of the Scottsdale Road developments built in the 1970's provided more surface parking that have in-turn contributed to the heat island around the Valley. With limited surface parking, this mixed use project is committed to providing an oasis that is comfortable for pedestrians, bicyclists and all visitors to the site. Placing residents and visitors to the area within a mixed-use core limits vehicular trips within

the area. The proposal creates a similar urban design to the adjacent Optima residential project and will add a high performance building to an evolving urban core.

E. ZONING AND LAND USE COMPATIBILITY

1. EXISTING & SURROUNDING ZONING & CONFORMANCE

The Property is currently zoned Commercial Planned Community District (C-2 PCD), as are the immediately adjacent properties to the north. The property to the east, across Scottsdale Road is within the City of Scottsdale, and is zoned Commercial (C-3). The property to the south and west is zoned PUD. See **Exhibit 5**, Zoning Maps. In summary, the immediate surrounding context includes:

LOCATION	ZONING	USE
Property	C-2 PCD	Retail
North	PCD	Retail and Office
East	City of Scottsdale (C-3)	Across Scottsdale Rd; Retail and Office
South	PUD	Optima Residential Tower
West	PUD	Optima Residential Tower

The Property is located in the General Plan Land Use Map designation of Commercial. Please see **Exhibit 7** for General Plan Land Use Map. Even though the development is not completely consistent with the category, an amendment is not required since the property is less than 10 acres. There are also commercial uses allowed in the PUD that provides consistency. As seen with the properties to the southwest, the C-2 zoning designation does not meet the needs of today's demands for the area as a number of PUD zoning designations are being applied for.

Overall, the requested zoning and planned project represent a compatible land use for the Property and properties along a major arterial and one of the busiest commercial and office centers in the Valley.

2. EXISTING & SURROUNDING CHARACTER

The overall character of the area surrounding the Property is a mix of retail and office uses, but is historically auto-oriented large retail strip center developments. Much of the area was developed in the 1970's and 80's and were dominated with surface parked, auto-oriented retail centers.

The surrounding character for Kierland has evolved from its original master plan approval. The Westin hotel and resort created the first tall tower building within this area of Northeast Phoenix. The intensity and design of the Kierland commercial core allowed higher density residential units and height in and around the commercial core. The Plaza Lofts in turn developed to a similar height of the Westin hotel building. As redevelopment of the office and furniture store corridor on the east and west side of Scottsdale Road, taller buildings (Scottsdale Quarter) and more intense commercial cores were developed. The Optima residential project adjacent to the site removed a singular large furniture store building and standard surface parking to create a dense development of three (3) 120 foot high and one (1) 100 foot high residential towers. With the intense employment core surrounding the commercial and evolving residential core, the Kierland area is seeing a renaissance in redevelopment. The Kierland Master Plan does not have any references to height limits. The character of the surrounding developments demonstrate an evolution of change in this immediate area. The redevelopment of the low scale, auto oriented site designs are making way for more intense, taller development patterns. Refer to Exhibit 8 that demonstrates the approved and proposed height and intensity of development in the area. Variation in heights and massing will allow different property sizes and uses to adapt to the ever changing real estate market.

F. LIST OF USES

1. PERMITTED USES

1. Hotel (and accessory uses thereof)
2. Residential (and accessory uses thereof)
3. All C-2 uses, as codified in Section 623 of the City of Phoenix Zoning Ordinance

2. TEMPORARY USES

1. Temporary uses shall be subject to Section 708 of the Phoenix Zoning Ordinance.
2. Sales offices for the Project.

G. DEVELOPMENT STANDARDS

Inclusion of Development Standards within the PUD provides certainty to the adjacent property owners, and creates standards reflective of a high quality site and development. These standards permit greater flexibility in the development of a higher quality living environment, as well as benefit public health, safety and welfare of the citizens of the City. The standards contained herein pertain to density, setbacks, height, lot coverage and open space. They also promote an appropriate transition and compatible land use relationships with the adjacent properties.

DEVELOPMENT STANDARDS	
Maximum Density (du/ac)	272 Residential Units Maximum 210 Hotel Units (Keys)
Maximum Lot Coverage (%)	40% maximum
Minimum Building Setbacks <ul style="list-style-type: none"> • East • West • North • South 	<ul style="list-style-type: none"> - 50-feet minimum - 15-feet minimum - 10-feet minimum - 15-feet minimum
Maximum Height (feet/stories)	196-feet maximum
Minimum Open Space/Common Area	53,500 square feet (68% of Net Site Area)
Vehicular Access	Access will be onto Scottsdale Road
PARKING STANDARDS	
Off-street parking	341 Spaces Below Grade (306 in two levels of underground parking; 35 spaces required to be provided within Optima underground structure) 17 Spaces Above Grade
Off-street parking shade	A minimum of 25% of provided above grade parking spaces shall be covered spaces with mature vegetation
Bicycle Parking	Minimum of 50 spaces
LANDSCAPE STANDARDS	
LANDSCAPE AREA	PUD
All Landscape Areas	50% coverage at maturity
Plant Sizes: <ul style="list-style-type: none"> • 5-gallon Shrubs 	<ul style="list-style-type: none"> - 5 per tree
Within Landscape Setbacks <ul style="list-style-type: none"> • Trees (minimum 2-inch caliper) • Trees (minimum 1-inch caliper) 	<ul style="list-style-type: none"> - 60% required - 40% required
Landscape Setbacks <ul style="list-style-type: none"> • East 	<ul style="list-style-type: none"> - 2-feet average

<ul style="list-style-type: none"> • West • North • South 	<ul style="list-style-type: none"> - 2-feet minimum - 2-feet average - 2-feet average
Trees per lineal feet within setback	1 per 20 feet on center
Parking landscape area (excluding the perimeter landscaping and all required setbacks)	10% minimum
Planter Width	10 feet
Planter Plant Types	
Trees	Minimum 2-inch caliper
Shrubs	Minimum five (5) gallon shrubs per tree
<ul style="list-style-type: none"> • Pedestrian walkways and gathering areas should be shaded a minimum of fifty percent (50%) at maturity. 	
<ul style="list-style-type: none"> • A maximum of fifty percent (50%) of the landscape setback may be used for retention per City of Phoenix Ordinance Section. 	
<ul style="list-style-type: none"> • Fifty percent (50%) live coverage in all landscape and retention areas includes trees, shrubs, and ground cover. Landscape treatment must be used for the entire site exclusive of building(s) and pavement for vehicular use. 	
<ul style="list-style-type: none"> • Turf and high water use plants are limited to fifty percent (50%) of the landscape area or ten percent of the total lot area, whichever is less per City of Phoenix Zoning Ordinance. 	
<ul style="list-style-type: none"> • One drought tolerant tree every 500 square feet and one shrub every 100 square feet shall be installed in the landscape setback adjacent to a street per City of Phoenix Ordinance. 	
<ul style="list-style-type: none"> • The plant palette will primarily be composed of drought tolerant and regionally adapted trees, shrubs, accents, and groundcovers to be located internally and along the linear property line. 	
<ul style="list-style-type: none"> • Provide a mix of plant material sizes consisting of sixty percent (60%) trees with two inch (2") minimum caliper and forty percent (40%) with one inch (1") minimum caliper in accordance with the Arizona Nursery Association Standards per City of Phoenix Zoning Ordinance. 	
<ul style="list-style-type: none"> • All plant material shall be in compliance with the Department of Water Resources low water use plant list as approved by the City of Phoenix Planning and Development Department. 	

<ul style="list-style-type: none"> • All plant materials shall be planted so that at maturity the edge of the plant will be no closer than 3-feet to any fire hydrant or fire suppression device.
<ul style="list-style-type: none"> • All mechanical equipment, wall mounted electrical meters and similar utility devices shall be screened from public view with appropriate plantings.
<ul style="list-style-type: none"> • All landscape shall maintain a 3-foot buffer from all electrical transformers for maintenance purposes.
<ul style="list-style-type: none"> • All plant materials shall be irrigated by an appropriate automatic underground irrigation system.
<ul style="list-style-type: none"> • All irrigation systems shall be designed, constructed and maintained to promote water conservation and prevent water overflow or spray onto streets, sidewalks or parking areas.
<ul style="list-style-type: none"> • Landscape irrigation and domestic water services shall be metered separately.
<ul style="list-style-type: none"> • Each irrigation service point of connection shall have a reduced pressure back flow prevention device installed and maintained in accordance with the requirements of the City of Phoenix or approved equivalents.
<ul style="list-style-type: none"> • A minimum of fifty percent (50%) coverage shall be maintained in all landscape areas at maturity with living trees, shrubs, accent plantings, and vegetated ground cover.
<ul style="list-style-type: none"> • Dust control products, such as decomposed granite, river rock, and ground cover, will be installed at a minimum of two-inches thick in all landscape areas.

1. PARKING

The parking and loading for this PUD shall comply with Section 702 of the City of Phoenix Zoning Ordinance. The current zoning ordinance requirement for parking is:

- Multi-Family: 1.3 spaces per efficiency unit; 1.5 spaces per 1 or 2 bedroom unit; 2 spaces per 3 or more bedroom unit.
- Hotel: 1.0 spaces per room.
- Retail: 1.0 spaces per 300sf of area.

In the case of the PUD with the hotel development, we are proposing a maximum 141 residential units, 210 hotel rooms and 26,000 square feet of retail. Therefore, the required parking total will be:

Parking Required: 509 spaces.

Or without the hotel development, we are proposing 272 residential units. Therefore, the required parking total will be:

Parking Required: 495 spaces.

Parking Provided: 358 spaces

The majority of the parking for the project will be located in an underground garage. There will be 306 spaces located in this new garage and 35 spaces in the future Optima Tower development are permanently available for this development's use, and 17 spaces at grade for retail, restaurant and service uses located in the first floor of this mixed-use building.

With any urban project, the role of the single occupancy vehicle should be minimized. With the evolution of this area, the developing trend is creating dynamic mixed-use, pedestrian-friendly projects with urban form, open space and walkable access to services, employment and entertainment. The mixed-use nature of the project will support the areas transformation from singular uses with at-grade parking to urban building forms with underground/structured parking. The area has seen a growth in the pedestrian connections along both sides of the Scottsdale Road corridor. The Valley's most successful high intensity activated crosswalk ("HAWK") connecting Phoenix's Kierland Commons development to the Scottsdale Quarter is a sign of the strong pedestrian nature of development in this area.

Any mixed-use project utilizes a shared parking philosophy. In the past, different types of land uses didn't mix on one site because of the competition for parking by the customers, employees and residents. Today's users are more open to shared parking and alternative modes of transportation. Typical shared parking analysis allows for a twenty (20) percent reduction when other alternative modes of transportation are available or provided. The proposed mixed-use project will provide a significant amount of bicycle parking for its residents and visitors. In addition to other vehicular parking amenities such as electric vehicle charging stations and the potential for tandem parking by valet, the site is along Valley metro's bus route for north bound and south bound travel along Scottsdale Road. Finally, with the proximity to employment, retail, restaurants, services and entertainment use, the continuance of the pedestrian oriented development pattern will minimize the need for the single occupancy vehicle within the project. The logical request for a parking reduction will promote the alternatives listed above and continue the transformation of the area from cars-based to alternative mode of travel based.

2. AMENITIES

1. Swimming Pool and Spa
2. Rooftop Swimming Pool
3. Rooftop deck with vegetation/shade, BBQ, tables and ramadas
4. Party Room/Event Space for Resident Use Only
5. Fitness Center

6. 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.
7. Balconies for residential units to allow direct access to outdoor space.
8. Public courtyard area directly adjacent to ground floor retail space.

3. SHADE

The project will incorporate shading elements such as covered parking areas, and landscape shaded pathways. Additionally, the project proposes to incorporate building overhangs and recesses, awnings, shade trellises, trees, and other shade structures on the building and in the two courtyards. A minimum of 50% of the common and open space areas will be shaded at maturation per City of Phoenix Zoning Ordinance Section 507 Tab A.II.B.6.1. As required by the City, shade calculations will be based on the Summer Solstice at 12:00 noon. Balconies for the residential units will be incorporated into the architectural design that will act as passive solar shading elements. The rooftop deck and amenity areas will also be a minimum of 50% shaded with vegetation, ramadas and shade structures.

4. LIGHTING PLAN

The project proposes a lighting plan providing both safety and comfort while also enhancing the building's architectural features, contextual landscaping and other unique project features. Photometric plans shall be submitted with the site plan review. The light layout and fixtures shall adhere to City Code Section 23-100. The project's final light fixture sections shall be provided at the time of final design.

H. DESIGN STANDARDS

1. Site Layout

The objective of the site design for the project is to enhance the visual impact of the site as well as integrate into the existing community. This is done through orientation, placement, vegetation, and open space. Much of the current site is occupied by an existing retail store and its surface parking lot, so the intention is to improve the visual impact of the site for the surrounding community. Some of the site design elements include:

- Main entrance will be on the east facing Scottsdale Road.
- Pedestrian connectivity with the public walkway to adjacent developments and Scottsdale Road that will be provided to the main entry serving the building.
- There will be a shaded, landscaped pedestrian plaza area south of the retail

area of the building connecting the guest parking spaces to the covered 'porte-cochere' entrance.

- There will be a meandering five foot wide pedestrian path that connects to the Scottsdale Road sidewalk and potential adjacent paths in the adjacent Optima project. Along the pedestrian path, there will be a bench located every 200-250 feet.
- Pedestrian "way finding" will be provided and will be clear, direct, and in keeping with the architectural character and materials of the building design.
- The development will include decorative signage and decorative site lighting to enhance the landscaping and architecture.
- The site trash and recycling enclosure has a net six foot clear plant bed on the west and east sides. The enclosure is designed to be 6'-6" high and fully screen the containers within. The exterior finish of the enclosure will match the material used on the exterior building. The access gates are to be fully obscured with solid metal panels and painted to match one of the building colors.
- Utility vaults are underground but have plant groups screening the ground surface cover plates while careful field placement should allow access for maintenance purposes.

2. Architectural Design

The design and contextual architectural character of the development will be a contemporary design aesthetic in harmony with the surrounding Kierland community, the Optima and the Scottsdale Road corridor built environment, which leans towards a "contemporary southwest" flair. This design aesthetic will be expressed through the use of clean design forms, bold but simple massing, vibrant accent colors, flat roof expressions, cantilevered balconies, and simple yet elegant detailing. The pedestrian ground level will have a more human-scale "textural" design emphasis. Exterior building materials suggested include architectural metal paneling, natural and "synthetic" stone, precast concrete, 'EIFS' stucco systems, and 'Low-E glazing.

The DMB PUD shall comply with the development standards in the City of Phoenix Zoning Ordinance Section 507, Tab A (Guidelines for Design Review). Additionally, the DMB PUD will include the following design standards to break-up the building massing:

Building Façade

- The design of the building will incorporate four-sided architecture.
- A minimum of 30% of the building façade will be dedicated to architectural features.

- Balconies will be incorporated into the exterior design.
- There will be a minimum of two accent materials/colors.
- There shall be an architectural feature located every sixty lineal feet along the building including, but not limited to, building offsets, columns, balconies, or shading elements.
- There may be a variety of window shapes and sizes surrounding all sides of the building.

Building Entrances

- All exterior building exit and entrances shall provide weather protection that are a minimum of six feet in width and six feet in depth
- The building will be designed with a main entry on the eastern side of the building used for passenger unloading and pickup. The entry way shall have the following features:
 - Shaded passenger loading area with a covered walkway and a veranda entry with vegetation to provide shade.
 - The roof shall be raised and held up by architecturally significant columns.

Site Walls

- Wall requirements shall comply with Section 703 of the City’s Zoning Ordinance.

3. Open Space

The required open space is 3,850 square feet, and the site is proposing a total of 53,500 square feet.

- There will be a public courtyard adjacent to the ground floor retail space, and other entry plazas and “green roof” areas throughout the project.
- There will be a Lower and Upper Roof Deck with over 20,000 square feet of amenities, swimming pool, barbeques and other outdoor amenities.
- There is a dispersion of space for public use throughout the site.
- The courtyards include canopies, covered rest areas, and functional landscaping.
- Benches, shading elements, landscaping, fire pits, and/or barbeques are among the outdoor amenities.
- Water features are included in the courtyard areas for purposes of thermal comfort.

I. SIGNS

All sign proposals will be subject to the City of Phoenix Sign Design Review process and in compliance with Section 705 of the City of Phoenix Zoning Ordinance.

All permanent signs shall be compatible with the design of buildings and sites, reflecting the architectural style, building materials, textures, colors, and landscape elements of the project.

J. SUSTAINABILITY GUIDELINES

The mixed use development will incorporate a number of voluntary standards where practical. The intent of the building and site design is to further promote environmentally responsible and sustainable development practices. Fundamental principles of energy efficient building design, water resource conservation, light pollution control and indoor environmental quality will be considered for the development.

Practices/Techniques that will be Incorporated Include:

- Shaded open space areas and public spaces with vegetation, building design and overhangs.
- Rooftop Vegetation and shade.
- Shaded parking lots with vegetation.
- Shaded building entrances with vegetated pergolas.
- Building orientation that responds to climate and enables passive/active solar strategies and energy efficiency techniques.
- Site will include Xeriscaping – use of drought tolerant plants
- Construction Waste Management – Will achieve end-of-project rates for recycling of 50 percent by weight of total non-hazardous solid waste generated by the work.
- Practice efficient waste management in the use of materials in the course of the work.
- Use all reasonable means to divert construction and demolition waste from landfills and incinerators. Facilitate recycling and salvage of materials.

- Provide bicycle racks to be used by onsite and surrounding residents.
- Noise mitigation construction techniques because of the sites proximity to the Scottsdale Airport

K. INFRASTRUCTURE

1. CIRCULATION

The primary vehicular entry shall be the utilization of the existing site driveway along Scottsdale Road. This access allows for right-in/right-out and left-in traffic movements.

The front of the mixed-use building will be facing east towards Scottsdale Road. The entrance from Scottsdale Road will allow a direct driveway to the below grade parking. 17 parking spaces will be available to the south of the entrance for access to the potential ground floor retail, restaurant and service uses.

Vehicular access along the western and southern boundaries is prohibited. It is the Owners intent to keep the access open to the north to continue the cross access.

2. GRADING AND DRAINAGE

Will be submitted as part of the Planning and Development Department Site Plan submittal.

3. WATER AND SEWER

Water and wastewater infrastructure requirements will be determined at the time of the site plan review, when the final land-use and design of the property in question have been clearly identified and proposed water demands and wastewater generation and infrastructure locations have been clearly established. The project site may be served by the existing City of Phoenix water and wastewater systems pending capacity review and approval. If not, infrastructure improvements may be required to provide service. The improvements will be designed and constructed in accordance with City Code requirements and Water Service Department Design Standards, and Policies.

L. PHASING

There is no project phasing in this PUD.

EXHIBIT 1

COMPARATIVE ZONING STANDARDS TABLE EXHIBIT

STANDARDS	C-2 PCD	PUD Zoning
Maximum Density (du/ac)	15.23 du/ac	272 Residential Units Maximum 210 Hotel Units (Keys)
Maximum Lot Coverage (%)	40%	40%
Minimum Building Setbacks:		
<u>East:</u>	30-foot average	50-foot
<u>West:</u>	0-foot	15-foot
<u>North:</u>	0-foot	10-foot
<u>South:</u>	0-foot	15-foot
Maximum Height (feet/stories)	30-foot maximum or 56-foot maximum	196-foot maximum
Landscape Setback:		
<u>Street side:</u>	<u>East:</u> 30-foot minimum	<u>East:</u> 2-foot average
<u>Adjacent to property:</u>	<u>North:</u> 10-foot minimum <u>South:</u> 10-foot minimum <u>West:</u> 10-foot minimum	<u>North:</u> 2-foot average <u>South:</u> 2-foot average <u>West:</u> 2-foot average
Minimum Open Space/Common Area	5% minimum	68% minimum

EXHIBIT 2

WOOD/PATEL

CIVIL ENGINEERS • HYDROLOGISTS • LAND SURVEYORS

Darrel E. Wood, P.E., R.L.S.
 Ashok C. Patel, P.E., R.L.S.
 James S. Campbell, P.E.
 Gordon W. R. Wark, P.E.
 Thomas R. Gettings, R.L.S.
 Bruce Friedhoff, P.E.
 Scott A. Nelson, R.L.S.
 Richard L. Hiner, P.E.
 Timothy A. Huval, P.E.
 Michael J. Sexton, R.L.S.
 Jack K. Moody, P.E.
 Leslie J. Kland, P.E.
 Curtis L. Brown, P.E.
 R. Scott Rasmussen, P.E.
 Paul M. Haas, P.E.
 Shimin Zou, Ph.D., P.E.
 David T. Phelps, P.E.
 Michael T. Young, P.E.
 Shawn D. Gustafson, P.E.

February 8, 1999

WP #99880.01

Page 3 of 4

See Exhibit "A"

PARCEL DESCRIPTION

**Kierland
 Proposed Lot 3**

A parcel of land lying within Section 3, Township 3 North, Range 4 East, of the Gila and Salt River Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of Kierland Parcels 1, 3 and 4A, as recorded in Book 418, 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 southerly line of said Parcel 4A, North 44°48'52" East, a distance of 29.74 feet, to the east line of said Parcel 4A;
THENCE leaving said southerly line, along the east line of said Parcel 4A, North 00°06'24" West, a distance of 3 ^{Unofficial Document}, to the **POINT OF BEGINNING**;
THENCE leaving said east line, South 89°44'08" West, a distance of 54.04 feet;
THENCE North 00°15'52" West, a distance of 8.54 feet;
THENCE North 45°15'52" West, a distance of 368.10 feet;
THENCE South 89°44'08" West, a distance of 99.31 feet;
THENCE North 00°15'52" West, a distance of 69.99 feet, to the north line of said Parcel 4A;
THENCE along said north line, North 89°44'08" East, a distance of 414.57 feet, to the east line of said Parcel 4A;
THENCE leaving said north line, along said east line, South 00°06'24" East, a distance of 338.82 feet, to the **POINT OF BEGINNING**.

Containing 1.7794 acres, or 77,513 square feet of land, more or less.

Subject to existing rights-of-way and easements.

LEGALS\99880.01b.rS



EXHIBIT 3

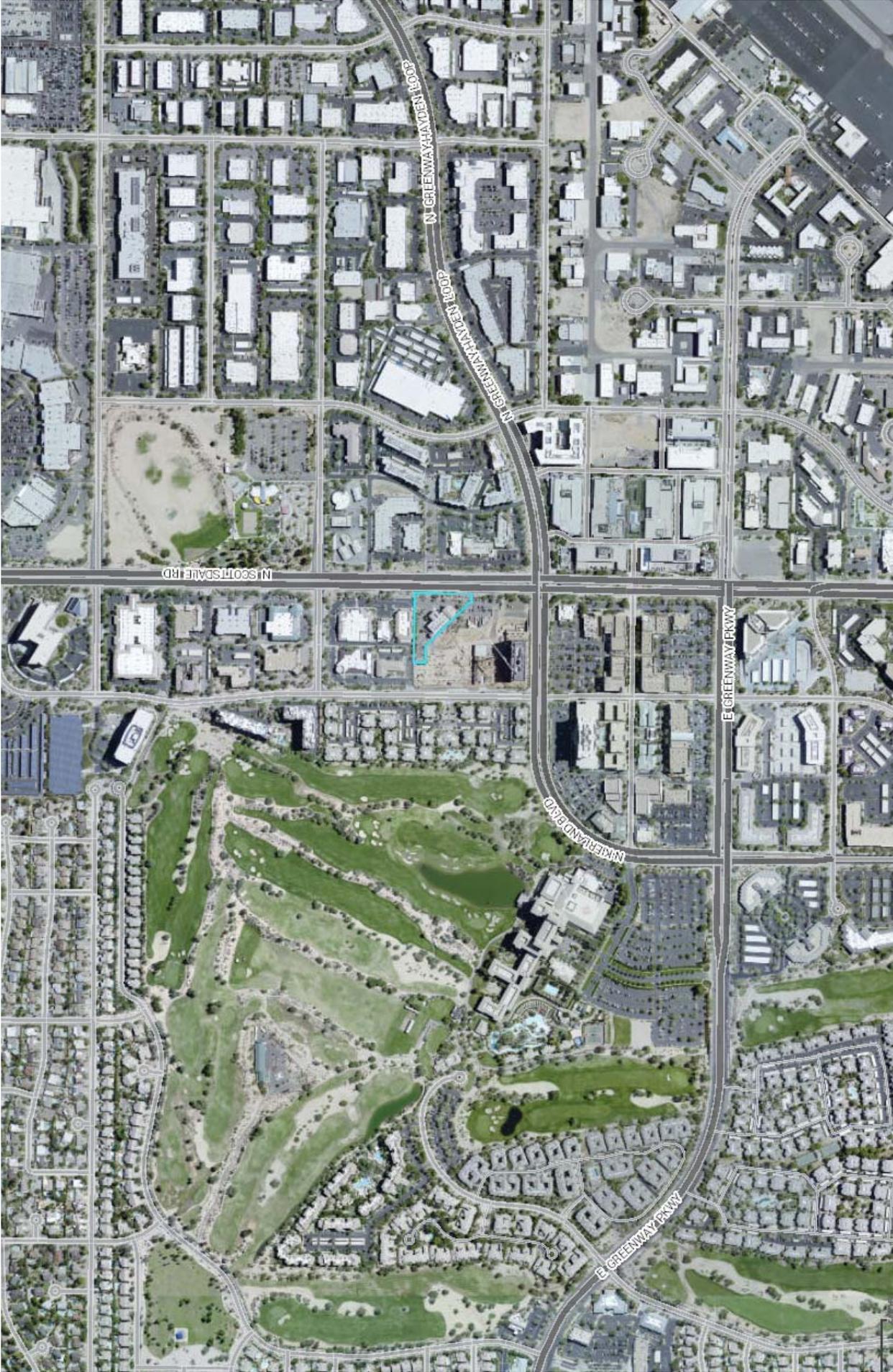


EXHIBIT 3 - DMB Circle Road Partners LLC – Area Vicinity

15450 N. Scottsdale Road

EXHIBIT 4

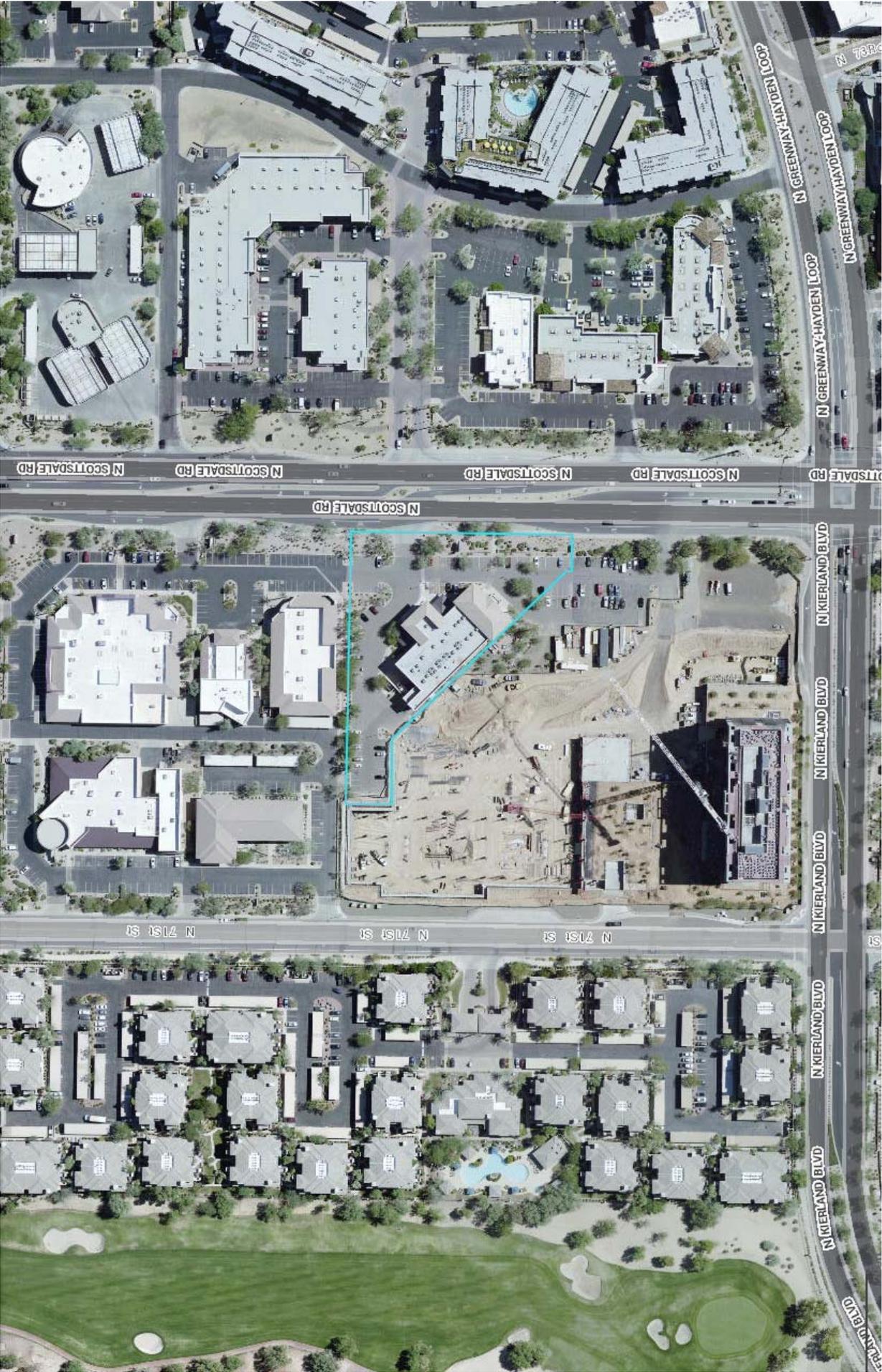


EXHIBIT 4 - DMB Circle Road Partners LLC – Site Aerial
15450 N. Scottsdale Road

EXHIBIT 5

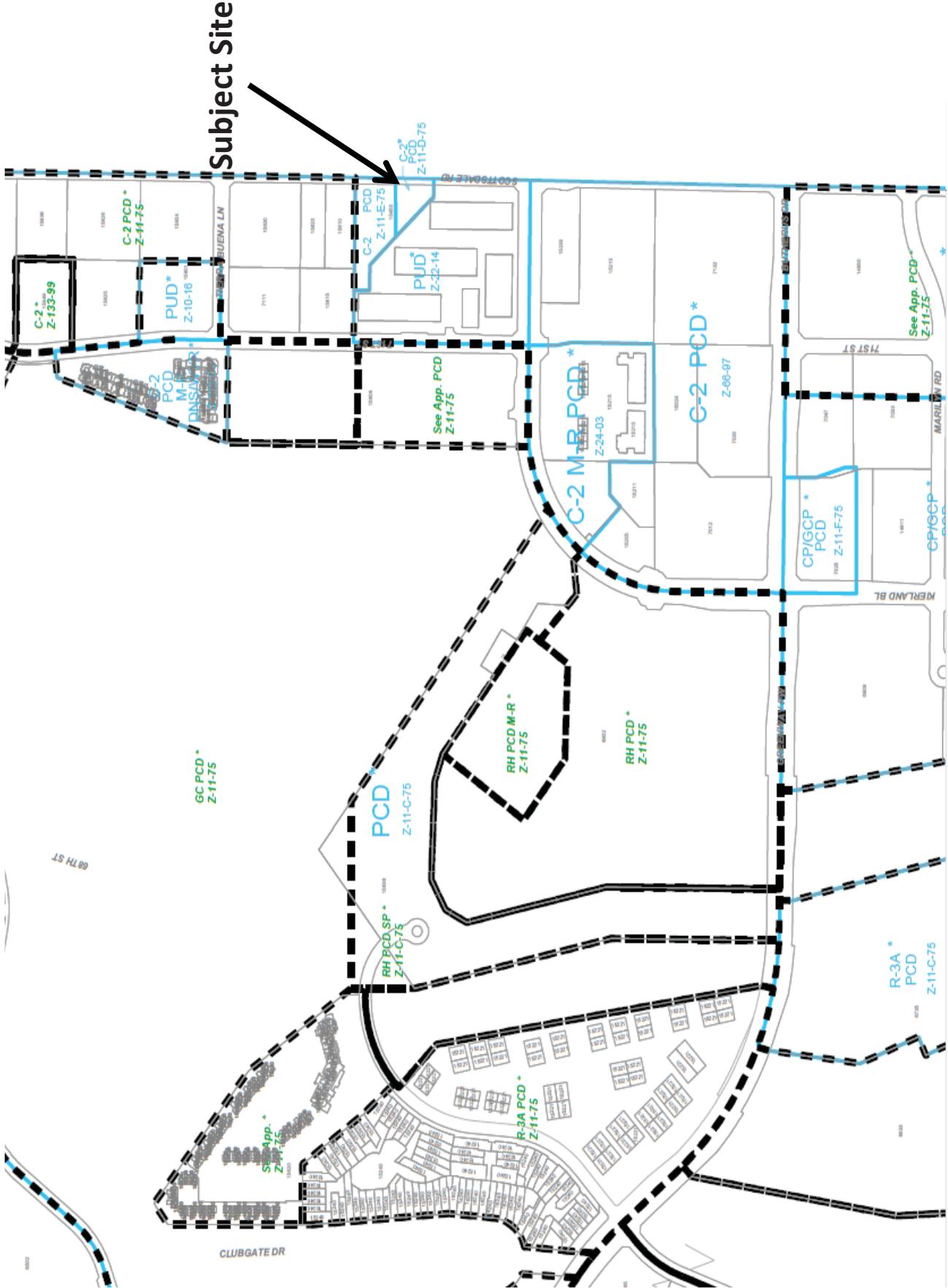


EXHIBIT 5 - DMB Circle Road Partners LLC – Phoenix Zoning Map

15450 N. Scottsdale Road

EXHIBIT 6

PROJECT DIRECTORY:

APPLICANT
DAVIS AND CIRCLE ROAD PARTNERS
15450 N. SCOTTSDALE ROAD
SUITE C-140
SCOTTSDALE, ARIZONA 85254
480.607.2722
DAVID BRUNER

ARCHITECT
DAVIS
15450 N. SCOTTSDALE ROAD
SUITE C-140
SCOTTSDALE, ARIZONA 85254
480.607.2722
MICHAEL EDWARDS, P.A.

CONTEXT NOTES:

1. DEVELOPMENT OPTION IS PROPOSED FOR THE PROJECT.
2. SEE SITE PLAN ON A102 FOR PROJECT DATA.

PROJECT NOTES:

Existing structures on this site, including single-story retail building, to be removed.

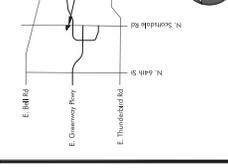
SHEET INDEX:

- A100 - CONTEXT PLAN (EXISTING)
- A101 - SITE PHOTOS (EXISTING)
- A102 - SITE PLAN AND PROJECT DATA

PROJECT DESCRIPTION:

XXXXXX

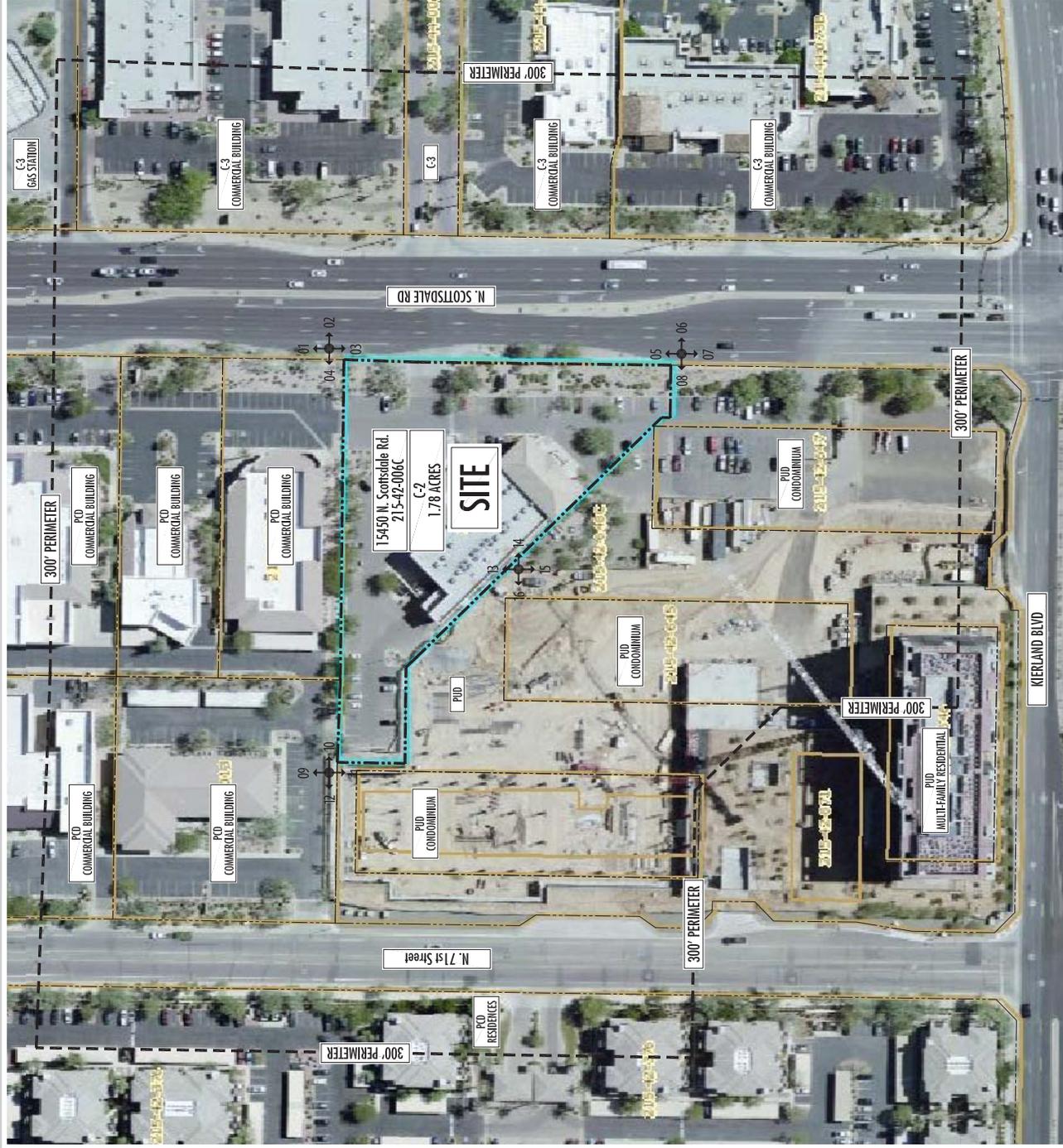
VICINITY MAP:



CITY OF PHOENIX APPROVAL

SCHEMATIC	
DESIGN DEVELOPMENT	
CONSULTATION	
DOCUMENTS	
PERMITTING	
PACKAGING	
BUILDING DEPT. APPROVAL	
DATE USED	17 JAN 18
DRAWN BY	TS
CHECKED BY	
PROJECT NO.	17167
CADD FILE	

A100
CONTEXT PLAN
(EXISTING)
SCALE: 1"=80'0"



01 | CONTEXT PLAN - EXISTING SITE

SCHEMATIC	
DESIGN PERMIT	
CONSTRUCTION	
DOCUMENTS	
PERMITTING	
PACKAGE	
BUILDING DEPT.	
APPROVAL	
DATE ISSUED	17 JAN 18
DRAWN BY	
CHECKED BY	15
PROJECT NO.	17167
CADD FILE	



04: EXISTING SITE PHOTO



03: EXISTING SITE PHOTO



02: EXISTING SITE PHOTO



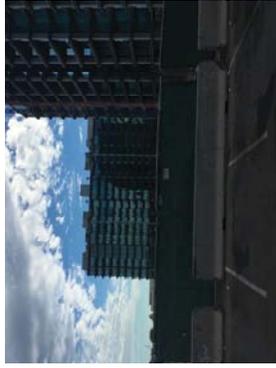
01: EXISTING SITE PHOTO



08: EXISTING SITE PHOTO



07: EXISTING SITE PHOTO



06: EXISTING SITE PHOTO



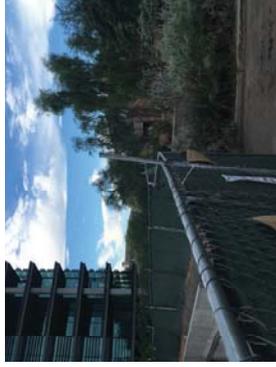
05: EXISTING SITE PHOTO



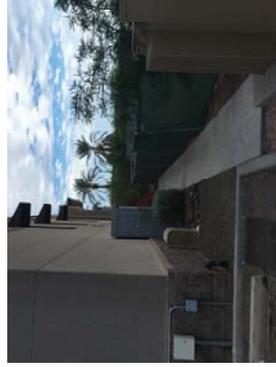
12: EXISTING SITE PHOTO



11: EXISTING SITE PHOTO



10: EXISTING SITE PHOTO



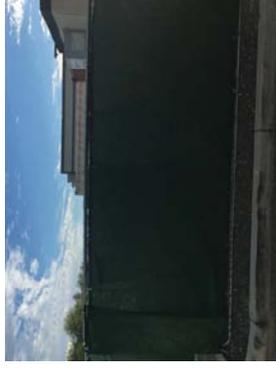
09: EXISTING SITE PHOTO



16: EXISTING SITE PHOTO



15: EXISTING SITE PHOTO



14: EXISTING SITE PHOTO



13: EXISTING SITE PHOTO



20: EXISTING SITE PHOTO



19: EXISTING SITE PHOTO



18: EXISTING SITE PHOTO



17: EXISTING SITE PHOTO

DAVIS

www.davislandscape.com

DMB Circle Road Partners
Mixed-Use Development
15450 N Scottsdale Road
SCOTTSDALE, ARIZONA

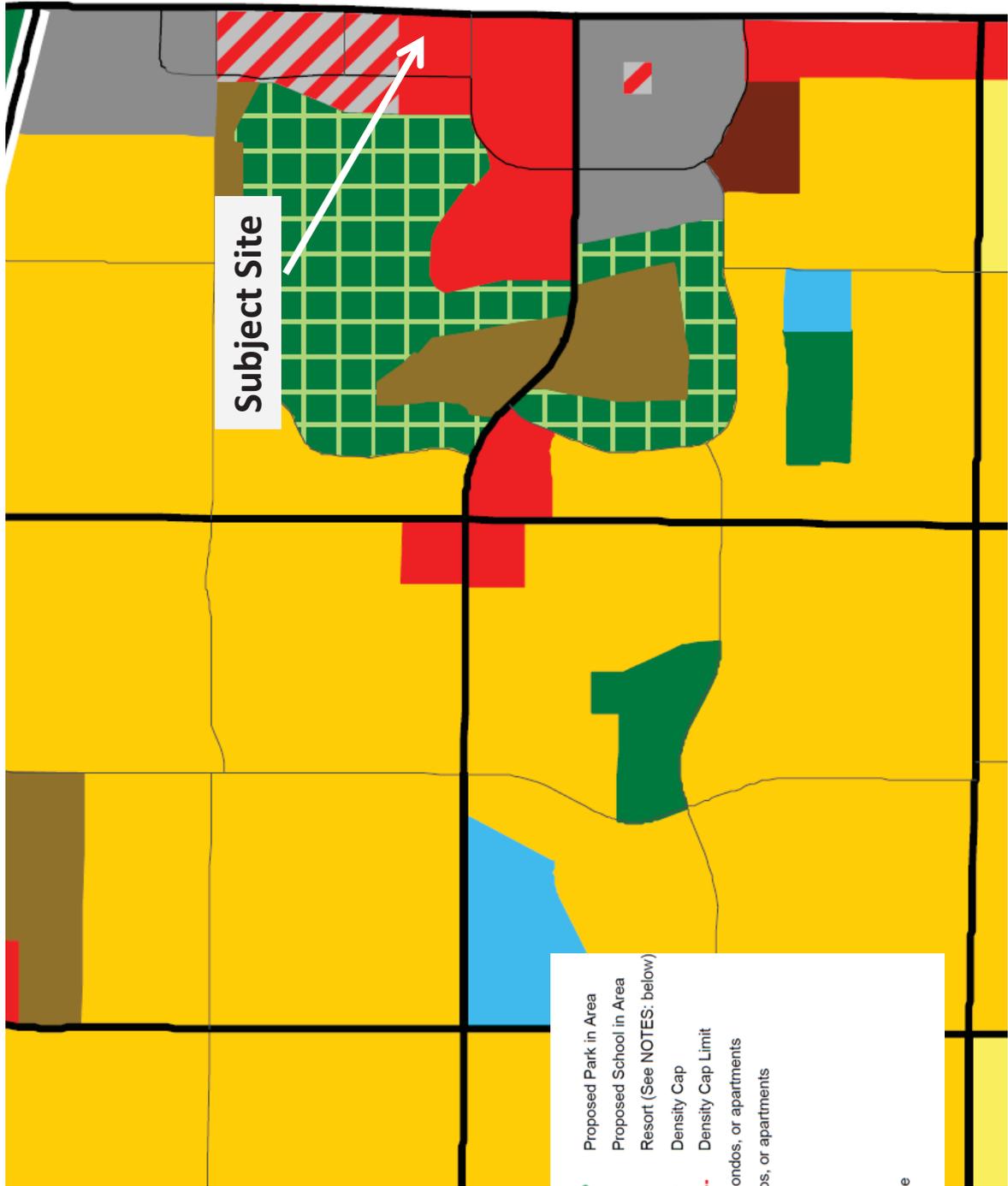
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SCHEMATIC	
DESIGN DEVELOPMENT	
CONSTRUCTION DOCUMENTS	
PERMITTING PACKAGE	
BUILDING DEPT. APPROVAL	

DATE USED	17 JAN 18
DRAWN BY	TS
CHECKED BY	
PROJECT NO.	17167
CADD FILE	

A101B
SITE PHOTOS
(EXISTING)
SCALE: N.T.S.

EXHIBIT 7



Subject Site

LAND USE

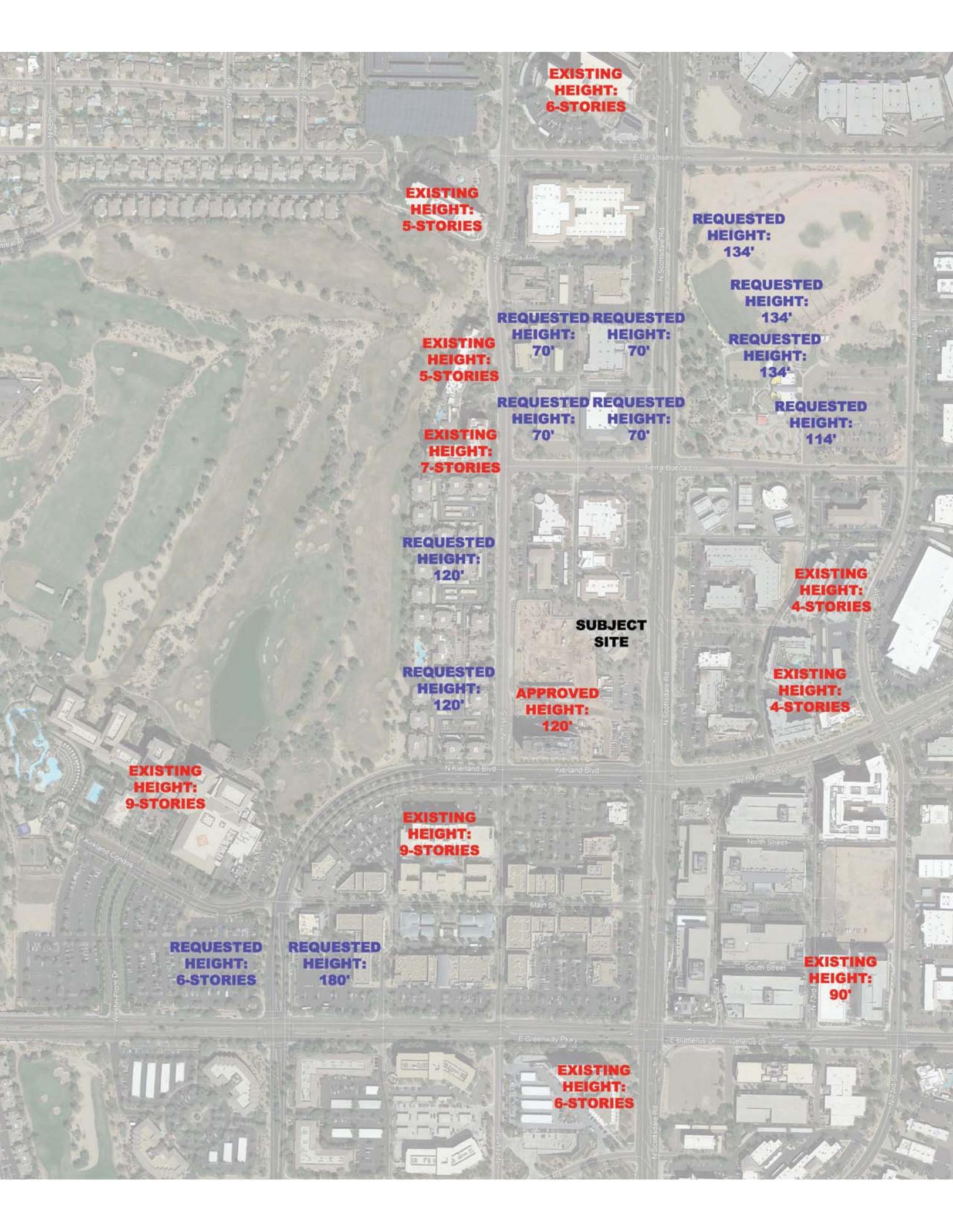
- 0 to 1 du/acre - Large Lot
- 1 to 2 du/acre - Large Lot
- 2 to 3.5 du/acre - Traditional Lot
- 3.5 to 5 du/acre - Traditional Lot
- 5 to 10 du/acre - Traditional Lot
- 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
- 15+ du/acre - Higher density attached townhouses, condos, or apartments
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Privately Owned
- Future Parks/Open Space or 1 du/acre
- Mixed Use Agricultural
- Nurseries/Flower Gardens with alternative 3.5 to 5 du/acre
- Commercial

NOTE:
 Movement within large lots to traditional lot and higher density residential categories does not require a General Plan amendment.

- Proposed Park in Area
- Proposed School in Area
- R Resort (See NOTES: below)
- 10 Density Cap
- Density Cap Limit

EXHIBIT 7 - DMB Circle Road Partners LLC – Phoenix General Plan Map
 15450 N. Scottsdale Road

EXHIBIT 8



**EXISTING
HEIGHT:
6-STORIES**

**EXISTING
HEIGHT:
5-STORIES**

**REQUESTED
HEIGHT:
134'**

**REQUESTED
HEIGHT:
134'**

**REQUESTED
HEIGHT:
70'**

**REQUESTED
HEIGHT:
70'**

**REQUESTED
HEIGHT:
134'**

**EXISTING
HEIGHT:
5-STORIES**

**REQUESTED
HEIGHT:
70'**

**REQUESTED
HEIGHT:
70'**

**REQUESTED
HEIGHT:
114'**

**EXISTING
HEIGHT:
7-STORIES**

**REQUESTED
HEIGHT:
120'**

**EXISTING
HEIGHT:
4-STORIES**

**SUBJECT
SITE**

**REQUESTED
HEIGHT:
120'**

**APPROVED
HEIGHT:
120'**

**EXISTING
HEIGHT:
4-STORIES**

**EXISTING
HEIGHT:
9-STORIES**

**EXISTING
HEIGHT:
9-STORIES**

**REQUESTED
HEIGHT:
6-STORIES**

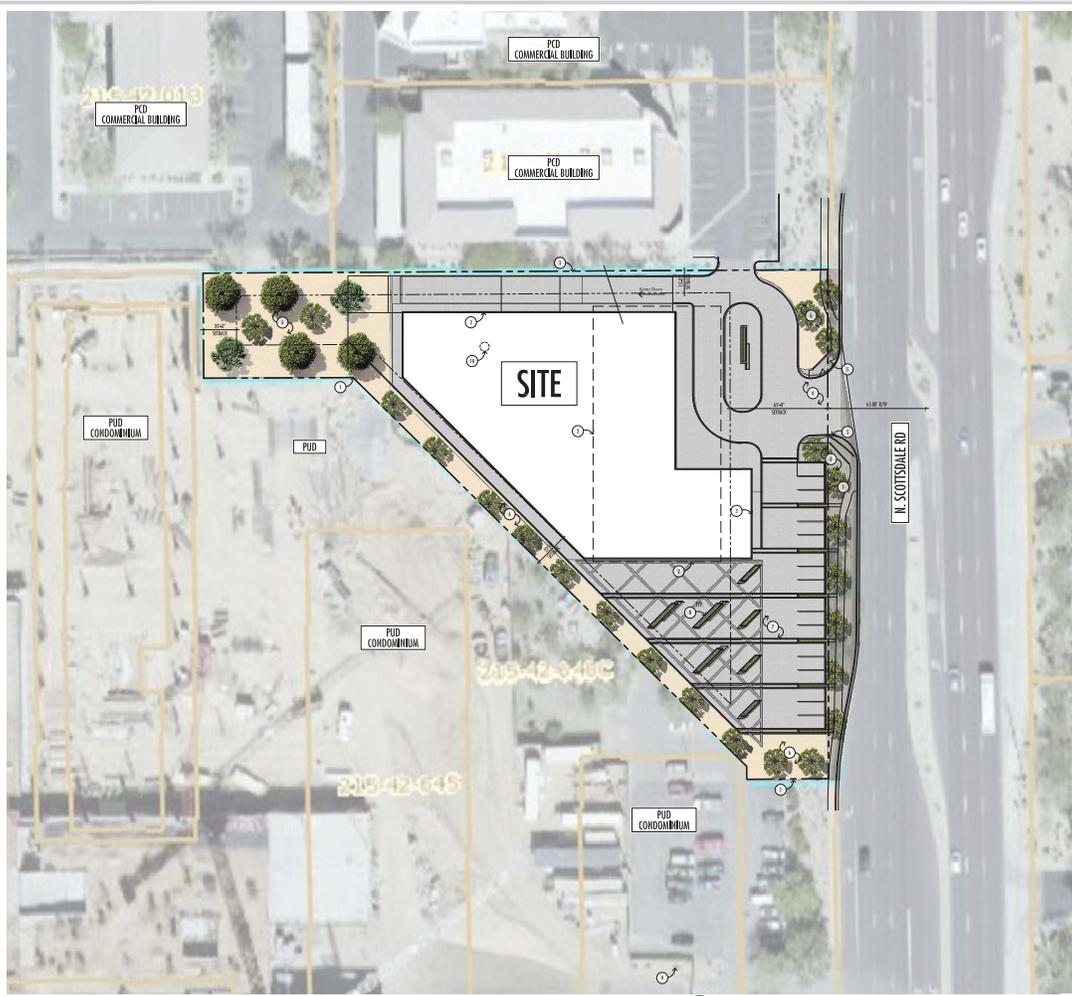
**REQUESTED
HEIGHT:
180'**

**EXISTING
HEIGHT:
90'**

**EXISTING
HEIGHT:
6-STORIES**

EXHIBIT 9 A

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01 SITE PLAN

1"=30'-0"



<p>PROJECT DATA:</p> <p>ADDRESS: 15450 N. SCOTTSDALE RD BUILDING SITE ZONING: C-100 PROPOSED SITE ZONING: PUD APN: 270-008-001-001 PROPOSED SITE AREA: 27,209 NET S.F. (1.78 NET ACRES) TOTAL SITE AREA: 69,200 GROSS S.F. (2.38 GROSS ACRES) AREA AT GRADE: 26,000 SF LOT COVERAGE: 34% DEVELOPER: DMB PROJECT NAME: DMB PROJECT NO: 17167 PROJECT DATE: 1/17/18</p>	<p>PROJECT DIRECTORY:</p> <table border="1"> <tr> <th>APPLICANT</th> <th>ARCHITECT</th> </tr> <tr> <td>DMB PARTNERS</td> <td>DAVIS</td> </tr> <tr> <td>15450 N. SCOTTSDALE RD</td> <td>15450 N. SCOTTSDALE RD</td> </tr> <tr> <td>SCOTTSDALE, AZ 85254</td> <td>SCOTTSDALE, AZ 85254</td> </tr> <tr> <td>PH: 480.422.1100</td> <td>PH: 480.422.1100</td> </tr> <tr> <td>WWW.DMBPARTNERS.COM</td> <td>WWW.DAVISINC.COM</td> </tr> </table>	APPLICANT	ARCHITECT	DMB PARTNERS	DAVIS	15450 N. SCOTTSDALE RD	15450 N. SCOTTSDALE RD	SCOTTSDALE, AZ 85254	SCOTTSDALE, AZ 85254	PH: 480.422.1100	PH: 480.422.1100	WWW.DMBPARTNERS.COM	WWW.DAVISINC.COM
APPLICANT	ARCHITECT												
DMB PARTNERS	DAVIS												
15450 N. SCOTTSDALE RD	15450 N. SCOTTSDALE RD												
SCOTTSDALE, AZ 85254	SCOTTSDALE, AZ 85254												
PH: 480.422.1100	PH: 480.422.1100												
WWW.DMBPARTNERS.COM	WWW.DAVISINC.COM												
<p>GENERAL NOTES:</p> <ol style="list-style-type: none"> 1. DEVELOPMENT OPTION 1 IS PROPOSED FOR THIS PROJECT. 2. DEVELOPMENT AND USE OF THE SITE WILL CONFORM WITH ALL APPLICABLE CODES AND ORDINANCES. 	<p>PROJECT NOTES:</p> <p>Existing structures on the site, including single-story retail building, to be removed.</p>												
<p>KEYED NOTES:</p> <ol style="list-style-type: none"> 1. PROPERTY LINE 2. LINE OF BUILDING CONDOMINIUM TOWER FOOTPRINT 3. LINE OF BUILDING GROUND FLOOR FOOTPRINT 4. EXISTING DRIVE LOCATION TO REMAIN 5. LINE OF EXISTING CURB AND GUTTER TO REMAIN 6. LANDSCAPE AREA 7. HARDSCAPE AND PAVEMENT PARKING 8. PLANTING 9. EXISTING FIRE HYDRANT 10. EXISTING FIRE HYDRANT TO BE RELOCATED 	<p>SHEET INDEX:</p> <p>A100 - CONCEPT PLAN (EMPHASIS) A101A - SITE PROPOSAL (EXISTING) A101B - SITE PROPOSAL (PROPOSED) A102 - SITE PLAN (EXISTING) A102A - SITE PLAN AND PROJECT DATA</p>												
<p>PROJECT DESCRIPTION:</p> <p>The project proposes to change the existing site zoning from C-100 (Community Center Development PUD) to PUD (Professional Office Building) for the site located at the intersection of N. Scottsdale Rd and N. Greenway Road. The project will consist of a 10-story office building with a total area of 26,000 square feet of commercial space, including 26,000 square feet of commercial space and 26,000 square feet of commercial space.</p>	<p>VICINITY MAP:</p>												

CITY OF PHOENIX APPROVAL

SCHEMATIC
 DESIGN
 CONSTRUCTION
 PROVISIONS
 PROVISIONS
 PROVISIONS
 APPROVAL

DATE ISSUED: 17-JAN-18
 DRAWN BY: TS
 CHECKED BY:
 PROJECT NO: 17167
 CADD FILE:

A102
 SITE PLAN &
 PROJECT
 DATA
 SCALE: 1"=30'-0"

DAVIS

www.davisinc.com

**DMB Circle Road Partners
Mixed-Use Development**

15450 N. Scottsdale Road
SCOTTSDALE, ARIZONA

SCHEMATIC
 DESIGN
 CONSTRUCTION
 PROVISIONS
 PROVISIONS
 APPROVAL

DATE ISSUED: 17-JAN-18
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 CADD FILE:

A102
 SITE PLAN &
 PROJECT
 DATA
 SCALE: 1"=30'-0"

EXHIBIT 9 B

EXHIBIT 10





