

McDowell Hotel PUD

Development Narrative



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CITY OF PHOENIX

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Regulatory Statement

The Planned Unit Development (“PUD”) zoning district is authorized by Chapter 6, Section 671 of the Zoning Ordinance of the City of Phoenix (“Phoenix Zoning Ordinance”). A PUD is intended to be a stand-alone document that sets forth the regulatory framework, including permitted uses, development standards and design guidelines, for a particular project (“PUD Regulations”). The PUD may only modify provisions within the Phoenix Zoning Ordinance and does not modify other City of Phoenix codes, regulations, or requirements. A PUD may include substantial background information and narrative discussion, including purpose and intent statements, which are intended to illustrate the overall character and vision for the development. Such statements are not regulatory and not requirements to be enforced by the City of Phoenix.

The PUD regulations apply to all property within the PUD project boundary. The PUD regulations supersede and replace all applicable Phoenix Zoning Ordinance requirements. If there is a conflict between PUD regulations and the Phoenix Zoning Ordinance, including the design guidelines within the Phoenix Zoning Ordinance, the terms of this PUD shall apply. If a provision is not addressed by the PUD, then the Phoenix Zoning Ordinance controls. The purpose and intent statements are not requirements that will be enforced by the City of Phoenix.

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- Exhibit 3 Site Plan and Elevations
- Exhibit 4 Circulation Plan
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- Exhibit 7 Shade Plan
- Exhibit 8 Renderings

Appendices

- Appendix A Traffic Impact Statement

Section A: Purpose and Intent

This PUD development narrative outlines zoning regulations that will apply to development plans for a 1.59 gross acre site located at 1144 E. McDowell Road, known as the McDowell Hotel. The assessor parcel number is 117-25-119A. See **Figure 1** Project Location Map. **Exhibit 1** Assessors Map and **Exhibit 2** Vicinity Map.



Figure 1 Project Location Map

While this area is not located within the Walkable Urban Code (the “WU”), it is located near transit in downtown Phoenix, within the McDowell Miracle Mile corridor and the Coronado Historic District. This PUD recognizes the importance of implementing pedestrian friendly transit-oriented development in this area. For that reason, development under this PUD will be in accordance with the WU Code, Chapter 13 of the City of Phoenix zoning ordinance except as modified by this PUD.

It is the purpose and intent of the provisions defined within this PUD to promote the redevelopment of a vacant office building into a hotel development. The provisions of this PUD will ensure compatibility with surrounding properties; provide a unique stay/service to the families visiting Banner Hospital patients and other guests; promote new jobs, adding approximately 25 employees, and generate new tax revenue for the City of Phoenix. The McDowell Hotel PUD development standards and design guidelines set forth in this document are reflective of the requirements envisioned for the project.

Terrence A. Plas Company, Inc. ("Plas") is a Phoenix, Arizona based development firm with over 28 years of experience in the development/redevelopment industry. Since its founding, Plas has redeveloped more than 1,000,000 square feet of commercial properties throughout Arizona. Plas plans to utilize that experience to the benefit of the McDowell Hotel project. The applicant has an accepted franchise agreement with Wyndham Hotels for a dual-branded concept at this location. The offering of approximately 40 'extended stay' suites and 60 'normal' hotel rooms has been intentionally selected to cater to both overnight visitors and those who will be staying on location near the hospital for a week or longer. The McDowell Hotel PUD will bring a significant investment in the community and will have a positive impact on the area. One of the major goals of the McDowell Hotel is to incorporate a comfortable overnight stay/experience within walking distance to Banner Hospital and reduce the need for vehicular trips within the Coronado Residential Neighborhood. The proposed project will fulfill this goal.

This project when completed will give back to the City and the Community in a variety of ways, as described below:

- This redevelopment project makes efficient use of existing infrastructure rather than contributing to the extension of additional infrastructure that is not only costly to build but to maintain.
- This project will celebrate the history of the site and help revitalize the McDowell Miracle Mile through the preservation of the existing sculpture.
- This project will help revitalize an existing vacant, underutilized, and deteriorating property in the neighborhood, while adding life and character along McDowell Road and increasing pedestrian safety.
- Traffic volumes will be reduced as compared to the prior use.
- Access to the site along 12th Street will be reconfigured making it safer for pedestrians and vehicles by limiting the entrance on 12th Street closest to McDowell Road to service traffic and by moving the northern access on 12th Street farther away from the intersection of McDowell Road reducing potential traffic conflicts.
- Much needed hotel space will be provided for the McDowell Miracle Mile. The hotel will serve the neighborhood as well as the Banner University Medical Center to the south.
- The tax base for the City will benefit from this project.

The hotel project will provide a number of common design elements including thematic streetscape, complementary building materials, and colors compatible to the urban

environment. Pedestrian linkages and outdoor spaces will be provided with careful attention to landscaping throughout the site. The project will integrate into the surrounding developments with regard to use, design, setting, density, and building height. The perimeter design will appeal to both the onsite users and the residents traveling to and from the Coronado neighborhood. The development plan promotes flexibility in use and design for the hotel while providing amenities to the neighboring developments.

Section B: Land Use Plan

1. Overall Design Concepts

This project is an adaptive reuse of an existing Medical Office building to a 100 room hotel. The site has been carefully planned to minimize impact on the single-family residences in the Coronado neighborhood. The outdoor patio and pool are located on the south side of the building away from the neighborhood to the north to minimize any potential for noise that might disturb residents if the patio were on the north side of the building. See **Figure 2** Site Plan and **Exhibit 3** Site Plan and Elevations.

The north side of the building limits windows looking north on to Almeria Road to stairwells, no rooms will have windows facing the north. This limits hotel rooms from having views into the neighborhood to the north.

A minimum of 5% open space will be provided in four areas. These are further described in detail in Section B.3. Landscape Setbacks and Open Space.

This PUD ensures compatibility with surrounding properties by:

- 1) Maintaining the commercial character along McDowell Road.
- 2) Providing cantilevered trellis and structures to enhance design elements and provide shade for pedestrians.
- 3) Limiting the building height to match the existing building.
- 4) Maintaining existing setbacks for 12th Street and McDowell Rd.
- 5) Restricting access to Almeria Road directly from the site thereby limiting traffic traveling into the neighborhood.
- 6) Restricting left turns onto 12th Street to reduce traffic in the neighborhood to the north.

The project is within walking distance of existing restaurants, venues and event centers. The site location is optimal for guests who may have loved ones in the hospital at the Banner University Medical Center south of the site. There are two transit stops within a few hundred feet of the site on McDowell Road and 12th Street. These are a key part of providing multimodal access to the site. Bicycle parking will be available along McDowell Road near the transit stop. See **Figure 4** Circulation Plan.

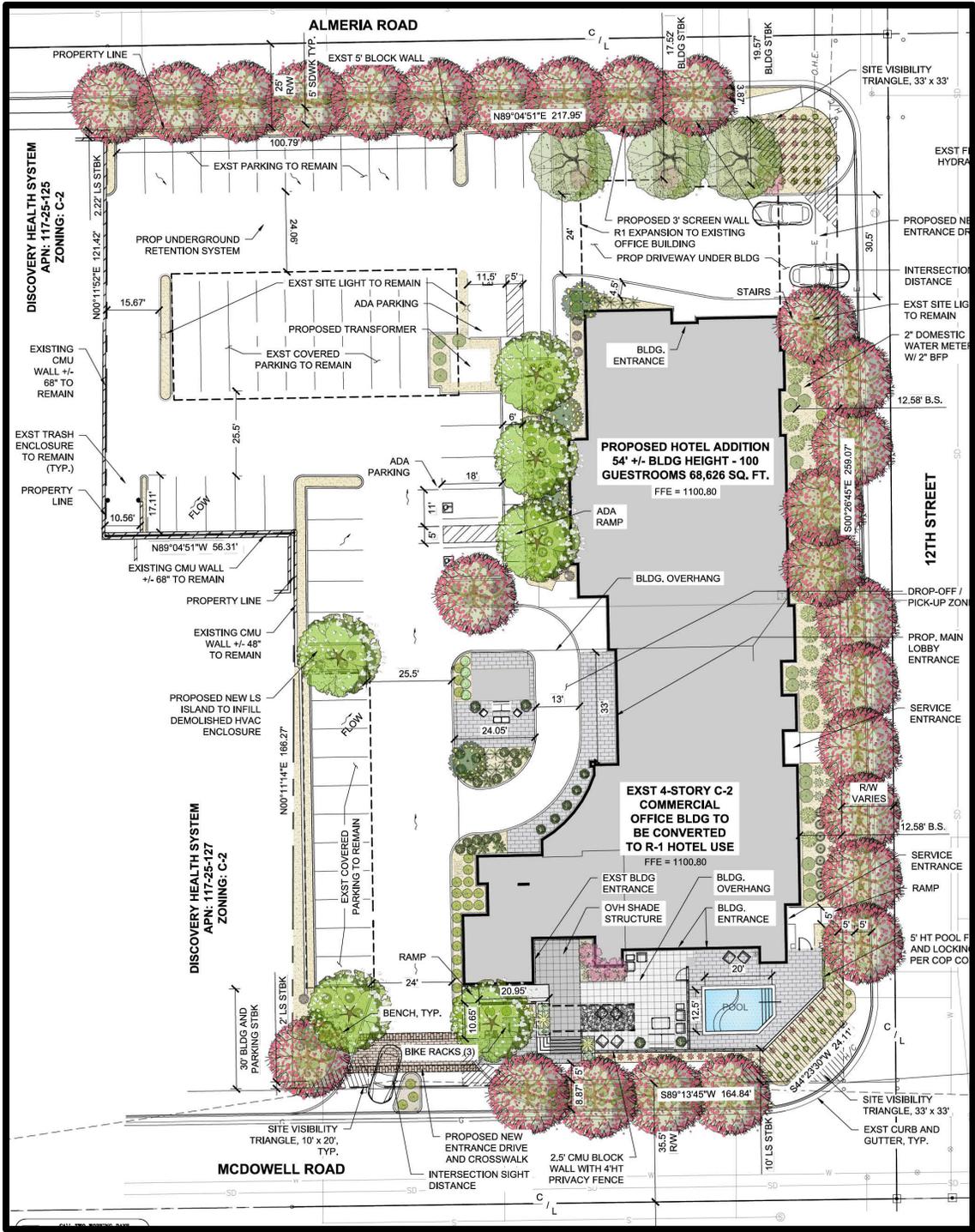


Figure 2 Site Plan

2. Architectural Character

The proposed development will consist of a single building that repurposes and integrates the existing, vacated medical office building. At street level, there will be guest check-in, food services and at-grade guestrooms. The spaces above grade will consist of guestroom suites. The hotel has

been designed so that no guestroom windows look north into the residences of the Coronado neighborhood.

The scale of the building is broken down by the repetition of elements and articulation of the building elevations. Although the building will primarily have a horizontal composition, it will be articulated and broken up by vertical elements such as massing walls, vertical bands of horizontal metal panel systems, cantilevered trellis and shade features for guestrooms and on the north side of the building to add visual interest. See **Figure 2** Site Plan **Exhibit 3** Site Plan and Elevations.



Landscape

Current conditions provide minimal shade along the McDowell Rd., 12th Street and Almeria Road streetscapes. The proposed additional landscaping will increase shaded walkway space above the 75% threshold required under the WU code. See **Exhibit 5** Landscape Plan. The increased tree canopy will work in cooperation with the existing parking shade structures to mitigate the urban heat island effect. The addition of the tree canopy will be important in meeting the City of Phoenix goals from the 2010 Tree and Shade Master Plan of 25% coverage by 2030. Another benefit of the increased vegetation is the visual mitigation of the parking lot along Almeria Road from the adjacent neighborhood. The overall landscape approach will create an attractive environment with plant material that is consistent with the surrounding environment, aesthetically pleasing, seasonally colorful, and sustainable in a desert environment. The plant palette will be composed of drought tolerant trees, shrubs, accents, and groundcover. The hotel will have 24 hour a day business hours as is traditional with a hotel. Lighting and landscape will work in harmony to promote Crime Prevention Through Environmental Design (“CPTED”) principles.

Open Space/Amenities

The open space plan, working within the constraints of adaptive reuse of the existing architecture and site, creates a network of open space throughout the property. Approximately 19% of the site is landscaping and open space. The landscape and open space are important for reducing the urban heat island effect. See **Exhibit 5** Landscape Setback and Open Space Plan.

The open space plan shows four (4) amenity spaces. These four open space areas total 3,866 square feet or approximately 5.5% of the gross site. The open space requirement in the WU code is 5%. This site plan exceeds that standard. Each open space area is briefly described below.

"Open Space Area A" includes a feature butterfly garden, which will visually anchor the site corner of Almeria Road and 12th Street. Elements will include dense feature planting, landscape boulders, and landscape lighting.



"Open Space Area B" includes a seating area at the drop-off area island, which is largely architecturally shaded as a result of the adaptive re-use. Although this area is not directly adjacent to the landscape setback, it will be connected to the rest of the site through the accessible route running at the south and north of the building. Features include decorative paving, landscape containers, and opportunities for seating and deep shade.



"Open Space Area C" includes three (3) bike racks and one (1) bench. This area provides users with adequate space for parking bikes and bike alternatives, and shaded seating for respite. The use of stabilized decomposed granite in this area will visually soften the area, delineate the space as pedestrian, and provide a porous surface to reduce storm water runoff and healthy soil for adjacent trees. This area includes a portion of the outdoor lounge at the McDowell Road frontage. There will be pedestrian access to the space from the public sidewalk on McDowell Rd. The flexibility of the outdoor seating lounge along McDowell Road provides a sense of arrival for guests, visitors, and local residents. This space can include programming for neighborhood art displays.





This Open Space includes a public bench adjacent to the McDowell Road sidewalk, an accessible ramp and pedestrian space underneath the architectural shade trellis, decorative paving, and seat benches. This space provides diverse public opportunities for shaded seating, lounging, and shelter from southern sun exposure.



Given the hotel’s proximity to Banner University Medical Center, it is expected that many guests will be visiting patients at the Medical Center. The added benches and landscaping will be a welcome addition to the McDowell Road streetscape.

“Open Space Area D” is an area that is meant to compliment the transit stop on McDowell Road. The area will have a bench and two trees to provide shade for people who are resting or waiting for the bus. This space will also improve the look and walkability of McDowell Road.

Section C: Permitted Uses, Development Standards, Design Guidelines and Signs

1. Walkable Urban Code: Application and Modifications

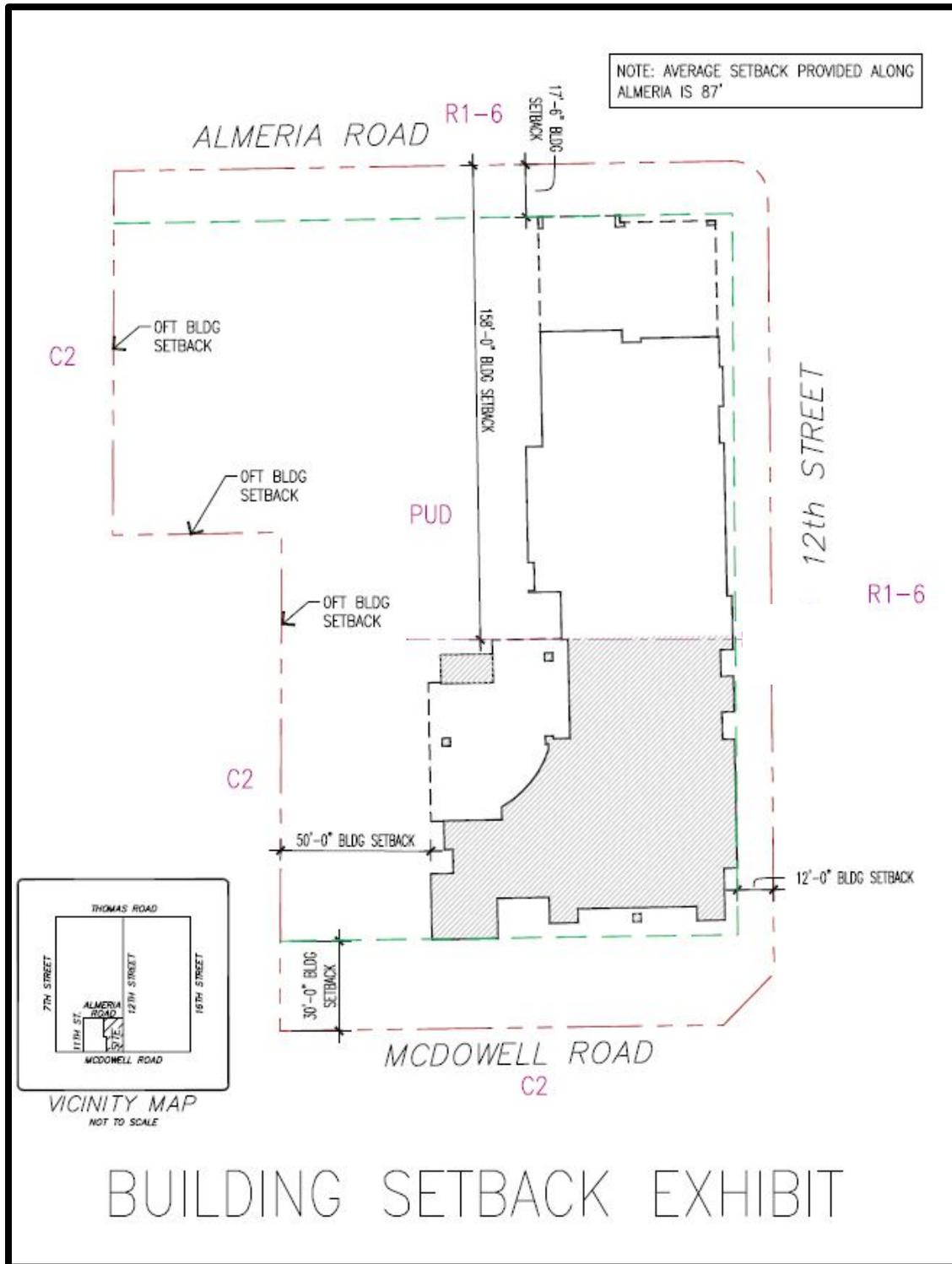
The below table governs the physical development of the site which applies the Walkable Urban Code, Section 13 of the Phoenix Zoning Ordinance, unless explicitly modified by the below table. Column A applies to all uses except for “hotel” and Column B applies only to “hotel” as the principal use. Unless otherwise referenced, all development standards shall defer to the Section 13 of the Phoenix Zoning Ordinance.

Code Section Walkable Urban Code	Column A: Site Development Standards for all uses but hotel: <i>T4:3 to apply unless explicitly modified</i>	Column B: Site Development Standards for hotel and medical office use only: <i>T4:3 to apply unless explicitly modified</i>
1301 Code Administration	No modification	No modification
1302 Transect Districts	No modification	No modification
1303 Transect Lot Standards	<p>T4:3 will apply with the following modification.</p> <p>Main Building Setback (a-d)</p> <ul style="list-style-type: none"> • Almeria Road: 17 foot minimum 	<p>T4:3 will apply with the following modifications.</p> <p>Main Building Setback (a-d)</p> <ul style="list-style-type: none"> • McDowell Road: 20 foot minimum • 12th Street: 12 foot minimum • Almeria Road: 17 foot minimum • West Interior: 0 foot minimum <p>Parking Setback (h-k)</p> <ul style="list-style-type: none"> • McDowell Road: 30 foot minimum • 12th Street: 10-foot minimum • Almeria Road: 2 foot minimum • West Interior: 2 foot minimum <p>Main Building Height: 56 feet foot maximum</p>
1304 General Site Development Standards	No modification	No modification
1305 Frontage Standards	No modification	<p>T4:3 will apply with the following modifications.</p> <p style="text-align: center;">Frontage types (Table 1305.1) are encouraged but not required and</p>

		<p>related provisions are removed by this reference.</p> <p>1305.C(a-b). Fence Standards:</p> <ul style="list-style-type: none"> • In the frontage areas, the development shall permit an opaque wall of 96 inches in height only where adjacent to the existing swimming pool. This wall shall incorporate enhancements material and textural differences, such as stucco and/or split face block with a decorative element. <ul style="list-style-type: none"> ○ All other solid fences and walls in the frontage areas shall be limited to limited to 40 inches opaque. • Pool fences shall meet the requirements set forth by the local jurisdiction having authority (included, but not limited to, Health Department). • Decorative screening or open fencing on top of solid walls shall be limited to 66 inches, with a combined height not to exceed 78 inches.
1306 Land Use Matrix	Multi-family max 120 dwelling units	<p>“Hotel as per Section 618.D.14” shall be permitted by right, subject to the requirements and guidelines of this PUD. Clinic, medical or dental; laboratory, medical, dental or clinical; medical or dental office; per section 1306 Land Use Matrix.</p> <p>All other primary uses listed in Section 1306 for T4:3 shall be prohibited unless accessory to the principal hotel or office use.</p>
1307 Parking Standards	No modification	.67 Spaces per room
1308 Signage Standards	No modification	No modification
1309 Landscape Standards	No modification	No modification
1310 Open Space Standards	No modification	No modification
1311 Design Development Considerations	No modification	No modification but supplemented by Section C. of this PUD Narrative.
1312 Character Areas	No modification	Provisions of the Transit Midtown Character Area (1312.C.1.) shall apply except that the sidewalk on McDowell Road shall be a minimum of 5 feet.
1313 Design and Standards Alternative	No modification	No modification

Building Setbacks

The graphic below depicts the building setbacks as noted in the Development Standards Table.



C.2. Amenities

Development as a hotel under this PUD will provide amenities, including but not limited to the following:

- Art
- Swimming pool
- Public Seating Areas
- Bike repair station

ART



In order to maintain a connection to the history of the site, the 25-foot sculpture within the existing building will be preserved in its current location and form through the redevelopment of this site.

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Swimming Pool

There will be one swimming pool a minimum of 20'x12'. Pools will comply with City of Phoenix and Maricopa County standards for pools.

Public Seating Area

McDowell Road: A minimum of 2 public seating areas with a minimum of 1 bench per 100 ft. of Frontage along McDowell Road. Commercial steel-reinforced precast concrete bench with beveled edges. Bench shall be minimum 70" L x 18" W x 18" H.

Bicycle Repair Station

One bicycle repair station will be provided to compliment the bike lane in 12th Street and encourage bicycle use. The specific location will be determined at site plan approval.



C.3. LIGHTING PLAN

Lighting standards from Section 507 Tab A.II.A.8 and Section 23-100 of the City Code shall apply. The hotel project proposes lighting that provides both safety and resident 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.

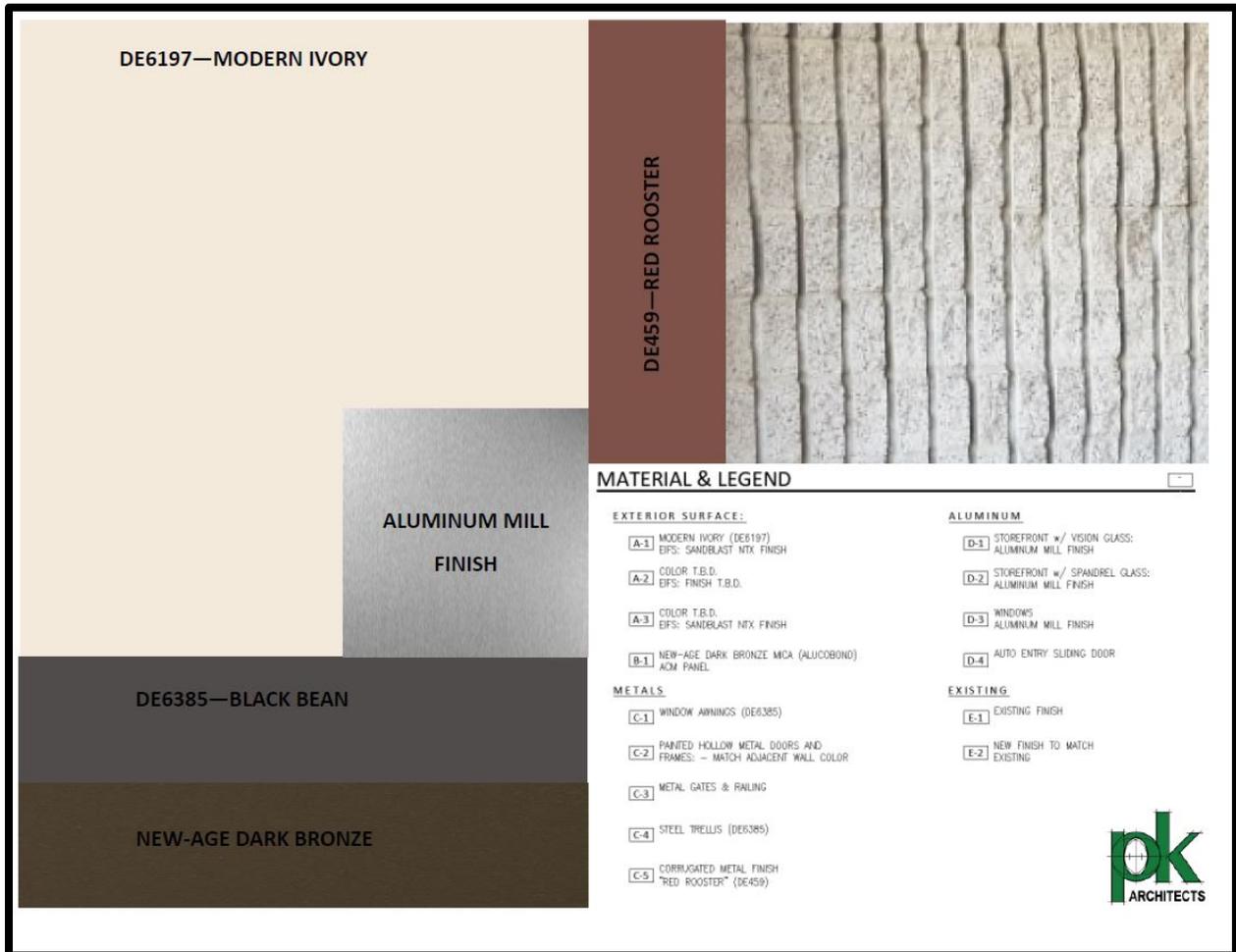
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C.4. Design Guidelines

The following project design guidelines shall apply to any development as a hotel under this PUD in addition to the City of Phoenix Zoning Ordinance standards and will utilize sustainable best practices for designing in the desert.

The McDowell Hotel PUD design guidelines focus on a more pedestrian friendly and walkable design approach. This project consists of the adaptive reuse design of an existing four-story structure and will include the addition of a four-story hotel with a total of 100 guestrooms.

The primary color scheme for the project will be that of cool tans and muted desert colors accented by dark bronze and rustic red panel systems. Materials, details and colors representative of 20th century modernist design will be utilized as accents to the primary color and material scheme. **See Figure 4** for a conceptual material color board.



SITE

Alternative paving materials as approved by City of Phoenix Development Services will be used at public access and pedestrian crossings to reduce urban heat island effect, and to allow natural drainage and filtration. Proposals for non-standard material in the public right-of-way shall require approval from the Street Transportation Department.

Permeable paving, porous concrete or similar materials shall be installed adjacent to treewells (where occurs). The design shall ensure adequate water and root growth.



BUILDING DESIGN

Elevations shall meet the following minimum standards:

- 4-sided architecture shall be required.
- All sides of a structure shall exhibit design continuity and contain multiple exterior accent materials that exhibit quality and durability. See **Figure 6** for Material Board.
- All ground floor units fronting 12th Street will have exterior windows facing the street frontage.
- Visible side and rear building facades shall have a level of trim and finish compatible with the front façade.
- Monotonous building elevations shall be avoided, building accents shall be expressed through differing materials or architectural detailing rather than applied finishes such as paint, graphics, or forms of plastic or metal panels.
- Material requirements and undulation standard. At least three (3) finish materials are required for the exterior skin of the building. Finish materials may include EIFS, stucco,

brick, block, metal or aluminum cladding, cementitious composite panels, large expanses of glass, wood, etc.

- Only stairwell windows will be allowed on the north face of the building, no room windows.

- **Window Awnings**
 - Minimum of **90%** of upper floor windows shall have window awnings.

- **Corrugated Metal Panel Systems (and ACM Panel Systems)**
 - Minimum of **3.5s.f.** of metal panel per every lineal foot of building perimeter.

- **EIFS (Exterior Insulating Finish System)**
 - High Impact up to **8ft** from grade level.

- **Remainder of wall area to be combination of EIFS and decorative CMU.**

- **Storefront**

Minimum of **.25** Lineal Feet of Storefront per every lineal foot of building perimeter. **Storefront** is **defined** as a non-residential, non-load-bearing assembly of commercial entrance systems and **windows**, usually spanning between the floor and the structure above, designed for high use and strength. ... **Storefront** is typically center glazed and is not self-draining.

- **Trellis**
 - Minimum of **10%** of building perimeter for trellis lineal footage. The minimum height shall be 8'-0" above finished floor grade and the minimum depth shall be 3'-0".

PEDESTRIAN ACCESSWAY GUIDELINES

Pedestrian ways shall meet the following minimum standards:

- To enhance pedestrian safety and site access, one existing driveway along 12th Street shall be eliminated. See **Figure 5** Access on 12th Street for location.
- All ADA guidelines shall apply.
- Lighting shall be provided to ensure safety and security. The lighting and photometrics shall comply with City of Phoenix design standards and shall be shielded from adjacent residences.

All development under this PUD is subject to Site Plan Review to ensure appropriate design guidelines and design standards have been met.

Section D: Sustainability

PK Architects chose to not only design the project to its own level of green standards, but also incorporate elements of building styles compatible with development in the area. The design team has chosen elements that could be incorporated during demolition and construction. These elements include but are not limited to the following:

- Recycling of construction waste.
- Use of building materials with recycled components.
- Energy Star Appliances.
- HVAC systems with increased efficiency ratings for performance.
- Lush landscape with irrigation system designed to perform and reduce water use.
- Water conserving shower heads, water closets and lavatory faucets.
- High particulate filtering HVAC filters.
- No smoking campus.

This PUD sets the following sustainability goals for the developer of this project.

- a. Make walking, cycling, and transit commonly used as an amenity to the hotel guests.
- b. Implement a paper, glass, plastic, metal recycling program.
- c. Implement low flow fixtures.
- d. Implement cool roofing design for the roof to reduce the urban heat island effect.
- e. Capture stormwater onsite.
- f. Increase shade canopy of landscape.
- g. Provide Energy Star appliances.

The McDowell Hotel PUD itself represents a significantly sustainable design. It is an infill project that reuses an existing site, and upgrades it from a high traffic medical office facility to a hotel in which is within a pedestrian friendly, urban community. It replaces a sea of heat island surface parking. It updates street-adjacent sidewalks with shaded, wide, detached, pedestrian friendly sidewalks. This complete reversal of the current use of the site is not only much more sustainable than the current, outdated design, it also advances the City's goals for more complete streets and a tree-shaded pedestrian environment.

Adaptive reuse of this building is more costly than simple demolition and construction of a prototypical hotel. By reusing the existing building considerable landfill waste is avoided and a more unique project is created.

Not only is the McDowell Hotel PUD sustainable in its fundamental approach to its site, it also adds to a growing urban need in this area of the City. It is important to specifically note that this urban need addresses short term stays for the adjacent medical complex. This community is well served by Banner University Medical Center facilities and the need is here. More broadly, this infill redevelopment will aid the growing revitalization and economic energy of the surrounding neighborhood.

Section E: Infrastructure

1. **GRADING AND DRAINAGE**

This site is a redevelopment site, and all grading and drainage for the site will be designed to meet all City of Phoenix standards. Grading and drainage improvements to the site will include installation of an underground stormwater management system to provide on-site stormwater retention to meet the City of Phoenix requirements to retain the first flush rainfall event, which is ½" of rainfall depth. This system will discharge stormwater directly into the groundwater and reduce runoff that would leave the site. Grading changes to the site will be minimal as the existing building and much of the existing parking will remain. Onsite areas will be graded to drain to the proposed underground stormwater retention system. Rainfall that exceeds the capacity of the on-site retention system will exit the site as it currently does onto McDowell Road or 12th Street and draining to the existing storm inlet on 12th Street at the northwest corner of the intersection.

2. **WATER AND WASTEWATER**

Water and wastewater facilities for the site will connect to existing facilities adjacent to the site in 12th Street. There is an existing 8" public sanitary sewer line just east of the 12th Street monument line which the proposed building addition will connect to with a new service line. The existing building which is to remain will utilize the existing sewer service which is also connected to 12th Street.

Domestic water and fire service will come from new service connection to the existing public waterline which is located just east of the eastern curb line on 12th Street. The site will utilize a 6" fire service and 2" domestic water service. The irrigation service will be provided by repurposing the exiting domestic water service.

3. CIRCULATION

The traffic generated by the Hotel use is much less than what would be generated by a Medical Office use, as noted in the Traffic Impact Statement prepared by Kimley Horn which found that 306 less trips are generated by the proposed hotel. The traffic impact statement is attached as Appendix A.

Almeria

There will be no access to the property from Almeria Road.

McDowell Road

Access from McDowell Road will be three turn access. Left turns out of the property will be prohibited.

12th Street

Currently there are two access driveways on 12th Street. This PUD will only allow access to the hotel along 12th Street via one driveway located approximately 32.5' from the south curb of Almeria Road. No left turns will be allowed out of this driveway onto 12th Street. The remaining driveway access will be moved north so that it is farther away from the intersection with McDowell Road. Safety on 12th Street will be improved by reducing the number of access points from the property on to 12th Street, limiting left hand turns onto 12th Street and by moving the access to the north farther away from the intersection of 12th Street and McDowell Road. See **Figure 5** Access on 12th Street and **Exhibit 6** Circulation Plan. This project will reduce the amount of in/out traffic along 12th Street as well as along Almeria Road. By redeveloping driveway access to the site and not allowing left turns onto 12th Street, the PUD creates a safer egress onto 12th Street for both the guests of the Hotel as well as the Coronado residents and pedestrians.

