

# PV PUD

Northwest Corner of Tatum Boulevard and Cactus Road

## Planned Unit Development **Development Narrative**

Case No. Z-57-21

Submittal: February 9, 2021

### Planned Unit Development Disclaimer

The PV Planned Unit Development (“PV PUD”) was prepared pursuant to Section 671 of the Phoenix Zoning Ordinance and is a standalone set of zoning regulations for the property. Provisions not specifically regulated by the PV PUD are governed by the City of Phoenix Zoning Ordinance. The PV PUD Narrative includes background information to illustrate the purpose and intent of the standalone zoning regulations, however, these statements are not requirements enforceable by the City. The PV PUD only modifies Zoning Ordinance regulations to fit the unique character and location of the property to be developed. The PV PUD does not modify other City Codes or requirements. Additional public hearings may be necessary, such as, but not limited to use permits, right-of-way abandonments, etc.

### Zoning Ordinance Applicability

The PV PUD provides regulatory zoning provisions designed to guide the implementation of a master development plan and specific site plans for the property through the City of Phoenix development review and permit process. The provisions herein shall apply to only the property within the PV PUD development boundary. In the event of a conflict between a use, a development standard, or a described development procedure between the Phoenix Zoning Ordinance and the PV PUD, the PV PUD shall prevail. Similarly, where the PV PUD narrative is silent on a requirement, the applicable Zoning Ordinance provision shall control.

### Amendments

Amendments to the PV PUD shall be regulated by Section 671.E of the City of Phoenix Zoning Ordinance.

## **PRINCIPALS & DEVELOPMENT TEAM**

### Owner/ Developer

PV Land SPE  
c/o RED Development  
Jeff Moloznik  
One East Washington Street, Suite 300  
Phoenix, AZ 85004  
480.947.7772

### Planning/Architecture

Nelsen Partners  
George Melara  
15210 N. Scottsdale Road, Suite 300  
Scottsdale, AZ 85254  
480.949.6800

### Engineer

Wood/Patel  
Darin Moore  
2051 West Northern Avenue, Suite 100  
Phoenix, AZ 85021  
602.335.8500

### Traffic Engineer

CivTech, Inc.  
Dawn Cartier  
10605 N. Hayden Road, Suite 140  
Scottsdale, AZ 85260

### Zoning & Entitlements

Burch & Cracchiolo, P.A.  
Ed Bull/Brennan Ray  
1850 N. Central Avenue, Suite 1700  
Phoenix, AZ 85004  
602.234.9913

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## A. PURPOSE AND INTENT

### 1. Project Overview and Goals

The PV PUD is comprised of approximately 80 gross acres (75.5 net acres) and is bound by Tatum Blvd on the East, Cactus Road on the South, and Paradise Village Parkway on the West and North. **See Exhibit 1, Vicinity Map and Exhibit 2, Site Aerial.** The entirety of the property is defined in the Phoenix General Plan as the Urban Core of the Paradise Valley Village. **See Exhibit 3, Paradise Valley Village Urban Core.**

In the late 1970's the property was zoned RSC PCD and developed as Paradise Valley Mall ("PV Mall"). **See Exhibit 4, Former Paradise Valley Mall.** PV Mall was a traditional regional shopping mall comprised of large format department stores connected by an enclosed mall court and surrounded by several acres of surface parking. By the end 2020, most of the department stores and retailers were closed for business.

In February 2021, the Phoenix City Council approved rezoning approximately 92 acres of PV Mall to C-2 H-R DNS/WVR SP PCD ("C-2 H-R Zoning"), and in March 2021, the Owner/Developer acquired the rezoned PV Mall property. **See Exhibit 5, 2021 C-2 H-R Conceptual Site Plan.**

In November 2021, the Owner/Developer acquired an additional approximately 14 acres of PV Mall that was not a part of the C-2 H-R Zoning, the area currently operating as JC Penny's. **See Exhibit 6, November 2021 JC Penny Acquisition.** Once JC Penny ceases operations in this location and what is currently the JC Penny's Site develops, such development shall be thematically consistent with the balance of the PUD. Development details shall be determined through Site Plan Review; no amendment(s) to the PUD will be required.

Per the General Plan, "Paradise Valley Village is noted for its open space character created by the surrounding mountains, Indian Bend Wash greenbelt and trail systems." The planning process for this development started by analyzing how this village core could be developed to reflect these characteristics and connect to these surrounding systems. **Exhibit 7** was the tool used in this analysis and it demonstrates why this property is defined as the Urban Core, it is the center of the Village where the community naturally comes together.

While the market demand for the mix of uses planned for the development project is strong, the enormity of the property will require it be completed through several phases. Phase 1, which conforms to the C-2 H-R Zoning, is under construction. It is not part of the PUD, nor is the Costco portion. **Exhibit 8** illustrates the 80-acre boundaries of the PUD and the C-2 H-R Zoning boundaries that are not a part of the PUD.

The PV PUD does not change the stipulations agreed to in the C-2 H-R Zoning, nor the building heights. **See Exhibit 9, C-2 H-R Approved Building Heights.** The zoning change is necessary to improve upon the development standards and allow for the fulfillment of the goals defined for the Urban Core of the Paradise Valley Village and the inclusion of the JC Penny property creates the opportunity to build East-West multi-modal infrastructure improvements previously only possible North-South. Connectivity, shade, open space, and vertically and horizontally mixing desired and needed uses are core elements of the PUD. As stated in the City's General Plan, the definition of the Village Core is:

*"Each village has a core which serves as the focal point of the village by combing the most intense land uses with a great variety of uses. By providing a mix of employment,*

*housing and retail opportunities, this village “downtown” creates a physical identity for the residents. It should also serve as a gathering place with pedestrian activity and a focus for the local transportation system. The core should reflect the character and land use intensity of the village it supports.”*

## **2. Overall Design Concept**

In its prime, PV Mall was a gathering place for the community. This sense of community is at the core of the PV PUD along with an emphasis on the integration of ecological practices. **See Exhibit 10, Illustrative/Conceptual Site Plan.** The design will enhance multi-modal connectivity to the existing library, relocate and redesign the City of Phoenix bus transit station to a more integrated and user-friendly location and create a series of connected open spaces anchored by a large open community space. Supplementing these community institutions will be context-appropriate and complimentary urban building architecture and landscaping that celebrate local history, climate, ecology and building practice.

Pedestrian circulation and safety will be of utmost importance. Shade trees will create a pleasant environment for everyone. A network of shaded pathways is generally shown on the illustrative and non-regulatory **Conceptual Circulation Plan** at **Exhibit 11** and will welcome pedestrians and cyclists. Additionally, bike parking will be provided throughout the development thereby encouraging alternative means of transportation.

Hardscape and paving designs throughout the development will help to define circulation and to slow traffic while providing a refined aesthetic. The planting design will assist in reinforcing the Site’s circulation with vibrant plant palettes defining primary versus secondary circulation. Primary entry drives off Tatum Boulevard, Cactus Road and Paradise Village Parkway will be defined with trees and accent planting creating a sense of arrival and increased visibility into the development. Furthermore, entry plazas, patio spaces and retail facades will be defined with landscaping, lighting and paving that enhance wayfinding while softening the architecture.

## **B. LAND USE PLAN**

### **1. Land Use Categories**

This is a phased mixed-use development with a wide diversity of use categories. At a minimum, the development may include office, retail, residential, entertainment, restaurant, fitness and hospitality. The mix of uses will be developed for the pedestrian and transit as well as the car and it will be shaped by physically defined and accessible open spaces. A list of uses is provided in Section C.1 below.

### **2. Conceptual Site Plan**

A proposed **Illustrative/Conceptual Site Plan** is attached as **Exhibit 10**. The plan reflects a series of urban blocks and open spaces connected by a multi-modal street grid system and trail network.

## **C. LIST OF USES**

### **1. Permitted Uses**

This PUD permits a mixed-use development that includes the phased development of new buildings and uses and the maintenance of existing buildings pending their replacement. A **Table of Permitted Uses** is provided at **Exhibit 12** (the “Uses Table”). The Permitted Uses are

substantially like (but more restrictive than) the C-2 uses that were approved with the C-2 H-R Zoning.

A request for an interpretation of analogous use for uses not specifically listed may be submitted to the City's Zoning Administrator by the applicable property owner or the authorized representative of such owner. The Zoning Administrator may administratively approve a use analogous to those listed in the Uses Table.

**2. Temporary Uses**

All temporary uses shall comply with Section 708 of the Phoenix Zoning Ordinance; provided however, no Administrative Use Permit or Temporary Use Permit shall be required for any temporary use to be located a minimum of 150 feet from the nearest single-family zoning district. In addition to the list of temporary uses provided in Section 708, the following uses shall be considered a temporary use under this PUD and this section:

- Charity Art
- Farmers Markets, including the sale and consumption of food or beverages
- Gardens, including fruit and vegetables
- Dog Parks
- Skate Parks

**3. Accessory Uses**

Accessory uses shall be permitted as defined in Chapter 2, Section 202 of the Phoenix Zoning Ordinance.

**4. Prohibited Uses**

- Adult bookstore, adult novelty store, adult theatre, adult live entertainment establishment, erotic dance, or performance studio.
- Agriculture Implements, Distributions and Display, Retail Sales.
- Ambulance Service Office.
- Auto Title Loan Establishments.
- Automobile body shops.
- Automobile inventory storage lots, except when provided by dealerships which sell new or new and used vehicles.
- Balls and Bearings, Retail Sales.
- Blood banks and blood plasma centers as a primary use of a property in the PUD.
- Bus line depots with repair and light maintenance, including washing facilities.
- Cesspool Builders and Service, Offices Only.

**D. DEVELOPMENT STANDARDS<sup>1,2</sup>**

The following regulatory standards and guidelines apply as indicated within the PV PUD:

**1. Development Standards Table**

DEVELOPMENT STANDARDS – OVERALL DEVELOPMENT	
Density	40 du/acre overall; no maximum density cap on any individual lot



Minimum Acreage per Lot or Parcel	1/2 acre; no limitation on unit size of condominiums
<p>Building Height<sup>3</sup></p> <p>a. Inside of the Loop Road</p> <p>b. Outside of the Loop Road proximate to Paradise Village Parkway</p> <p>c. Outside of the Loop Road proximate to Tatum Boulevard and Cactus Road</p>	<p>120 feet Maximum</p> <p>85 feet Maximum</p> <p>30 feet Maximum</p>
Lot Coverage	48% Maximum for primary structures plus an additional maximum 15% for shade canopies and solar devices overall; no maximum lot coverage cap on any individual lot; lot coverage will constitute the ground floor footprint of all buildings excluding garages and excluding roof overhangs, projections, and balconies.
On site areas for outdoor amenities, landscape and pedestrian-oriented hardscape	Minimum 15% of net area of the PUD. <sup>4</sup> No minimum required on any individual lot; Private outdoor amenity/open space provided within a multifamily, office, retail, or hospitality development(s) shall count toward the overall minimum 15% requirement.
<p>Building Setbacks</p> <p>a. Adjacent to perimeter public streets (Tatum, Cactus and Paradise Village Parkway)</p> <p>b. Interior front, side and rear yards</p> <p><b>*See Exhibit 14, Building Setbacks</b></p>	<p>Minimum 15 feet<sup>5</sup></p> <p>Minimum 0 feet</p>
<p>Landscape Setbacks</p> <p>a. Adjacent to perimeter public streets (Tatum Boulevard, Cactus Road and Paradise Village Parkway)</p> <p>b. Internal Property Lines</p> <p><b>*See Exhibit 16, Landscape Setbacks</b></p>	<p>Minimum 10 feet<sup>6</sup></p> <p>0 feet</p> <p>Note: Parking may overhang 2½ feet into the Landscape Setbacks</p>

LANDSCAPE PLANTING STANDARDS <sup>7</sup>	
Tatum Boulevard, Cactus Road and Paradise Village Parkway frontages where such frontages will be redeveloped; whereas existing streetscapes (including trees, landscaping, and sidewalks) that are outside of this PUD and/or are not being redeveloped are “grandfathered” and need not be replaced.	<p><b><u>Rows</u></b> Minimum 1 row of trees</p> <p><b><u>Spacing</u></b> 20 feet on center or in equivalent groupings</p> <p><b><u>Tree Size</u></b> Minimum 2-inch caliper (50% of required trees) Minimum 3-inch caliper (50% of required trees)</p> <p><b><u>Shrubs</u></b> Minimum five (5) 5-gallon shrubs per tree</p> <p><b><u>Groundcover</u></b> Minimum 50% living groundcover</p>
PARKING STANDARDS <sup>8</sup>	
Land Use	Shall comply with section 702 of the Zoning Ordinance except the following parking ratios shall apply in the interim pending the availability of a Shared Parking Model as provided in Footnote 8.
Limited-Service Hotel	0.80 space/1 room
Full Services Hotel	1.0 space/1 Room
Residential, Multifamily	1.47 spaces/DU No requirements for additional guest spaces
Restaurant (Indoor + patio dining)	1 space/50 SF of Seating Area only NOTE: Seating areas within or adjacent to any common area open spaces shall not be required to provide additional parking above what is required for indoor dining areas.
General Office Building (New)	3.2 spaces/1,000 SF Tenant Leasable Area
Retail	2 spaces/1,000 SF of gross floor area
Mini-Warehouse	2.35 spaces / 100 Storage Units
Dog Park	0 spaces
Fitness	Small – 1 space/100 SF Large – 1 space/225 SF
Family Activity Center	4.5 spaces/1,000 SF Assembly Space – 1 space/100 SF
Theater	1 space/3.5 seats

Bicycle Parking	A minimum of 25 total (at completion of construction of the PUD) bicycle parking spaces for visitors to be located near high traffic areas and visible to the public but should not impede the function of the pedestrian way. Also provide (for use by employees throughout the PUD) a shared use secured bicycle parking facility with a minimum of 25 spaces in or near the ground floor of the parking structure.
Loading Spaces	0 required except commercial buildings more than 100,000 SF of GLA and multifamily developments more than 100 DUs shall each have a minimum of one back of house service area or loading dock.
Parking Space Dimensions (Parking Garages, Surface Parking)	<p>Commercial retail, assembly uses and restaurant establishments – 9 ft. x 18 ft. with 25-foot drive aisles.</p> <p>Office, industrial and multi-family residential developments: 8 ½ ft. x 18 ft. with 24-foot drive aisles.</p> <p>Tandem parking is permitted for multi-family development: 9 ft. x 18 ft. with 24-foot drive aisles.</p> <p>10% of the required parking may be compact spaces measuring 8 ft. x 16 ft.</p> <p>Encroachments of up to 1-foot on one side or up to 1-foot aggregate for two sides for structural columns are permitted into parking stalls located within parking garages.</p>
<b>DETACHED SIDEWALK</b>	
Tatum Boulevard, Cactus Road and Paradise Village Parkway Frontages	<p>Existing sidewalks along perimeter public street frontages may remain. Sidewalks that must be replaced along the public street frontage shall (where reasonably possible) be detached and shall comply with the following width and landscape requirements:</p> <ol style="list-style-type: none"> <li>1. Sidewalk width: Minimum width of 6 feet and shall comply with ADA standards.</li> <li>2. Landscape strip: Minimum 5-foot-wide landscape strip located between the sidewalk and back of curb landscaped with 1 row of 2-inch caliper trees planted 20 feet on center or in equivalent groupings, excluding driveways, turn lanes, utilities or other conflicts that preclude the planting of trees in the landscape strip between the curb and sidewalk.</li> </ol>

SHADE STANDARDS	
Shade	Minimum of 50% of public sidewalks along Tatum Boulevard, Cactus Road and Paradise Village Parkway where such frontages are being redeveloped and 50% of private on-site sidewalks, pedestrian pathways, and common amenities areas shall be shaded using landscaping, architectural features or projections, shade cast from a building, or other stand-alone structural shading devices. Shade calculation shall be based on tree maturity during the summer solstice at 12:00 p.m.

<sup>1</sup> This Development Standards Table anticipates the eventual demolition of all existing buildings on the Site and the phased development of new buildings and improvements. Existing streetscapes, sidewalks, building(s) and their associated site improvements are “grandfathered” and may be maintained in their existing conditions on an interim basis, pending their demolition and redevelopment. Once demolition has occurred, vacant parcels shall be maintained weed-free; however, this PUD’s landscape, sidewalk and shade standards shall not apply to a vacant parcel(s) until such parcel(s) is developed with a building(s). As the redevelopment occurs in phases, infrastructure improvements such as water, sewer, electric, etc. (if any) serving a given phase of redevelopment shall be sized, located and installed only to the extent required for that phase.

<sup>2</sup> Development Standards, Landscape Guidelines, Fences/Walls, Amenities, Shade, and Lighting Design apply to the Overall PUD/Site rather than to individual lots, parcels, or developments within the PUD except for "Building Height" which is specific to the Building Height areas shown on the **PUD Building Heights** exhibit at **Exhibit 13**. A **Development Standards Comparison Table** is included as **Exhibit 22**.

<sup>3</sup> See the **PUD Building Heights** exhibit at **Exhibit 13**. Heights shall be measured from higher of the natural grade level or the finished grade level as established by the Planning and Development Department. For purposes of the entirety of this PUD the datum point from which building height is measured shall be 1394.54 feet above sea level. Items allowed to extend a maximum of 25 feet above the maximum building height shall include but not be limited to elevators, vestibules, stairwells, parapets, mechanical equipment, screening, other reasonably necessary equipment and improvements, accessory improvements for rooftop gardens including seating areas, shade, restrooms, kitchens, and other items excluded from building height measurement pursuant to Phoenix Zoning Ordinance Section 701(B).

<sup>4</sup> Existing green space that is located at the immediate southwest corner of Tatum Boulevard and Larkspur within Phase 1 of the C-2 H-R area but outside of this PUD may be counted as a part of the “...minimum of 15%...” of “...on site areas for outdoor amenities, landscape and pedestrian-oriented hardscape...”.

<sup>5</sup> 15 feet minimum except for driveways. The 15 feet shall be measured from the existing public street right of way and shall be exclusive of right turn lanes, bus bays, and the like.

<sup>6</sup>These Landscape Setbacks apply to the public streets along the perimeters of the PUD (Tatum Boulevard, Cactus Road and Paradise Village Parkway) and not to interior separations between lots, parcels, or developments.

<sup>7</sup>These Landscape Standards apply to public streets along the perimeters of the PUD, not to interior separations between lots, parcels, or developments. Also, as was noted above, the ***Illustrative/Conceptual Site Plan with Landscaping*** at **Exhibit 15** and the ***Landscape Character Photos*** are at **Exhibit 17**.

<sup>8</sup>The City of Phoenix Zoning Ordinance Chapter 7 – Development Standards of General Applicability, section 702 provides parking ratios for each land use to determine required spaces by City of Phoenix. Other alternative sources such as Institute of Transportation Engineers Parking Generation Manual (ITE) and Urban Land Institute Shared Parking (ULI) provide parking ratios to determine the base required parking spaces.

Due to the PV Mall redevelopment consisting of a mix of uses, a shared parking model will be provided as the development continues to buildout. Shared parking is defined as a parking space that can be used for two or more individual land uses without conflict. For instance, the individual land uses will have peaks at different times of the day and therefore can share parking spaces. The shared parking model may also consider internal capture, a patron visiting more than one location while parked, alternate modes of travel such as transit, bike and walking, and the effects of Transportation Network Companies (TNC) such as Uber and Lyft. A reduction of minimum parking requirements between 25% and 30% can be anticipated when the overall development operates with a shared parking model.

While the City's parking ordinance (as modified by the Parking Standards within the Development Standards Table) will be utilized to calculate the minimum parking demand during the early phases, a shared parking model will be implemented when more than three use types can be considered.

The PV Mall redevelopment will maintain the existing parking garage. Currently the parking garage is not being used to its full occupancy. The redevelopment can optimize the use of the garage.

Any parking within the PUD area shall be included in the required parking calculations regardless of a given use's proximity to parking area(s) and/or whether the parking lot or area is within 300 feet of a Lot measured in a direct line from the building or from the property line.

Onsite parking shall be permitted in parking structures, surface lots and on private drives located within the PUD and shall be included in the Site's required parking counts.

## 2. Landscape Table

Landscape Table
<ol style="list-style-type: none"><li>a. Provide a landscape palette, maturity of trees, identifiable landscaped streetscape, and clustering of trees at appropriate locations.</li><li>b. All right-of-way plant material shall comply with the Department of Water Resources low water use plant list ("ADWR's List").</li><li>c. Landscape plantings outside of the right-of-way is not limited to ADWR's List; provided however, plant species outside of the right-of-way should be selected from the <i>Illustrative/Conceptual Site Plan with Landscaping at Exhibit 15</i> or be generally like that palette.</li><li>d. The public realm should be well landscaped to assist and support an active pedestrian orientated realm and to cool streets, sidewalks and buildings provide shade and soften the look of the development to create a more natural environment.</li><li>e. Developments should include shading along the right-of-way frontage, excluding driveways, loading and service berths.</li><li>f. If street trees cannot be planted in the right-of-way, architecturally or artistically integrated public amenities should be provided. Such amenities may include, but are not limited to, structural shade elements, seating, public art elements, community information/news event board/kiosk, area wayfinding signage and designer light fixtures.</li><li>g. Alternative paving materials may, at the Master Developer's election, be used on private property subject to the City's alternative dustproofing process.</li><li>h. The public safety should be protected by employing environmental design to promote situational awareness. Illumination should not leave areas of darkness which permit concealment. Lighting should not create glare for pedestrians or neighboring properties.</li></ol>

## 3. Fences/Walls

Walls/fences shall not be required within this PUD except:

- All service and mechanical equipment areas for new buildings should be screened by a solid wall or other opaque materials to conceal loading docks, trash and recycling containers, large electrical transformers, and other mechanical and electrical equipment from eye level adjacent to all public streets and walkways. Screening shall be compatible with the adjacent architecture.
- Surface parking that is immediately adjacent to and faces Tatum Boulevard, Cactus Road or Paradise Village Parkway (if any) shall be screened from public streets by a minimum 3 feet tall wall, berms, or dense landscaping.

When the developer chooses to install walls/fences:

- Newly constructed walls adjacent to street frontages should have a finished appearance, and be treated with decorative materials, such as, but not limited to integral color block, split face block, or decorative material with stone veneer.

- Walls along public street frontages exceeding 100 feet in length (if any) shall be articulated or contain landscaping to break the continuous wall surface.
- View fencing or a combination of low masonry walls with view fencing should be encouraged wherever reasonably feasible.

#### 4. Amenities

The PV PUD shall provide a minimum of three site-appropriate amenities including for example, but not limited to, the following types of amenities:

- Site furnishings,
- Light bollards,
- Benches,
- Shaded pedestrian walkways,
- Shaded pedestrian gathering areas,
- Trash/recycle bins for pedestrians, and/or
- Park/trail/bike trail components.

Illustrative examples of the *Site Amenities Character Photos* are generally depicted on **Exhibit 18**.

#### 5. Shade

Given our desert climate, an understanding of solar orientations and the creation of shaded outdoor space will be critical towards providing activated, pleasant, and useable exterior gathering areas. A combination of shade provided from buildings, architectural overhangs and shade trees will allow us to take an integrated approach toward the site development to create a pedestrian friendly and walkable environment. Shade trees will be provided throughout the development with a focus on shaded walkways and passive gathering areas in accordance with the below requirements:

- Promoting human comfort for employees and guests of the development and maximizing protection from the sun and heat, future pedestrian walkways shall be shaded by shade trees, awnings, overhangs, or other shade structures.
- Final landscape plans to be reviewed through the City's Site Plan Review processes of developments within the PUD shall include a shading program where 50% of new public sidewalks along perimeter streets and 50% of future pedestrian paths within the development will receive relief from the sun at noon on the summer solstice.
- Such landscape plans shall also include a shading program where 50% of future improved passive open spaces (except open lawn areas) will receive relief from the sun at noon on the summer solstice. Open lawn areas are excluded from this 50% shade requirement.

#### 6. Lighting Design

All lighting will be consistent with the standards of Section 704 of the Phoenix Zoning Ordinance.

Special care will be taken with surface parking lighting design to provide lighting levels that promote security but will not spill over into adjacent residences.

Lighting should be shielded with cut-off fixtures and deflectors to direct light downward and limit on-site lighting levels to a maximum of 1 foot candle at the PUD boundary.

Pole lighting for parking lot, security lighting, or other illumination shall not exceed 25 feet in height measured from the finished grade to the bottom of the light source.

## **E. DESIGN GUIDELINES**

This mixed-use development within this PUD acknowledges the scale (approximately 80 acres) and the necessary flexibility to adapt to market forces. Like most great cities we envision this development being more organic in its development. This PUD will embrace the functions of the buildings and their benefits to the property visitors and surrounding community. The character of place will be established by the interstices between the buildings, and the principles outlined in these guidelines. It is not our intent to make this mixed-use development homogenous, we are not looking for a “project” feel, but rather a collection of diverse building and building types all woven together to create an integrated and diverse whole.

A representative palette of materials and colors set forth below will establish a level of quality of the development while letting the personality of each building/function influence its style. Shade elements, lighting fixtures, hardscape and landscape at the pedestrian level will create a continuity that will tie together this mixed-use development.

1. All buildings will adhere to 4-sided architecture including consideration of the roofs for buildings that are 1-2 stories tall and viewed from higher levels.
2. Each building will address and respond architecturally to the exposure, to minimize solar heat gain, and views to maximize connectivity and visibility to the surrounding mountain amenities.
3. Each building will have primary colors/materials with no less than 1 accent color/material change applied appropriately to the spirit of each building.
4. Elegant and appropriate tenant signage will be integrated with the architecture of the buildings. Signs shall be appropriately scaled and not dominate the building façade.
5. Thoughtful and consistent detailing should be employed at each building, addressing scale, shade, orientation and pedestrian realm.
6. Primary entry drives off perimeter public streets will be defined with trees and accent planting creating a sense of arrival and increased visibility into the development.
7. As determined during the Site Plan review processes, for primary pedestrian circulation areas, enhanced landscaping and accent lighting will be employed.
8. In addition to the 50% shade that is to be provided along pedestrian walkways internal to the development, internal walkways that are adjacent to high volume pedestrian traffic areas are to be improved with a concrete finish(s) and/or color(s) that distinguish such walkways from vehicular routes, as approved through the City’s Development Plan review.

## **ADHERENCE TO AND ENHANCEMENT OF SECTION 507 TAB A OF THE ZONING ORDINANCE**

The PV PUD is intended to, as applicable and appropriate and except as is otherwise provided in this PUD, abide by the Requirements (R), Presumptions (P), and Considerations (C) of Section 507 TAB A.II of the Zoning Ordinance. Furthermore, design guidelines that are being elevated from a Presumption or a



Consideration to a Requirement as indication of the superior quality that is being achieved through this PUD include the following additional Required City-Wide Design Review Guidelines:

Site Design/Development

- a) 3.1.4 A minimum 50% of the landscaped area at maturity (excluding hardscape areas) shall be treated with living vegetation including groundcover, shrubs and trees, as well as inorganic material and an automatic irrigation system.
- b) 3.2.3 Irrigation systems shall be permanent and automatic to minimize maintenance and water consumption.
- c) 4.1 Improved open spaces, plazas and courtyards shall be functional in terms of area, dimensions, location and amenities to promote safe human interaction.
- d) 4.2 Usable public space shall incorporate shading using structures that provide shading, landscaping, or a combination of the two unless otherwise prohibited by site visibility triangles or other technical constraints.
- e) 6.1.3 Parking areas shall be screened from perimeter public streets so that cars are not visible below the average height of the headlights.
- f) 6.2.4 Lighting within the parking structure shall provide safety and security and be integrated into the architectural character both in terms of illumination and fixtures.
- g) 6.2.9 Any new parking structure shall be enhanced to the extent reasonably possible to be generally compatible with the form and materials of the site structures or the scale, form, color and materials of the adjacent uses.
- h) 6.2.10 There shall be a convenient, clear, safe and efficient internal circulation system within the parking structure for both vehicular and pedestrian traffic including appropriate signage and placement of pedestrian circulation cores (elevators and stairs).
- i) 7.1 Walls adjacent to arterial and collector streets shall have a finished appearance. Untextured, unfinished block and reinforced, mortar-free concrete walls shall be avoided.
- j) 7.2 Wall lengths exceeding 50 feet adjacent to arterial and collector streets shall be articulated or contain substantial landscaping to break the continuous wall surface and create varying shading patterns.
- k) 8.1 All on-site lighting is to be shielded to prevent direct visibility of the light source from adjacent property.
- l) 8.4 Parking lot and security lighting shall not exceed a maximum of twenty-five (25) feet in height adjacent to nonresidential districts.
- m) 8.5 Service areas and other screened areas shall have property security lighting.
- n) 8.6 Lighting fixtures and illumination shall be of similar design and character as the project's building components.
- o) 8.7 Site lighting shall be provided to ensure personal safety at building entrance/exits, and in public assembly and parking areas.

Building Design/Construction

- a) 1.2 The proposed building orientation shall respect the orientation of surrounding buildings and surrounding streets by maintaining continuity of pedestrian routes and promoting opportunities for pedestrian interaction at the street level.
- b) 1.6 Projects or portions of projects in public view (adjacent to public streets) shall demonstrate a greater level of design sensitivity and detail to visual image than other development.

- c) 6.1 Pedestrian walkways and gathering areas should be shaded (minimum 50% at maturity) to encourage use.

Permitted Materials

Including but not limited to:

1. Stone veneer such as limestone;
2. Integrally colored honed CMU block such as Trendstone Plus or similar;
3. Architecturally finished cast-in-place concrete;
4. Architecturally finished pre-cast concrete decorative elements;
5. Window, storefront, or curtain wall frames;
6. Prefinished metal screening and shading accents;
7. Smooth finish stucco or EIFS (Stolit Milano or Sto Limestone finish or similar);
8. Special finish stucco or EIFS;
9. Prefinished metal panels and fascia; and
10. Light colored roofing materials to promote a more sustainable development.

Prohibited Materials

1. Standard gray CMU block unfinished;
2. Plastic;
3. Rough textured EIFS or stucco; and
4. Dark colored roofing membranes.

Inspirational Images

A collage of illustrative "inspiration images" are included at **Appendix D**. These images generally depict some of the types of architecture, building form, quality, and materials that are currently envisioned for the redevelopment. These images are illustrative examples only and are not regulatory. Moreover, the images are not representative of building height. Final decisions on building design, materials, etc. will be made through the City's Site Plan Review processes.

**F. SIGNS**

Signage within the PV PUD shall be governed by the regulations applicable to signs as established in Zoning Ordinance Section 705 for Commercial (C-2) zoned properties, and definitions within Section 202, except as modified within the PV PUD and any, if submitted, subsequent Comprehensive Sign Plan(s) and associated amendments. **See Exhibit 19, Sign Plan Boundary**. Signs that advertise businesses within the boundaries of the PV PUD shall be treated as on-premises advertising irrespective of parcel and lot lines. The purpose of this "Signs" section is to provide flexible standards and procedures to allow signage which is not in strict compliance with the provisions of Section 705 but that is appropriate to the character of PV Mall, provides adequate identification and information, provides a good visual environment, promotes traffic safety, thereby eliminating the need to file a comprehensive sign plan use permit.

A key element that will add visual interest to, and help define, the character of the PV PUD is unique signage and graphic design. An innovate signage and graphics program with special size, placement, and materials will create a strong identity and encourage use of pedestrian connections and promote the businesses in the development. To achieve the potential for the area, it is necessary to go above and beyond Phoenix's typical sign regulations. The City Council recognized this issue in adopting Ordinance G-5330, which amended Phoenix Zoning Ordinance §1209.B.8.n to expand the City's ability to approve special sign

standards and guidelines for discrete sub-areas within Downtown Phoenix. Although the property is not located within Downtown Phoenix, it is the urban core of the Paradise Valley Village and the diversity of uses planned for development require equally diverse types of signage.

The PV PUD governs signage through the creation of three Horizontal Signage Districts and three Vertical Signage Zones:

- Horizontal Signage District 1 (“Perimeter Sign District”) includes the area of the PV PUD located between the Loop Road and Cactus Road, Paradise Village Parkway, and Tatum Boulevard. Maximum building height in this district ranges from 30 feet to 85 feet. Signage in District 1 is limited to monument signs, ground signs, multitenant signs and building mounted identification signs and tenant signs. Development identification and tenant identification signs can be internally or externally illuminated.
- Horizontal Signage District 2 (“Loop Road Sign District”) is the transition area within the perimeter Loop Road. Buildings in this district will offer a variety of uses, including, office, retail/ restaurants, hotel, and residential structures. Buildings in the district are permitted to have a maximum height of 120’ and will be allowed to have building top tenant identification signage. Signage in this district may include electronic reader boards (as long as they do not face the Loop Road) and ground signs. Lower levels of buildings may be a dynamic environment with dynamic facades, expressive lighting and dimensional signage. For this area, the messaging shall be static with the message change frequency of no more than one message change every 8 seconds. The sign copy shall change only through an immediate transition of the sign copy or message that does not have the appearance of moving text or images. The sign copy shall not use flashing, intermittent or moving lights or produce the optical illusion of movement.
- Horizontal Signage District 3 (“Core Sign District”) has the greatest density and building height. Signage in this district may include video displays, electronic reader boards, projected Supergraphics and large ground signs. Lower levels of buildings may be a dynamic environment with dynamic facades, expressive lighting, streaming video effects and dimensional signage. Facades in this core will be the focus of intense activity; signage is intended to communicate this excitement. This area is allowed to include off-site advertising. In addition, this district is allowed to have signs erected above the roofline and off-premises third party advertising signage.

The location of the **Horizontal Signage Districts** is shown on **Exhibit 20**.

The Vertical Signage Zones within the Core Sign District are used to refine the types and amounts of building mounted signage. There are three Vertical Sign Zones:

- Vertical Signage Zone A (Tenant ID Area) is the portion of the building between grade and thirty-six (36) feet above grade. Zone A is for wayfinding, tenant identification and off-site advertising.
- Vertical Signage Zone B (Special Use Area) is the portion of the buildings from thirty-six (36) feet above grade to seventy-two (72) feet above grade. Zone B is for (i) tenant and project identification and (ii) building mounted super graphics for off-site third-party advertising provided it complements the architecture of the building.
- Vertical Signage Zone C (Building/Product ID Area) is the top 15% of any building more than seventy-two (72) feet in height may be used for building, tenant, product identification, or off-site advertising. As an example only, mixed use/office or mixed use/residential towers

could use Zone C for naming rights of the tower or to identify major tenants of the tower. Mixed use/entertainment buildings could use Zone C for building sponsor identification or product identification/off-site advertising.

The locations of the **Vertical Sign Zones** are shown on **Exhibit 21**.

Zones A and B may be dynamic sign environments incorporating electronic message displays or other forms of animation provided they are not visible from Cactus Road, Tatum Boulevard or Paradise Village Parkway.

If a sign is included in multiple sign districts and/or vertical sign zones, the following standards shall apply:

- The sign area shall be calculated based on each applicable sign district and vertical sign zone. The sign area shall not exceed the most permissive area permitted in those districts and zones.
- If differing animation and/or illumination standards apply in the sign districts and vertical sign zones, either (i) the more restrictive animation and illumination standards of the applicable districts and zones shall apply to the sign or (ii) each portion of the sign shall comply with the applicable standards within its district and zone. In no event shall crossing a sign district or vertical sign zone boundary permit sign animation or illumination rights otherwise unavailable in the applicable district or zone.

All of the sign types permitted by Phoenix Zoning Ordinance §1209.B.8.n. for a Master Planned Development Sign Plan shall be permitted within the PV PUD. For example, the following sign types are permitted:

Aerial View	Kinetic
Animated & Electronic Message Displays	Murals
Architectural Ledge	Projected Images
Awning	Projecting
Building Identification	Roof
Banners and Streetscapes	Supergraphic
Freestanding/Monuments	Shingle/Arcades
Individual Letters	Wayfinding
Inflatables	

Sign area shall be calculated as defined in Phoenix Zoning Ordinance § 202. Ground signs are permitted throughout the PV PUD at a spacing between signs of one hundred (100) feet. Precise placement of ground signs shall be established in Detailed Project Sign Plans. The maximum size and height permitted for ground signs shall depend on the applicable Sign District, as established in **Table 1**.

**Table 1 - Ground Signs Size and Height**

	HEIGHT	AREA PER SIGN
District 1	50 feet	2400 SF
Districts 2 & 3	25 feet	1200 SF

Signs Other Than Aerial View or Supergraphics. The maximum aggregate area allowed for building signs shall depend on the applicable Horizontal Signage District and Vertical Signage Zone, as established in

Table 2. Sign area is based on a percentage of the square footage of the façade to which the sign is attached or from which it projects. This square footage shall not include cornices, bay windows, projections, indentations, or other articulation or architectural features of the building. The maximum aggregate sign area per façade may be divided between any of the types of building signs permitted in the PV PUD but the aggregate area shall not be exceeded. The size of tenant signs shall also depend on the applicable Horizontal Signage District and Vertical Signage Zone, as established in **Table 2**. Allocation of aggregate sign area not used for tenant identification on a façade, including on off-site advertising, shall be established in the Detailed Project Sign Plans.

**Table 2 - Aggregate Sign Area**

District	Zone	Tenant Signage	Max Aggregate per Façade
1	A	2 SF per 1 foot of frontage	50% of wall surface
	B	2 SF per 1 foot of frontage	50% of wall surface 100% temporary
	C	Maximum of 4 <sup>1</sup> tenants	20% signage 100% architectural lighting <i>For buildings with a minimum gross floor plate of 40,000 square feet, there is a maximum of six wall signs allowed with no more than two signs per façade</i>
2	A	2 SF per 1 foot of frontage	50% of wall surface
	B	2 SF per 1 foot of frontage	50% of wall surface
	C	Maximum of 4 <sup>1</sup> tenants	5% permanent signage 100% architectural lighting Max 2 <sup>2</sup> signs <i>For buildings with a minimum gross floor plate of 40,000 square feet, there is a maximum of six (6) wall signs allowed with no more than two (2) signs per façade</i>
3	A	2 SF per 1 foot of frontage	50% of wall surface
	B	2 SF per 1 foot of frontage	50% of wall surface
	C	Maximum of 4 <sup>1</sup> tenants	5% permanent signage 100% architectural lighting Max 2 signs

<sup>1</sup> For buildings with a minimum gross floor plate of 40,000 SF, there is a maximum of six tenants allowed.

<sup>2</sup> For buildings with a minimum gross floor plate of 40,000 SF, there is a maximum of six wall signs allowed with no more than two signs per façade.

All signs; Animated & Electronic Message Displays including advertising, informational, and directional signage not visible from Cactus Road, Tatum Boulevard and Paradise Village Parkway; and informational signs of less than three feet in height, shall not be considered as signs (permanent or temporary) and permitting with the City shall not be required.

All signs permanently attached to or projected on a structure shall be considered building signs. Such signs shall comply with the standards established in this Section.

Aerial View Signs are permitted within the PV PUD on any building exceeding one hundred feet in height. The aggregate sign area permitted for aerial view signs on a building shall be thirty percent (30%) of its roof area and they shall not be animated.

Super-Graphic Signs are signs made of mylar, perforated vinyl, or other transparent, film-like material that may be attached directly to windows. Locations for permanent Super-graphic signs shall be integrated with building architecture and the signs shall be installed in a manner that does not block or cover doors, vents, emergency access windows, or other openings serving occupants of a building.

All signs in the PV PUD may be animated, as established in the Detailed Project Sign Plans. The Detailed Project Sign Plans shall include standards addressing animation and frequency of changes permitted for electronic messages for individual projects within the Sub-Area.

Signs in the PV PUD facing or oriented to an existing residential use or structure that has obtained a Certificate of Occupancy for residential use and located closer than sixty feet to such residential use or structure shall not be illuminated between 10:00 p.m. and sunrise. "Residential Use" shall be as defined in Phoenix Zoning Ordinance §202.

Inflatable Signs are permitted so long as they are equipped with a rapid deflation device acceptable to the Planning and Development Department and located in a manner that does not block or make inoperable doors, vents, emergency access windows, or other openings serving occupants of a building.

Buildings in the PV Mall Master Sign Plan Area may use architectural lighting that conforms to the restrictions of Phoenix Zoning Ordinance §1209.B.8.n(2.)(E). Details for such lighting shall be established in Detailed Project Sign Plans.

Temporary signs within the PV PUD shall be permitted for periods up to 365 days. Temporary signage for non-residential or residential uses within the PUD shall be allowed. Unless specifically identified in the PV PUD, temporary signs shall be regulated in accordance with applicable City of Phoenix Standards for such signs found in Section 705 of the City's Zoning Ordinance.

Window signs that are not Super-Graphic Signs within the PV PUD shall not, per Zoning Ordinance §705.D.5, exceed fifty percent (50%) of each window area located on the ground floor of a building. Window areas separated by mutons or mullions shall be considered as one continuous windowpane. Each Detailed Project Sign Plan within the PV PUD may include specific restrictions for window signs.

Audible signs are permitted within the PV PUD. If such signs are proposed within sixty (60) feet of an existing residential use or structure that has obtained a Certificate of Occupancy for residential use, the signs shall not emit noise between 10:00 pm and sunrise. "Residential Use" shall be as defined in Phoenix Zoning Ordinance §202. Each Detailed Project Sign Plan within the PV PUD may include specific restrictions for audible signs within the subject property.

Construction and Property Sale, Lease or Rental Signs are permitted subject to the requirements of the table below:

Maximum Area	Maximum Height	Number
Construction Signs during active permit		
100 SF	12 feet	1 per street frontage
Property Sale, Lease or Rental Signs		
100 SF each	12 feet	1 per 300 feet of street frontage

Given the scope of the PV PUD, the diversity of uses, the phased development of the Site, and the broad parameters for signage, each phase of the development shall submit their own Detailed Project Sign Plans to the Planning Department to create specific, project-related standards that conform to the parameters of this PUD. The Detailed Project Sign Plans will include provisions regarding placement of all sign types, materials, colors, frequency of change for animated and changeable message signs and construction methods. The Detailed Project Sign Plans will not require traffic information.

#### G. SUSTAINABILITY

The purpose of this section is to promote comprehensive sustainable design solutions for the PV PUD that are flexible enough to encompass a wide variety of building occupancies, programs, tenant types etc., in alignment with the current City of Phoenix sustainability guidelines and all applicable codes.

The redevelopment aims to significantly reduce or eliminate the negative impact on the environment by encouraging low impact development strategies including the redevelopment and reuse of the former mall into a multipurpose mixed-use pedestrian friendly, walkable street-oriented development. Other strategic low impact redevelopment planning strategies include use of landscaping measures that mitigate stormwater runoff, low water use native plants and grasses limiting the use of potable water for irrigation, introducing shade strategies to help mitigate the urban heat island effect, energy efficient site lighting and reduction measures for the existing asphalt.

Specific examples may include:

- **Mixed Use.** A mixture of program uses and occupancies with shared parking strategies reduces trips, trip length and reduces the existing unused asphalt that result from older single-use developments.
- **Water.** Efficient use of water within new development areas will be encouraged through landscaping techniques such as low water use native plant selection within the right-of-way and efficient irrigation systems reducing potable water used for irrigation. Indoor water use reduction strategies include the use of water efficient flush and flow fixtures, efficiencies in operations and management, and resources for tenants when completing build outs.
- **Building Materials.** The use of recycled, local, or regionally produced building materials will be encouraged along with construction waste diversion goals. Fluorescent and LED lighting is encouraged along with high performance windows, insulation, and energy efficient HVAC systems. Future development will be encouraged to incorporate green building techniques and strategies characteristic of a building pursuing LEED, Green Globes, or WELL Building, where

practical, to minimize the environmental impact of the redevelopment (third party verification will not be required).

- **Shade.** Develop a strategic approach to pedestrian comfort and shade for the redevelopment including tactical shade solutions for the new public sidewalks, and the future pedestrian sidewalks internal to the redevelopment, with heat island mitigation techniques and relief/comfort strategies for pedestrians as a primary objective.

## H. INFRASTRUCTURE

### 1. Water Distribution System

#### Existing Condition

The Site is located within the City of Phoenix service area and is currently served domestic water and fire protection via a looped public main.

#### Developed Condition

The redevelopment will be served domestic water and fire protection via a network of looped onsite public mains.

### 2. Wastewater Collection System

#### Existing Condition

This Site is located within the City of Phoenix service area and is currently served via onsite public gravity sewer collection mains.

#### Developed Condition

The redevelopment will be served via an onsite public gravity sewer collection system.

### 3. Grading & Drainage

#### Existing Condition

This Site is divided by a north-south ridge that essentially creates two equal drainage areas. The western portion drains south and west while the eastern portion drains south and east. The Site is almost completely impervious with asphalt, concrete and structures draining to two separate retention basins via sheet flow and/or an onsite private storm drain collection system. Piped stormwater runoff is directed into an oil/water separator at each basin. Ponding stormwater is percolated at each basin via a drywell with a metered outfall into the adjacent City of Phoenix public storm drain.

#### Developed Condition

The redevelopment will be graded to mimic the Site's historic drainage patterns and maintain the two outfall locations at the southwest and southeast corners of the Site. Neither the flow rate nor volume of stormwater runoff will be increased with development due to the nearly impervious existing condition. It is anticipated that the two existing surface retention basins will accommodate the First Flush storage volume for the proposed redevelopment. Additional volume can be provided, if needed, to meet City of Phoenix requirements.



#### 4. Traffic Statement

The November 2020 Trip Generation/Parking Statement<sup>3</sup>, estimates the redevelopment will generate approximately 3,651 average daily trips (“ADT”) during the AM Peak Hour and approximately 7,120 ADT during the PM Peak Hour, with a total of approximately 69,484 ADT. Additional details can be found in the complete November 2020 Trip Generation/Parking Statement at **Appendix C**.

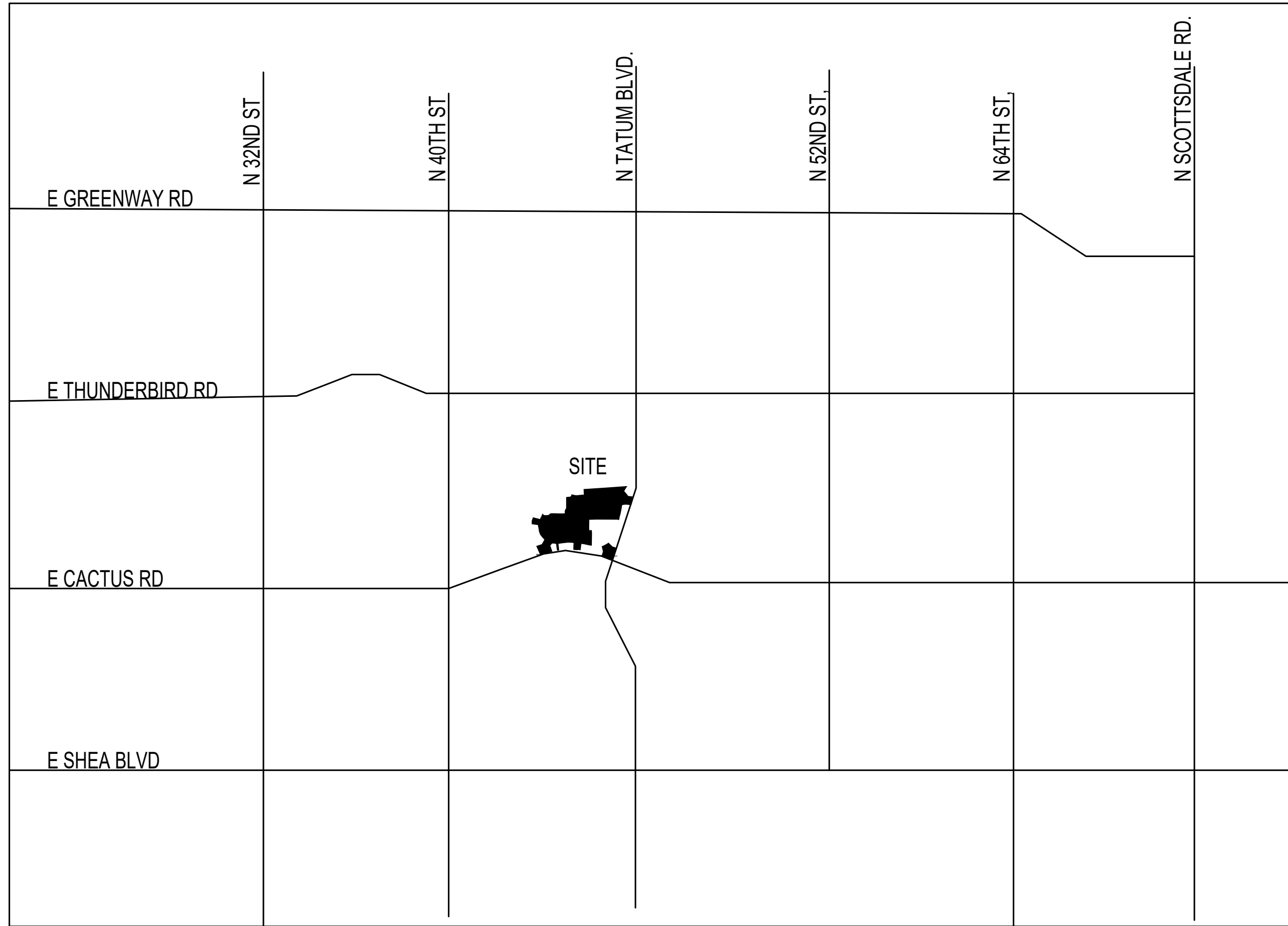
#### 5. Dry Utilities

- APS
- Cox
- Century Link
- Southwest Gas

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<sup>3</sup> CivTech’s November 20, 2020 Trip Comparison is based on the larger (92 +/-) acre C-2 H-R PCD site rather than the 80 acre PUD site. The parking ratios provided in Table 4 of CivTech’s letter are replaced/superseded by the parking ratios in above Section III.E.1 (“Parking Standards”) and Note 8 under the Development Standards Table.

# EXHIBIT 1



— **01** **VICINITY MAP**  
SCALE: N.T.S. REF:



NORTH

VICINITY MAP

# EXHIBIT 2

PRELIMINARY  
NOT FOR  
CONSTRUCTION  
OR  
RECORDING

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032

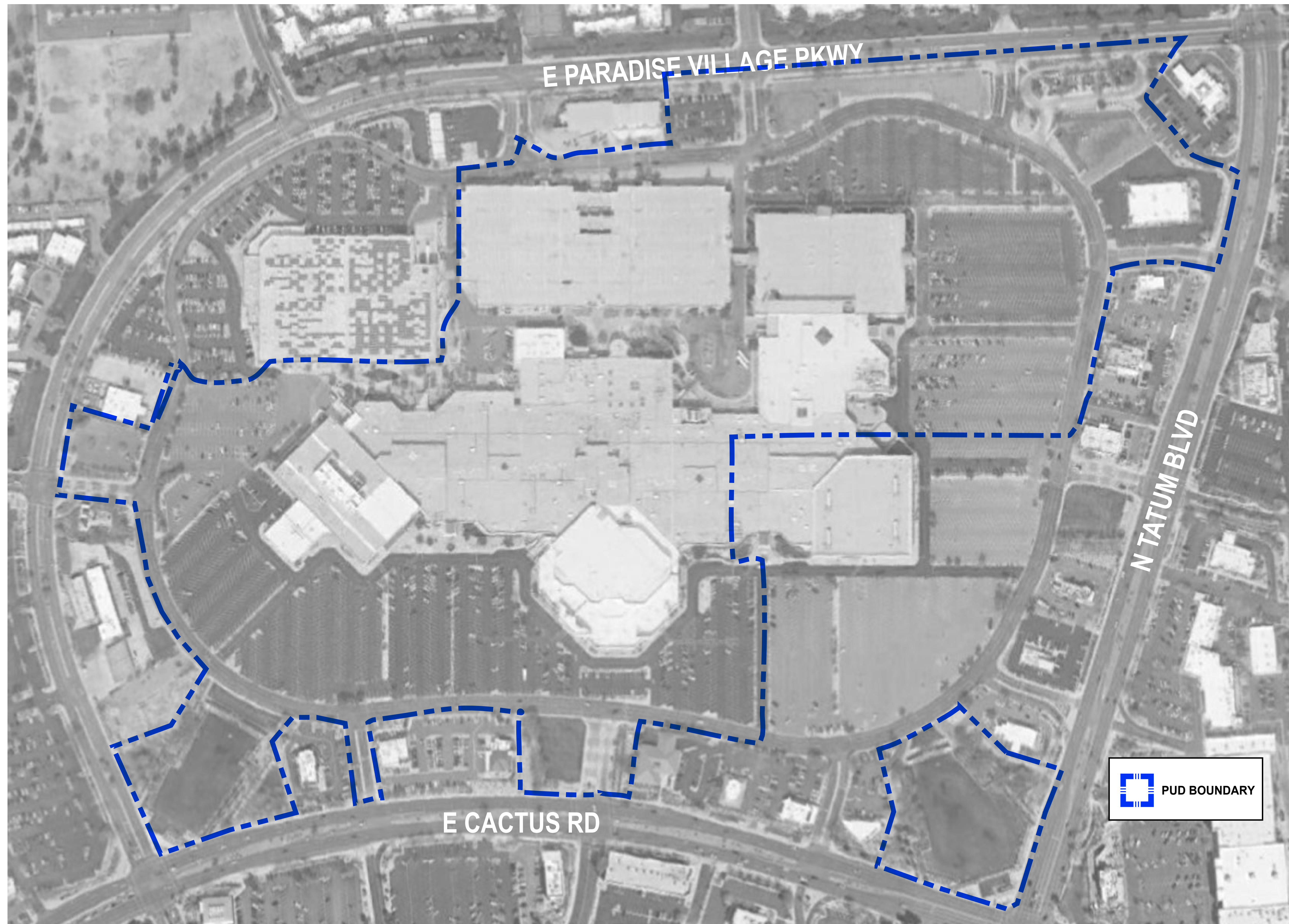
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PUD APPLICATION

SITE AERIAL



**01** SITE AERIAL  
SCALE: 1/128" = 1'-0"



# EXHIBIT 3

### Urban Villages

The urban villages are based on the Phoenix General Plan which was adopted to guide the urban form of the city while meeting the community's desires for a well-planned city with a sense of place. Three key principles of the General Plan are:

- ✓ balance housing and employment
- ✓ concentrate intensity in village cores
- ✓ promote the unique character of each village

Each village has a core which serves as the focal point of the village by combining the most intense land uses with a great variety of uses. By providing a mix of employment, housing and retail opportunities, this village "downtown" creates a physical identity for the residents. It should also serve as a gathering place with pedestrian activity and a focus for the local transportation system. The core should reflect the character and land use intensity of the village it supports.

### Village Planning Committees

Each village has its own village planning committee which represents the interests of local residents. The village planning committees helped develop the General Plan for Phoenix. They review and comment on General Plan amendments, zoning ordinance text amendments, and rezoning requests and sometimes assist the City of Phoenix Planning Department in developing plans for areas within the village. The committees are a vital link between the community and city decision makers.

Village planning committees are volunteers appointed by City Council and their recommendations are advisory in nature. The Council strives to create well-balanced committees which represent the people who live and work in all segments and geographic areas of the village. The 15-21 members of each village committee typically meet once a month in the evening. Some also have active subcommittees.

### How to Participate

All village committee meetings are open to the public. Their agendas can be found on the Internet at: [www.ci.phoenix.az.us](http://www.ci.phoenix.az.us) (Public Meeting Notices and Agendas). Each committee is staffed by a planner who can provide additional information about attending meetings or becoming a member. For more information call the Phoenix Planning Department at: (602) 262-6882.

Jan.1998

## PARADISE VALLEY VILLAGE

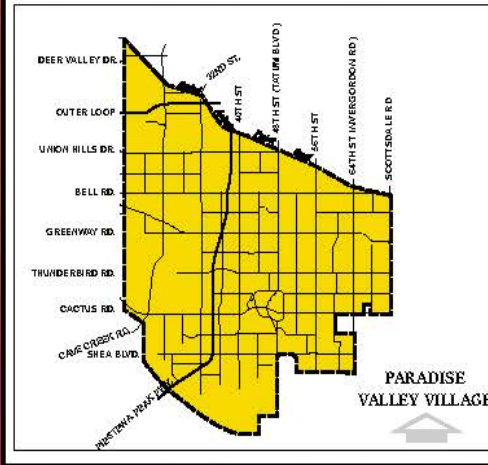
VILLAGE SIZE: 42.9 sq. miles

VILLAGE CORE: Paradise Valley Mall area

### PRESENT & PROJECTED\* SOCIO-ECONOMIC PROFILE

Population		Households		Employment	
1995	2020	1995	2020	1995	2020
155,200	192,800	58,100	73,200	39,000	47,900

\*Source: Village Size - Village Core Coverage, Phoenix Planning Department, October 1997  
Projections - Whole Traffic Analysis Zones, Metrolinks Association of Governments, July 1997



## PARADISE VALLEY VILLAGE

Land of Desert Enchantment



**City of Phoenix**

Prepared by  
City of Phoenix Planning Department

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# EXHIBIT 4



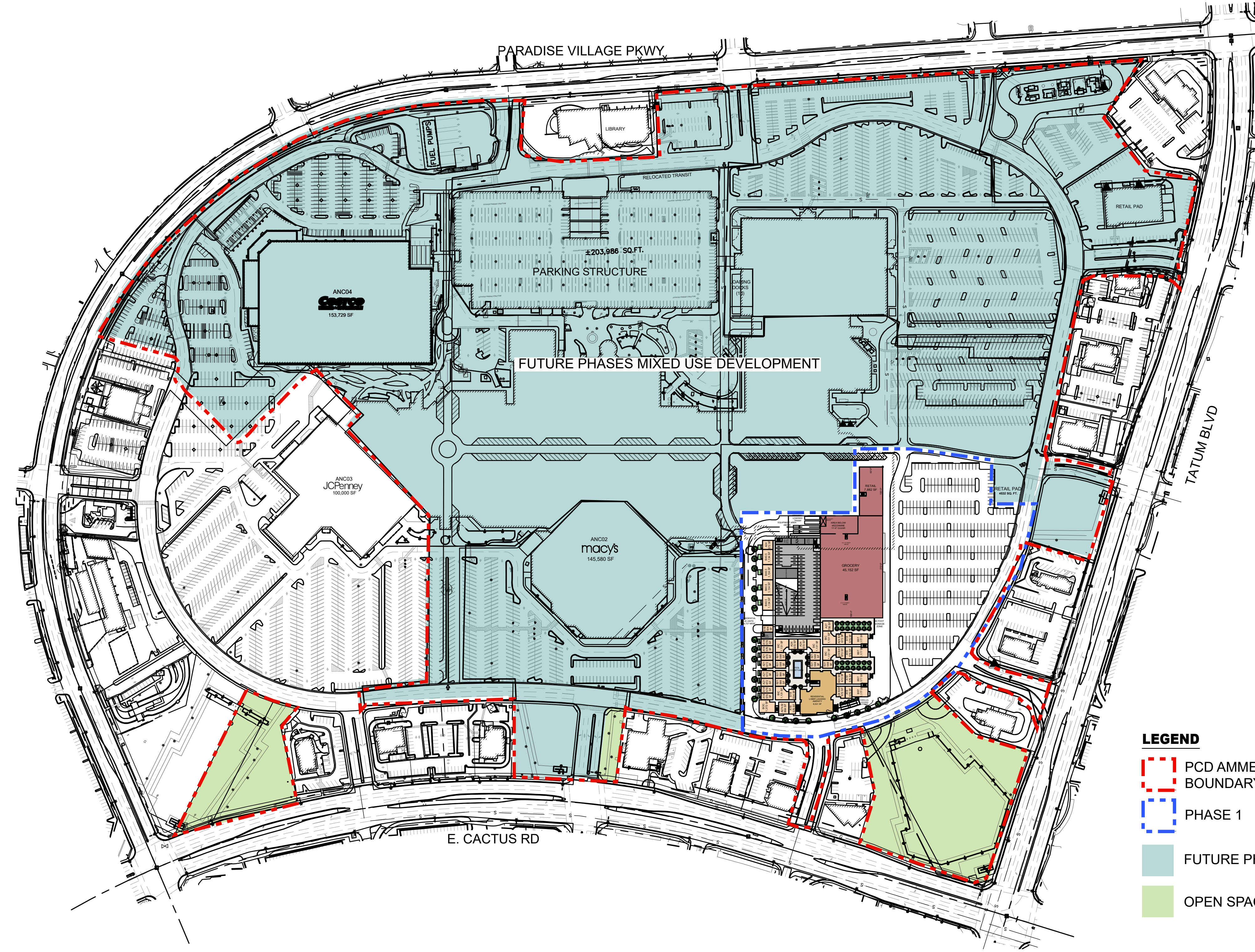
Former Paradise Valley Mall



# EXHIBIT 5

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OR  
RECORDING

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032



- LEGEND**
- PCD AMMENDMENT BOUNDARY
  - PHASE 1
  - FUTURE PHASES
  - OPEN SPACE

**01 CONCEPTUAL SITE PLAN PHASE 1**  
SCALE: 1" = 160'-0" REF: NORTH

**PROJECT INFORMATION**

CURRENT ZONING: RSC  
PROPOSED ZONING: PCD Amendment, C-2, HR, Density Waiver & Special Permit for Self Storage

PARCELS IN SCOPE:  
167-25-003C  
167-25-003L  
167-25-003M  
167-25-003N  
167-25-001Z  
167-25-001V  
167-25-001D  
167-25-001F

GROSS SITE AREA: 91.977 ACRES  
NET SITE AREA: 85.268 ACRES  
PROPOSED HEIGHT: VARIES

**PHASE 1 AREA TABULATIONS**

<b>COMMERCIAL</b>	
RESTAURANT/RETAIL	7,882 SF
GROCERY	45,000 SF
<b>TOTAL</b>	<b>52,882 SF</b>
<b>RESIDENTIAL</b>	
5 STORIES	
GROSS BUILDING AREA	361,473 SF
NET BUILDING AREA	301,861 SF
<b>UNIT MATRIX</b>	
STUDIO	26 UNITS
1 BEDROOM	209 UNITS
2 BEDROOM	112 UNITS
<b>TOTAL</b>	<b>347 UNITS</b>

**PARKING TABULATIONS**

<b>PARKING REQUIRED</b>	
<b>RESIDENTIAL</b>	
STUDIO (1.25 X 26)	32.5 CARS
1 BEDROOM (1.5 X 209)	313.5 CARS
2 BEDROOM (1.7 X 112)	190.4 CARS
<b>TOTAL</b>	<b>536.4 CARS</b>
<b>RETAIL RESTAURANT</b>	
$\frac{1}{325}$ SF	162.7 CARS
<b>TOTAL</b>	<b>700 CARS</b>
<b>PARKING PROVIDED</b>	
<b>SURFACE PARKING</b>	
<b>STRUCTURED</b>	
LEVEL GRADE	57 CARS
LEVEL 2	99 CARS
LEVEL 3	99 CARS
LEVEL 4	99 CARS
LEVEL 5	99 CARS
ROOF	33 CARS
<b>TOTAL</b>	<b>478 CARS</b>
<b>TOTAL</b>	<b>867 CARS</b>

KIVA #  
SDEV #  
QS #  
PAPP #

Date  
DECEMBER 23, 2020

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Project No.  
20042

**A102**  
CONCEPTUAL SITE PLAN

# EXHIBIT 6





November 2021 JC Penny Acquisition ~ 14 acres



# EXHIBIT 7

SITE CONNECTIVITY: Open Space, Mountain Preserve, Trails & Bikeways, Trailheads



-  **Open Green Space:**
  - Park:
    - Palomino Park
    - Venturoso Park
    - Sweetwater Park
    - Sereno Park
    - Sandpiper Park
    - Roadrunner Park
    - Cholla Cove Park
    - Altadena Park
  - Golf Club:
    - Orange Tree Golf Club
    - Stonecreek Golf Club
    - Gainey Ranch Golf Club
-  **Mountains Preserve:**
  - North Mountains
  - Phoenix Mountains
  - Camerback Mountains
  - Shadow Mountain
-  **Trails and Bikeways:**
  - State Route 51 Trail 5.2 mi
  - Dreamy Draw Bikeway 2.1 mi
  - Cave Creek Tributary Trail 4.1 mi
-  **Trailheads:**
  - Phoenix Mountain Preserve - 40th St. Trailhead
  - North Mountain Park Trailhead
  - Shaw Butte Trailhead
  - Lookout Mountain Trailhead
  - Piestewa Peak Trailhead
  - Shadow Mountain Trailhead

# EXHIBIT 8



PV PUD Boundaries  
~ 80 gross acres/75 net acres



# EXHIBIT 9

# C-2 H-R Approved Building Heights



- 120' MAX BUILDING HEIGHT
- 85' MAX BUILDING HEIGHT
- 30' MAX BUILDING HEIGHT

# EXHIBIT 10

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CONSTRUCTION  
OR  
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PHOENIX, AZ 85032

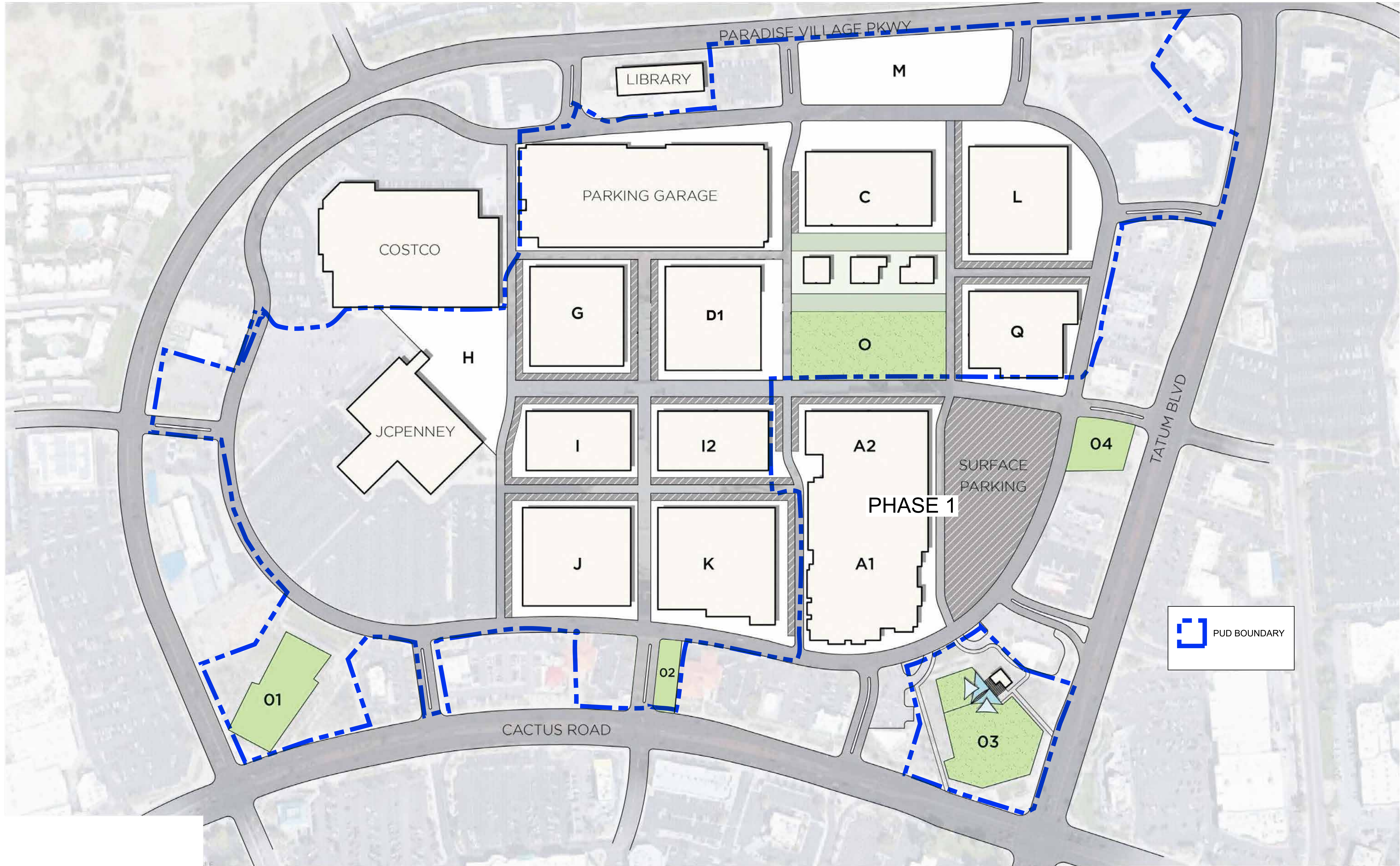
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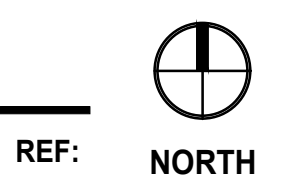
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Project No.  
PUD APPLICATION

CONCEPTUAL  
SITE PLAN



**01 CONCEPTUAL SITE PLAN**  
SCALE: 1/128" = 1'-0"



# EXHIBIT 11

**PRELIMINARY**  
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PHOENIX, AZ 85032

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NOVEMBER 8, 2021

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Project No.  
PUD APPLICATION  
**4.0**  
CONCEPTUAL  
CIRCULATION  
PLAN



**LEGEND**

- - - - - 3 LANE ROAD
- - - - - BIKE LANE / ACCESS
- - - - - PARK ACCESS POINTS
- / / / / / SURFACE / ANGLED PARKING
- - - - - 2 LANE ROAD

# EXHIBIT 12



<b>PERMITTED USES</b>
Adjusters, Insurance
Adult Day Care Home and Center
Antique Shop
Antiques, Wholesale
Architects' Supplies
Army and Navy Goods, Retail Sales, New
Art Gallery, Commercial Sales
Artificial Limbs, Braces, Sales
Artist's Materials and Supplies, Wholesale
Artist Supplies, Retail
Assayers (See "Laboratory")
Assembly Halls, Auditoriums and Banquet Halls, subject to the following conditions: <ul style="list-style-type: none"> <li>a. Any assembly hall or banquet hall greater than 50,000 sq. ft. in gross floor area shall be permitted only upon securing a <b>use permit</b> pursuant to Section 307.</li> <li>b. Outdoor uses less than 150' from a single-family residential lot shall be permitted only upon securing a <b>use permit</b> pursuant to Section 307.</li> </ul>
Auctioneers' Auditorium, for Antiques, Fine Arts and Furniture
Auctioneer's Office (only)
Automobile Parts and Supplies, New Retail and Wholesale
Auto Seat Covers and Trim Shop
Automated Collection Center, subject to the following limitations: <ul style="list-style-type: none"> <li>The use shall not be located closer than 75 ft to a residential zoning district.</li> <li>a. No processing may occur.</li> <li>b. The use shall be incorporated into a closed building.</li> </ul>
Automobile Parts and Supplies, Retail
Automobile Rental excluding household moving centers, subject to the following regulations: <ul style="list-style-type: none"> <li>a. No on-site maintenance/washing allowed.</li> <li>b. Maximum of 15 rental cars at any one location.</li> </ul>
Automobile retail sales, rental for more than 15 cars and leasing. The following special provisions shall be complied with: <ul style="list-style-type: none"> <li>1) The area used for parking, display, storage, or circulation shall be dust-free.</li> <li>2) Any artificial light used for such lot or area shall be so arranged as to reflect light away from the adjoining premises, lot and/or streets and shall be so located as not to be a nuisance to adjacent property and streets.</li> </ul>
Awnings, Custom Fabrication and Sales
Baby Shops
Bakers and Baked Goods, Manufacturing Wholesale and Storage
Bakers and Baked Goods, Retail Sales
Banks and Trust Companies
Bank Vault Storage
Barbers
Barbers' Supplies, Retail and Wholesale
Bathroom Accessories, Display and Retail Sales Only
Baths, Public
Beauty Shop <ul style="list-style-type: none"> <li>a. Massage Therapy, performed by a licensed massage therapist, is permitted as an accessory use.</li> </ul>
Beauty Shop Equipment, Retail Sales
Beer, Ale and Wine Distributor, Wholesale & Storage (no bottling)
Beverages, Wholesale & Storage (no bottling)

<b>PERMITTED USES</b>
Bicycles, New and Used, Retail Sales and Repairs
Bingo
Biomedical and Medical Research Office and/or Laboratory
Bird Sales, Retail
Blueprinting
Boarding House
Boats, Retail Sale
Bonding Companies
Bookbinders, Commercial
Booksellers and Rentals, except adult bookstores
Bowling Alleys
Braces, Orthopedic, Sales Retail
Brokerage House
Brushes, Retail Sales
Building and Loan Associations
Building Materials, Retail Sales Only
Burglar Alarm Equipment Sales and Service
Burglar Alarm Watching Service
Bus Terminal, subject to the following conditions and/or limitations: <ul style="list-style-type: none"> <li>a. Maintenance and fueling operations are prohibited.</li> <li>b. All operations except passenger/cargo loading and unloading shall be conducted inside the building.</li> <li>c. Buses shall not park for more than 12 hours.</li> </ul>
Business Machines, Distribution and Retail Sales, Repair and Service, Storage and Wholesale
Butcher Shops (no slaughtering)
Butchers' Supplies, Retail and Wholesale
Camera Shops
Candy Shops, Retail
Candy, Wholesale Distribution
Canvas Goods Sales, Retail
Carpet, Rug and Furniture Cleaners <ul style="list-style-type: none"> <li>a. All activity except loading and unloading restricted to a closed building.</li> <li>b. All solvents, shampoos, detergents, and other agents shall be non-combustible and non-explosive, and shall require approval of the City Fire Marshall, and same shall not emit odors beyond the zoned lot boundaries.</li> <li>c. Only hand portable machinery shall be permitted.</li> </ul>
Car Wash
Caterers
Charitable Institutions, Offices Only <ul style="list-style-type: none"> <li>a. Bingo may be operated as an accessory use on the premises of the institutions for no more than 2 days a week.</li> <li>b. Bingo may be operated on the premises for more than 2 days a week with a <b>use permit</b>.</li> </ul>
Chemicals and Drugs, Storage and Distribution
Christian Science Reading Rooms
Cigarette Service
Cigars Manufacturing, Custom Hand Rolled
Cigars, Wholesale and Storage
Cleaning and Dyeing Outlets <ul style="list-style-type: none"> <li>a. Stipulations: <ul style="list-style-type: none"> <li>(1) All activity except loading and unloading restricted to a closed building.</li> </ul> </li> </ul>

**PERMITTED USES**

- (2) All solvents and other agents shall be of coated solvent type and noncombustible and nonexplosive and shall require approval of the City Fire Marshal; and same shall not emit odors, smoke or noise beyond the lot boundaries.
- (3) Only cleaning machines with self-contained power transmissions shall be permitted. The capacity of all machines within any one establishment shall not exceed a total of 300 lbs. per hour, according to the manufacturer’s rating.

Cleaning and Dyeing Plants

Clothing, Retail Sales

Clothing, Wholesale and Distribution

Cocktail Lounge<sup>1</sup>

Coffee, Wholesale and Storage, No Roasting

Coin Dealers

Coin Machines, Rental and Service

Collection Agencies

Community Garden. Accessory sales of products cultivated on site within 10 days of harvesting subject to approval of a **use permit** pursuant to Section 307. On-site operational conditions and improvements may be stipulated as a condition of **use permit** approval.

Community Residence Center

Compressed Natural Gas (CNG) Retail Sales, as an accessory use to automobile service stations, subject to the following limitations:

- a. A **use permit** shall be obtained in accordance with the standards and procedures of Section 307 when the equipment is located on a lot or parcel which is contiguous to a lot or parcel which is zoned for residential development.
- b. Natural gas fueling equipment may be sheltered by an enclosure constructed of non-combustible or limited combustible materials that has at least one side predominantly open and a roof designed for ventilation and dispersal of escaped gas. This facility shall be considered outdoors for Zoning Ordinance purposes. If the fueling equipment is not sheltered by such a structure, the equipment shall be screened with a masonry block wall which is architecturally compatible with the buildings on the site; the wall shall be predominantly open on one side.
- c. The equipment shall not be located closer than 100 ft. to a residential property line or 400 ft. to a school property line.
- d. The use shall comply with all pertinent requirements of the Phoenix Fire, Building, and Electrical Codes.
- e. Signage on shelter wall shall be limited to that required by the Fire Code.
- f. No container shall exceed a size of 300 gallons water capacity; no more than 6 containers shall be included at a CNG facility. The containers shall be mounted horizontally.

Confectioneries, Retail Sales

Confectioners, Wholesale

Contractors Equipment and Supplies, Retail Sales

Contractor’s Offices

Contractors’ Office with Inside Storage of Materials Only

Conversion of apartment units to hotel or motel units

Conveyors, Retail Sales

Costume Rentals

Tennis club or other health or athletic club, provided, however, that this use shall not be construed to authorize a driving range, miniature golf course or similar use. “Tennis club” or other “health” or “athletic club” as used in this section shall mean facilities serving the specified purpose and which are restricted to the use of paying members and their guests.

- (1) Accessory uses are subject to the following requirements:
  - a) Development review approval in accordance with Section 507 of this ordinance.
  - b) Compliance with parking requirements set forth in Section 702 of this ordinance.

<sup>1</sup> Including a Brew Pub.

**PERMITTED USES**

- c) No individual accessory use shall contain more than 2,000 sq. ft., except bars, restaurants, and meeting rooms.
- d) Bar facilities, restaurant facilities, and meeting room facilities shall not contain more than 4,000 sq. ft. per type of use. The sum of the floor areas of all accessory uses (except restaurants, bars, and meeting rooms) shall not exceed 25% of the total building floor area of the facility.

Crockery Sales, Retail

Curio Shops

Curios, Wholesale

Dairies, Retail Sales of Products

Delicatessens

Delivery Service Office

Delivery Station, local (2/3/2021 Informal Interpretation)

Dental Laboratories

Dental Supplies, Retail and Wholesale

Department Stores

Desks, Sales, Retail

Detective Agencies

Diaper Supply Service

Dog Park, public and private

Dolls, Repairing

Draperies, Manufacturing

Draperies, Sales

Drawing Materials, Retail Sales and Wholesale

Dressmakers, Custom

Driving Schools, Auto

Drugs, Retail Sales

Drugs, Wholesale Storage

Dry Cleaning Outlet, Not Plants

Dry Goods

Dry Goods, Wholesale and Storage

Electric Equipment, Retail Sales and Repair

Electric Light and Power Company Offices

Electrical Appliances, Retail Sales and Service

Employment Agencies, not including Day Labor Hiring and Transportation Centers

Engravers

Entertainment Bureaus

Exhibition Hall

Express Companies, Offices Only

Family Game Center

Farm Implements and Machinery, Retail Sales

Farmers Market, subject to the following conditions

- a. Obtaining an administrative temporary **use permit** (ATUP) in accordance with the provisions of Section 708 if no food or beverage is dispensed from a vehicle.
- b. Obtaining a **use permit** in accordance with the provisions of Section 307 if food or beverage is dispensed from a vehicle.
- c. On-site operational conditions and improvements may be stipulated as a condition of an ATUP or **use permit** approval.

Feed, Retail and Sales Office

Finance Companies and Loan Offices

<b>PERMITTED USES</b>
Fire Protection Equipment and Supplies, Retail Sales and Service
Fish Markets, Retail Sales
Floor Coverings, Retail and Wholesale
Florists, Retail Sales
Florist, Wholesale
Freight Traffic Service Offices
Frozen Foods, Wholesale Storage and Distribution
Furnaces, Display and Sales, Retail
Furniture, Display and Sales, Retail
Furniture, Repairing and Refinishing
Furs, Custom Cleaning, Storage
Furs, Retail Sales and Repairing
Garage Equipment, Retail Sales
Garage, Repair, Not Body and Fender Shops
Garages, Public
Gas Appliances, Retail Sales and Service
Gas Companies' Offices
Gas Regulating Equipment, Sales and Service
Gas Stations with one closed automatic car wash bay subject to the following limitations: <ul style="list-style-type: none"> <li>a. Hours of operation are limited from 7:00 a.m. to 8:00 p.m. daily and doors to the bay shall be closed during non-operating hours.</li> </ul>
Gift Shops
Glass Shops, Custom
Golf and baseball driving ranges
Groceries, Retail Sales
Group Home, subject to a <b>use permit</b>
Guns, Retail Sales and/or Repairs, subject to the following limitations: <ul style="list-style-type: none"> <li>a. Commercial loading of small arms ammunition for on-site retail sale shall be permitted as an accessory use upon compliance with the following conditions: <ul style="list-style-type: none"> <li>(1) A maximum of 5,000 cartridges loaded per day.</li> <li>(2) Ammunition loading and component storage activity shall not occupy more than 200 sq. ft., or 10% of the gross building area, whichever is less.</li> </ul> </li> <li>b. Commercial loading of small arms ammunition for on-site retail sale in excess of the standards listed in subsection 1 above shall be permitted subject to the following limitations: <ul style="list-style-type: none"> <li>(1) A maximum of 10,000 cartridges loaded per day.</li> <li>(2) Ammunition loading and component storage activity shall not occupy more than 500 sq. ft., or 25% of the gross building area, whichever is less, and</li> <li>(3) A <b>use permit</b> shall be obtained subject to the provisions of Section 307.</li> </ul> </li> <li>c. The quantities, arrangement, distance requirements for the storage of propellant powder, primers, and percussion caps shall be in accordance with the Fire Code.</li> <li>d. A permit to load ammunition shall be obtained from the Fire Department.</li> <li>e. In addition to applicable requirements listed in subsections a-d above, the loading of specialty or custom ammunition shall be subject to obtaining a <b>use permit</b> pursuant to the provisions of Section 307.</li> </ul>
Gymnasiums, Private or Commercial
Hardware, Retail Sales (New)
Hat Cleaners and Renovators
Health Food Products, Retail Sales
Heating and Ventilating Sales, Retail
Hemstitching

<b>PERMITTED USES</b>
Historical society, historical museum, and research library, not for profit, except that incidental sale of printed material may be permitted.
Hobby Goods Stores
Hospice
Hospital. The following shall be permitted as an accessory use to a hospital: <ul style="list-style-type: none"> <li>a. Recreational vehicle parking. Recreational vehicle parking stalls shall be located no less than 60 ft. from the hospital perimeter boundary, and be delineated on a site plan. Recreational vehicle parking areas are subject to an approved parking plan for new facilities, or an amended parking plan for existing facilities.</li> <li>b. Helistop, subject to the following regulations and conditions: <ul style="list-style-type: none"> <li>(1) The hospital shall be licensed by the State of Arizona either as a “general hospital” or as a “specialty hospital – children’s,” and for a minimum of 50 beds.</li> <li>(2) A letter from the Phoenix Aviation Department that articulates concurrence that the following items have been addressed: <ul style="list-style-type: none"> <li>(a) Compliance with the Federal Aviation Administration Advisory Circular No. 150/5390-2C “Helistop and Heliport Design,” or subsequent revisions to this advisory circular.</li> <li>(b) Submission of the “Notice of Landing Area Proposal” Federal Aviation Form 7480-1 and a letter of determination with no objection from the FAA.</li> </ul> </li> <li>(3) A helicopter sitting on the touchdown pad of a helistop or heliport shall emit a maximum noise level of no greater than 90 dB(A) at the boundaries of the lot or parcel containing the nearest residential use. Noise will be measured with an IEC or ANSI S1.4-1971 Type 1 sound level meter with A-weighted impulse response.</li> </ul> </li> </ul>
Hospital Service Organizations
Hotel Equipment, Supplies and Retail Sales
Hotel or Motel
House Furnishings, Retail Sales
Ice, Package, Sales
Ice Cream Shops
Imported Goods, Retail Sales
Indexing Systems and Supplies, Retail Sales
Indian Goods, Retail Sales
Interior Decorators, Display, Retail Sales and Fabrication, Custom
Janitors’ Supplies, Storage and Warehouse
Jewelers, Manufacturing
Jewelers, Retail Sales and Repairs, Gem Stone Repair and Cutting
Jewelers, Wholesale
Kiddieland
Labor Unions, Offices
Laboratories, Clinical and Dental
Laboratories, Testing and Research
Laundries
Laundries, Collecting Shops
Laundries, Self-Help, Hand
Landry Equipment and Supplies
Lawn Furniture, New, Sales
Lawn Furniture, Retail Sales
Leather Goods: Repairing, Sales, Custom or Handicraft Manufacturing
Libraries, Private, Rental
Linen Supply Laundry Service
Linens, Retail Sales
Linoleum Sales, Retail
Lithographers

## PERMITTED USES

Liquor, Package Retail Sales, subject to the following conditions or limitations:

- a. Package liquor sales as a primary use or as an accessory use to a convenience market shall require a **use permit** in accordance with the standards and procedures of Section 307 if the lot or parcel on which the use is conducted is less than 300 ft from a residential district, including undeveloped or residentially developed R-5 property. The **use permit** shall specifically address noise from the use, including parking lot noise, screening of lighting from vehicle headlights and light standards on site, parking access and access to adjacent neighborhoods but shall not address issues which are the purview of the AZ Dept of Liquor Licenses and Control, such as the number of liquor licenses in the area. Package liquor sales as an accessory use to other uses shall not require a **use permit**.
- b. Drive-through windows for sale of alcohol shall be located at least 300 ft. from a residential district, including undeveloped or residentially developed R-5 property, and shall have primary access to a major arterial or arterial street.
- c. Retail sales of liquor as an accessory use shall be subject to the following conditions:
  - 1) Selling and display space for alcoholic beverages shall be limited to a maximum of 20% of total selling space.
  - 2) All displays of alcoholic beverages shall be located a minimum of 5 ft from the entrance to the primary use.

Liquor, Storage and Wholesale

Lockers, Food Storage

Locksmiths' Repair Shops

Lunch Rooms

Machinery Dealers, Retail Sales and Showrooms

Machinery Rental

Magazines, Retail Sales, except adult bookstores

Market, Stock and Bond

Massage establishments as a primary use

Medical Supplies, Retail Sales and Rentals

Merchandise Brokers Office and Display

Messenger Service

Milk Distributing Stations, Retail

Milliners, Custom and Retail Sales

Milliners, Wholesale and Manufacturing

Millinery and Artificial Flower Making

Milling Equipment, Showrooms, Retail Sales

Mimeographing and Multigraphing, Commercial

Mineral Water Distillation and Bottling

Miniature Golf

Mirrors, Resilvering; Custom Work

Monuments, Retail Sales and Display

Mortuary

Motion Picture Equipment, Retail Sales and Display

Motion Picture Theatres

Motor Freight Co., Offices Only

Motorcycles, Repairing and Sales

Multi-Family

Musical Instruments, equipment and related products, including but not limited to sound systems, retail sales, and used sales, rentals, and repairs as accessory uses.

Musical Instruments, Repairing and Retail Sales

Music Studios

Needlework

News Dealers

<b>PERMITTED USES</b>
News Service
Newspaper Advertising Sales Office
Newspaper Distribution Center with management offices, subject to the following limitation: a. A <b>use permit</b> shall be obtained in accordance with the standards and procedures of Section 307.
Newspaper Printing
Non-charted Financial Institutions, subject to the following limitations: a. Shall not be located within 1,320 ft. of the same type of use or an auto title loan establishment. This distance shall be measured from the exterior walls of the buildings or portions thereof in which the businesses are conducted or proposed to be conducted. b. Shall not be located within 500 ft of a residential use. This distance shall be measured from the exterior walls of the building or portion thereof in which the business is conducted or proposed to be conducted to the parcel boundary of the residential use.
Nonprofit marijuana dispensary facility, subject to the following conditions and limitations; failure to comply with the below regulations and requirements is subject to revocation per Section 307. a. A <b>use permit</b> shall be obtained in accordance with standards and procedures of Section 307 and the following: (1) Shall be reviewed every 365 calendar days. (2) Provide name(s) and location(s) of the off-site cultivation location. (3) Include a copy of the operating procedures adopted in compliance with Section 36-2804(B)(1)(c), Arizona Revised Statutes. (4) A survey sealed by a registrant of the State of Arizona shall be submitted to show compliance with the distance requirements listed below. b. Cultivation of marijuana is prohibited. c. Shall be located in a closed building and may not be located in a trailer, cargo container, motor vehicle or similar structure or motorized or non-motorized vehicle. d. Shall not exceed 5,000 sq. ft. of net floor area dedicated exclusively to the nonprofit marijuana dispensary; this shall include all storage areas, retail space and offices for the nonprofit medical marijuana dispensary. e. Shall not be located within 5,280 ft. of the same type of use or a marijuana cultivation or infusion facility. This distance shall be measured from the exterior wall of the building or portion thereof in which the business is conducted or proposed to be conducted to the nearest exterior wall or portion thereof of another marijuana dispensary, cultivation, or infusion facility. f. Shall not be located within 500 ft. of the following residentially zoned districts: S-1, S-2, RE-43, RE-35, R1-18, R1-14, R1-10, R1-8, R1-6, R-2, R-3, R3-A, R-4, R-4A, R-5, and PAD-1 through PAD-15. This distance shall be measured from the exterior walls of the building or portion thereof in which the dispensary business is conducted or proposed to be conducted to the zoning boundary line of the residentially zoned district. g. Shall not be located within 1,320 ft. of a preschool, kindergarten, elementary, secondary or high school, public park, public community center, dependent care facility, homeless shelter, or youth community center. This distance shall be measured from the exterior walls of the building or portion thereof in which the dispensary business is conducted or proposed to be conducted to the property line of the protected use. h. Shall not be located within 1,320 ft. of a place of worship. This distance shall be measured from the exterior walls of the building or portion thereof in which the dispensary business is conducted or proposed to be conducted to the property line of the place of worship. i. Shall have operating hours not earlier than 8:00 a.m. and not later than 10:00 p.m. j. Drive-through services are prohibited. k. There shall be no emission of dust, fumes, vapors or odors into the environment from the premises.
Notions, Retail Sales
Novelties, Retail Sales
Novelties, Wholesale
Nursery School
Nursing Home
Nut Shop
Office Furniture Equipment and Supplies, Retail Sales and Showroom
Office Service; Stenographic Service, Letter Preparation, Addressing and Mailing, Duplicating, Multigraphing, Machine Tabulation, Research and Statistical



## PERMITTED USES

### Offices<sup>2</sup>

In conjunction with office complexes with a gross leasable area of 50,000 sq. ft or more, a conference and reception center and health/recreation facilities may be established, provided the following requirements are met:

- a. Access to the site is to be an arterial or collector street as defined on the street classification map.
- b. Sales of alcoholic beverages permitted as an accessory use to a conference and reception center upon compliance with the following conditions:
  - 1) The securing of a **use permit** from the Zoning Administrator or Board of Adjustment.
  - 2) Approval by the Zoning Administrator or the Board of Adjustment of a specific floor plan for the area in which alcohol is to be served.
  - 3) All alcoholic beverages shall be sold only for consumption on the premises.
- c. Outdoor dining permitted as an accessory use to a conference and reception center upon compliance with the following conditions:
  - 1) The securing of a **use permit** from the Zoning Administrator or Board of Adjustment.
  - 2) Approval of the Zoning Administrator Board of Adjustment of a plan indicating the area for outdoor dining.
  - 3) All alcoholic beverages shall be sold only to patrons seated at tables and only for consumption on the premises. No outdoor bars, patron dancing, or live entertainment shall be permitted.
- d. The conference and reception center may not exceed 20% of the total gross leasable area of the office complex.
- e. A health/recreation facility, which is limited to employees within the office complex, may not exceed 10% of the total gross leasable area of the office complex.

### Oil Burners, Retail Sales and Repairs

### Optical Goods, Manufacturing and Sales

### Orthopedic Appliances, Manufacturing and Sales

Outdoor dining and outdoor alcohol shall be permitted as accessory uses in accordance with Section 623.D.157.c (outdoor dining and alcohol consumption) and f (outdoor food preparation and cooking) of the Zoning Ordinance; provided however,

- a. A use permit shall be required for such outdoor uses that are located on a patio that is less than 150 feet from a single-family residential lot; and
- b. For such outdoor uses that are located on a patio that is 150 feet or greater from a single-family residential lot, a use permit shall not be required; however, the outdoor use(s) shall be subject to the following conditions:
  - 1) The employees must have a clear view of the area in order to supervise the activities and/or be present while patrons utilize the outdoor area.
  - 2) The area shall be sufficiently illuminated and contained to discourage any unlawful activity. The precinct commander, or his designee, may approve lighting, containment area, and security personnel at their discretion.
  - 3) "No trespassing" signs must be posted and an authority to arrest trespassers form be signed to deter loitering/unwanted guests inside and surrounding the establishment.
- c. Music and/or entertainment in outdoor areas shall be subject to the conditions and limitations provided in Section 623.D.157.a.(1-3) of the Zoning Ordinance.

Outdoor barbecue and cookout areas, which may include outdoor food preparation and dining, service of alcoholic beverages, and outdoor entertainment, subject to the following conditions:

- (1) Accessory uses may include the following and similar uses: patron dancing and performing arts; and outdoor shows and exhibits.
- (2) Parking areas and driveways shall be dustproofed in a manner acceptable to the City Zoning Administrator.
- (3) Outdoor lights and parking areas shall be hooded and arranged to reflect light away from adjacent streets or property.
- (4) Noise levels at the perimeter of the **special permit** area shall not exceed 55 dB(A). No music shall be played after 12:00 a.m.

<sup>2</sup> Including all types of offices permitted pursuant to Section 621 ("C-O") of the Zoning Ordinance.

**PERMITTED USES**

- (5) There shall be no permanent structures other than restrooms, sound enclosures, concrete pads at eating areas and ramadas.
- (6) The site shall have access only to a major arterial, arterial, collector or minor collector street, as indicated on the street classification map of the City of Phoenix.

Outdoor sales of food items shall be permitted as an accessory use to retail grocery sales as follows, with no more than one entity selling such items permitted at any one time:

- a. Outdoor chili roasting, subject to obtaining **use permit** under Section 307 and the following limitations:
  - 1) All roasted chilies sold must be consumed off site.
  - 2) Sales must be conducted by employees of the retail grocery store.
  - 3) Sales area must be located within 20 ft. of the front door and not in the parking lot, or as approved by the Zoning Administrator.
  - 4) Sales limited to the hours of 12:00 noon to 8:00 p.m. each day.
  - 5) Payment for product must occur indoors.
  - 6) Employees preparing the food product shall have a food safety permit.
  - 7) Equipment used for food preparation shall be immobile during operation. Plans for the use of equipment that is fueled by gasoline, propane, or similar form of fuel must be approved by the Fire Dept.
- b. The preparation of food items outdoors, other than roasted chilies, subject to the following limitations:
  - 1) All food products sold must be consumed off site.
  - 2) Sales must be conducted by employees of the retail grocery store.
  - 3) Sales area must be located within 20 ft of the front door and not in the parking lot, or as approved by the Zoning Administrator.
  - 4) Sales limited to the hours of 12:00 noon to 8:00 p.m. each day.
  - 5) Payment for product must occur indoors.
  - 6) Employees preparing the food product shall have a food safety permit.
  - 7) Equipment used for food preparation shall be immobile during operation. Plans for the use of equipment that is fueled by gasoline, propane, or similar form of fuel must be approved by the Fire Dept.
- c. The sale of packaged food items that are not prepared on site shall be permitted, subject to the following limitations:
  - 1) Sales shall be limited to nonprofit organizations or other recognized community entities raising funds for non-personal purposes. No sales by individuals or for personal gain shall be permitted.
  - 2) Sales limited to the hours of 8:00 a.m. to 10:00 p.m. each day.
  - 3) Sales areas shall be limited to the private walkway areas adjacent to the building and not in the parking lot.
  - 4) Sales must be conducted with written permission of grocery store owner or his duly designated representative.

No direct light, sound, smoke, or odor caused by any food processed or sold on site shall be broadcast beyond the property boundaries. The outdoor sales operation shall not be visible from any adjacent residential area.

Outside Retail Food Sales as an accessory use to a general retailer with a minimum of 100,000 sq. ft. of gross business area, including outside garden centers, subject to the following limitation:

- a. A **use permit** shall be obtained in accordance with the standards and procedures of Section 307.

Paint and Varnish, Retail Sales

Painters' Equipment and Supplies Shops, Wholesale and Storage

Painting Equipment and Supplies, Retail Sales

Parking Lot, Commercial, Subject to Provisions of Section 702

Parking Lots, Customer (Section 702)

Parking Structure

Pawn Shop. Subject to the following limitations:

- a. A **use permit** shall be obtained subject to the standards and procedures of Section 307.
- b. The exterior walls of the building in which the use is located shall be at least 500 ft. from a residential district.

Pet Day Care Facility, Indoor Only, subject to the following limitations:

- a. Operation shall be limited to the hours between 6:00 a.m. and 10:00 p.m.
- b. The average noise level, measured at the property line shall not exceed 55 dB (one LDN) when measured on an "A weighted" sound level meter and according to the procedures of the Environmental Protection Agency.

Pet Day Care Facility, With Outdoor Accessory Uses, subject to the following limitations:

**PERMITTED USES**

- a. A **use permit** shall be obtained in accordance with the standards and procedures of Section 307.
- b. Shall be constructed so that direct unaccompanied access by animals to outside areas of the building is not allowed.
- c. Animals must be accompanied by a facility employee or pet owner at all times when outside the building. All walks and exercise periods must take place on facility grounds.
- d. When located adjacent to a residential district, every building and every outdoor animal exercise run shall be set back at least 100 ft. from any lot line abutting such residential district.
- e. A solid masonry wall or fence 7 ft. in height shall be constructed along the perimeter of all outdoor runs unless otherwise restricted in this Ordinance.
- f. Solid waste shall be removed from outdoor exercise areas every 5 hrs at a minimum during time periods when these areas are in use.
- g. The average noise level, measured at the property line, shall not exceed 55 dB (one LDN) when measured on an “A weighted” sound level meter and according to the procedures of the Environmental Protection Agency.
- h. Operation shall be limited to the hours between 6:00 a.m. and 10:00 p.m.
- i. Some review period of the **use permit** may be established should a neighborhood protest occur at the **use permit** hearing.

**Pet Care Facility, subject to the following limitations:**

- a. A **use permit** shall be obtained in accordance with the standards and procedures of Section 307.
- b. Shall be constructed so that direct unaccompanied access by animals to outside areas of the buildings is not allowed.
- c. Animals must be accompanied by a facility employee or pet owner at all times when outside the building. All walks and exercise periods must take place on facility grounds.
- d. When located adjacent to a residential district, every building and every outdoor animal exercise run shall be set back at least 100 ft. from any lot line abutting such residential district.
- e. A solid masonry wall or fence 7 ft. in height shall be constructed along the perimeter of all outdoor runs unless otherwise restricted in this Ordinance.
- f. Solid waste shall be removed from outdoor exercise areas every 5 hrs at a minimum during time periods when these areas are in use.
- g. The average noise level, measured at the property line, shall not exceed 55 dB (one LDN) when measured on an “A weighted” sound level meter and according to the procedures of the Environmental Protection Agency.

**Pet Grooming**

**Pet Shops, Retail Sales Only**

**Pharmacy**

**Philatelist (Stamps)**

**Phonograph Records, Sales, Retail**

**Photographers, Commercial Studios**

**Photographic Developing and Printing**

**Photographic Equipment and Supplies, Retail Sales**

**Photo-Engraving Company**

**Physical Therapy Equipment, Retail and Wholesale**

**Picture Framing, Custom**

**Pipe Line Companies, Offices Only**

**Plant Nurseries (permitted as an outdoor use subject to a **use permit**)**

**Plastic and Plastic Products, Retail and Wholesale**

**Playground Equipment Sales**

**Plumbing Fixtures and Supplies, Display and Retail Sales**

**Pool and Billiard Halls**

**Poster Illustration, Studio**

**Pottery, Retail Sales**

**Pottery and Ceramics, Wholesale**

**Precision Instruments, Custom Repair**

**Printers**

## PERMITTED USES

Private clubs, lodges and community organizations qualifying by law as a nonprofit entity which may conduct activities open to the public and may have their facilities available to the public for functions not involving members, with access from an arterial or collector street as designated on the Street Classification Map, subject to the following conditions or limitations:

- a. Music or entertainment shall be permitted subject to the following regulations:
  - 1) The stage or performance area shall be a maximum of 80 sq. ft. unless a **use permit** is obtained pursuant to Section 307.
  - 2) The noise level, measured at any point on the received property, shall not exceed 55 dBA unless a **use permit** is obtained. An occurrence where the sound level increases up to 60 dBA for five continuous seconds or less shall not be deemed a violation of this section as long as there are no more than five occurrences within an hour-long interval.
  - 3) Nothing in this section shall be construed to include an adult use.
- b. Patron dancing shall be permitted only upon securing a **use permit** pursuant to Section 307.
- c. Outdoor recreation uses, outdoor dining, and outdoor alcoholic beverage consumption shall be permitted as accessory uses only upon securing a **use permit**, if within 500 ft. of a residential district zoning line. This distance shall be measured from the exterior wall of the building or portion thereof in which the business is conducted or proposed use is to be conducted closest to the residential district zoning line.
- d. Any bar or cocktail lounge which exceeds 5,000 sq. ft in gross floor area and is located on a lot or parcel within 300 ft of a residential district shall be permitted only upon securing a **use permit**. This distance shall be measured from the exterior wall of the building or portion thereof in which the business is conducted or proposed use is to be conducted closest to the residential district zoning line.
- e. Outdoor food preparation and cooking shall be permitted as an accessory use subject to the following conditions:
  - 1) Securing a **use permit** pursuant to Section 307.
  - 2) The regularly used cooking area inside the establishment shall be of equal or greater size than the outdoor cooking area.
  - 3) The outdoor cooking area shall be located within 50 ft. of a building entrance from where the restaurant is operated. This distance shall be measured from the appliance in the outdoor cooking area closest to the building entrance from where the restaurant is operated.
  - 4) The outdoor cooking area shall be set back a minimum of 300 ft. from a residential district. The distance shall be measured from the appliance in the outdoor cooking area closest to the residential district zoning line.

Propane Retail Sales permitted as an accessory use to service stations

Propane Retail Sales as an outside accessory use to a retail facility

Public Storage Garages

Public Utility Service Yards subject to the following conditions:

- a. Securing a **use permit**.
- b. All outside storage or uses shall be enclosed by a minimum 6 ft. screen fence.
  - (1) Said fence shall be masonry construction when adjoining a residence district.
  - (2) A 10 ft. wide landscaped area outside of the wall, with screen plantings maintained to a height of 10 ft. shall be provided when adjoining a residence district.
- c. No lighting standards over 6 ft. high shall be located within 25 ft. of a residence district.

Publicity Service

Publishers' Offices

Pumps, Retail Sales and Display

Radio and Television, Retail Sales and Service

Radio Repair Shop

Radio and Television Broadcasting Stations

Radio and Television Studios

Railroad Agents

Range and Stoves, Retail Sales and Service

Reducing Salons

Refrigeration Equipment, Repairs and Sales

Refrigerators, Retail Sales and Service

Religious retreat facility

## PERMITTED USES

### Restaurants, Bars and Cocktail Lounges, subject to the following conditions or limitations:

- a. Music or entertainment shall be permitted subject to the following regulations:
  - (1) The stage or performance area shall be a maximum of 80 sq. ft. unless a **use permit** is obtained.
  - (2) The noise level, measured at any point on the received property, shall not exceed 55 dBA unless a **use permit** is obtained. An occurrence where the sound level increases up to 60 dBA for five continuous seconds or less shall not be deemed a violation of this section as long as there are no more than five occurrences within an hour long interval.
  - (3) Nothing in this section shall be construed to include an adult use.
- b. Patron dancing shall be permitted only upon securing a **use permit**.
- c. Outdoor recreation uses, outdoor dining, and outdoor alcoholic beverage consumption shall be permitted as accessory uses only upon securing a **use permit**, if within 500 ft. of a residential district zoning line. This distance shall be measured from the exterior wall of the building or portion thereof in which the business is conducted or proposed use is to be conducted closest to the residential district zoning line.
- d. Drive-through facilities as an accessory use to a restaurant, subject to the following conditions:
  - (1) Access to the site is to be from an arterial or collector street as defined on the street classification map.
  - (2) Securing a **use permit** if the queuing lane for the drive-through facility is less than 300 ft. from a residential district zoning line. This distance shall be measured from the point of the queuing lane closest to the residential district zoning line.
- e. Any bar or cocktail lounge which exceeds 5,000 sq. ft. in gross floor area and is located on a lot or parcel within 300 ft. of a residential district shall be permitted only upon securing a **use permit**. This distance shall be measured from the exterior wall of the building or portion thereof in which the business is conducted or proposed use is to be conducted closest to the residential district zoning line.
- f. Outdoor food preparation and cooking shall be permitted as an accessory use subject to the following conditions:
  - (1) Securing a **use permit**.
  - (2) The regularly used cooking area inside the establishment shall be of equal or greater size than the outdoor cooking area.
  - (3) The outdoor cooking area shall be located within 50 ft. of a building entrance from where the restaurant is operated. This distance shall be measured from the appliance in the outdoor cooking area closest to the building entrance from where the restaurant is operated.
  - (4) The outdoor cooking area shall be set back a minimum of 300 ft. from a residential district. This distance shall be measured from the appliance in the outdoor cooking area closest to the residential district zoning line.

### Restaurants, subject to the following conditions or limitations:

- a. Sales of alcoholic beverages shall only be permitted upon securing a **use permit** which shall include approval of a specific floor plan for the restaurant facility, detailing areas where alcohol may be served.
- b. Music or entertainment shall be permitted subject to the following regulations:
  - (1) The stage or performance area shall be a maximum of 80 sq. ft unless a **use permit** is obtained.
  - (2) The noise level, measured at any point on the received property, shall not exceed 55 dBA unless a **use permit** is obtained. An occurrence where the sound level increases up to 60 dBA for five continuous seconds or less shall not be deemed a violation of this section as long as there are no more than five occurrences within an hour long interval.
  - (3) Nothing in this section shall be construed to include an adult use.
- c. Patron dancing shall be permitted only upon securing a **use permit**.
- d. Outdoor dining, outdoor recreation uses, and outdoor alcoholic beverage consumption shall be permitted as accessory uses only upon securing a **use permit**.
- e. Drive-through facilities as an accessory use to a restaurant, subject to the following conditions:
  - (1) Access to the site is to be from an arterial or collector street as defined on the street classification map.
  - (2) Securing a **use permit** if the queuing lane for the drive-through facility is less than 300 ft. from a residential district zoning line. This distance shall be measured from the point of the queuing lane closest to the residential district zoning line.
- f. Outdoor food preparation and cooking shall be permitted as an accessory use subject to the following conditions:
  - (1) Securing a **use permit**.
  - (2) The regularly used cooking area inside the establishment shall be of equal or greater size than the outdoor cooking area.
  - (3) The outdoor cooking area shall be located within 50 ft of a building entrance from where the restaurant is operated. This distance shall be measured from the appliance in the outdoor cooking area closest to the building entrance from where the restaurant is operated.

<b>PERMITTED USES</b>
(4) The outdoor cooking area shall be set back a minimum of 300 ft. from a residential district. This distance shall be measured from the appliance in the outdoor cooking area closest to the residential district zoning line.
Restaurant Equipment, Supplies and Retail Sales
Riding Equipment Sales
Road Building Equipment, Retail Sales
Rooftop Gardens
Rug Cleaning
Rug Sales
Saddlery Shops, Custom, Handmade
Safes, Repairing and Sales
Salvation Army welfare activities in the C-2, C-3, and RSC districts.
Saw Sharpening Shop
Schools: Barber, Beauty, Business, Dancing, Data Processing, Insurance, Martial Arts, Modeling, Real Estate and Stenographic
School Equipment and Supplies Wholesale
School for Mentally or Physically Handicapped
Second Hand/Used Merchandise, Sales
Self-Service Laundry
Self-service storage warehouse subject to the following regulations: <ol style="list-style-type: none"> <li>1) All storage shall be within a closed building except that within the grounds of a self-service storage warehouse where trailers and motor vehicles may be placed in outdoor storage areas which are separate from view from adjacent streets and property by walls, fences, or landscaping..</li> <li>2) No auctions, sales, service or repair activities shall be conducted on the premises.</li> <li>3) There shall be no storage [or] use of hazardous or dangerous materials on the premises.</li> <li>4) The premises shall abut or have direct access to an arterial street or collector street, as designated on the street classification map.</li> <li>5) Screening the perimeter of the premises of a self-service storage warehouse may be required. All parts of the perimeter which are adjacent to a residential zone shall be screened by a fence or wall with a landscaped area at least 10' wide, additional setback and the reorientation of buildings may be required to ensure compatibility with surrounding properties.</li> <li>6) Motor vehicles, boats, recreations vehicles, and trailers may be stored within an enclosed building or within an outdoor storage area as provided in above No. 1.</li> </ol>
Service Station Equipment, Wholesale
Service Stations, Automobile <ol style="list-style-type: none"> <li>a. Propane Retail Sales permitted as an accessory use.</li> </ol>
Sewing Machines, Commercial and Industrial Type, Retail Sales and Repairing
Sewing Machines, Household Sales and Service
Shoe Repairing
Shoe Repairing Equipment and Supplies, Wholesale
Sightseeing Tours, Garages and Depot
Sign Painters' Shops, Not Neon Sign Fabrication
Skating Rinks, Indoor
Slip Covers, Custom Manufacturing
Soaps, Wholesale and Storage
Soda Fountain Supplies, Retail and Wholesale
Sound Systems and Equipment Sales
Sound Systems, Rentals and Repairs
Special School or Training Institution not offering curriculum of general instruction comparable to public schools

<b>PERMITTED USES</b>
Spices, Wholesale and Storage
Sporting Goods, Retail Sales
Sporting Goods, Wholesale <ul style="list-style-type: none"> <li>a. The sale of gunpowder and primers in excess of permitted retail quantities as regulated by the Fire Code shall be subject to the following conditions: <ul style="list-style-type: none"> <li>(1) Wholesale sales revenue shall constitute a minimum of 75% of sales revenue on the premises.</li> <li>(2) The quantities, arrangement, and distance of such storage shall be in accordance with the Fire Code.</li> </ul> </li> </ul>
Stamp Dealers
Stationers, Retail Sales
Steam Baths
Surgical Supplies, Retail Sales
Surgical Supplies, Wholesale
Surplus Stores
Swimming Pool, Commercial, Outdoor
Tailors, Custom
Tanning Salon <ul style="list-style-type: none"> <li>a. Massage therapy, performed by a licensed massage therapist, is permitted as an accessory use.</li> </ul>
Tapestries
Tattoo Shops, subject to securing a <b>use permit</b> pursuant to Section 307.
Taxicab Garages
Taxidermists
Tea Room
Teaching of Fine Arts
Telegraph Companies, Facilities and Offices
Telephone Companies, Facilities and Offices
Temporary Environmental Remediation Facilities subject to a <b>use permit</b> if within 300 ft. of residential zoning districts. Screening will be required and cannot be chain link or chain link with slats.
Tents and Awnings, Retail Sales
Theaters
Theatrical Agencies
Tire Repairing Equipment and Supplies
Tobacco Oriented Retailers, subject to the following limitations: <ul style="list-style-type: none"> <li>a. Shall not be located within 500 ft. of the same type use. This distance shall be measured from the property line of the parcel in which the use is conducted to the nearest property line of the parcel of the same type of use.</li> <li>b. Shall not be located within 1,320 ft. of a public, private, or charter school providing primary or secondary education, a park or playground, dependent care facility, homeless shelter, youth community center, recreation center, or place of worship. This distance shall be measured from the property line of the parcel in which the use is conducted to the nearest property line of the protected use.</li> </ul>
Tobacco, Wholesale and Storage
Tombstones, Sales and Display
Tools, Wholesale and Distribution
Tortillas, Manufacturing Wholesale
Towels, Supply Service
Toys, Retail Sales
Tractors, Retail Sales, Display
Travel Bureau
Travel trailer, camper, and/or mobile home sales to include but not limited to the following: <ul style="list-style-type: none"> <li>1) Body repair and painting done on the lot shall be confined to a closed building.</li> </ul>

<b>PERMITTED USES</b>
<ul style="list-style-type: none"> <li>2) The area used for parking, display, storage, or circulation shall be dust-free.</li> <li>3) Lots shall be properly enclosed with a wall, fence, hedge, plantings, or combinations thereof having a minimum height of 10” above the grade at which the cars are to be displayed unless a hedge, planting or combinations thereof are approved in lieu of the 10” wall and/or the lot is depressed below the elevation of adjacent lots in which case appropriate landscaping may be approved.</li> <li>4) Any artificial light used for such lot or area shall be so arranged as to reflect light away from the adjoining premises, lot and/or streets and shall be so located as not to be a nuisance to adjacent property and streets</li> </ul>
Upholsterers, Custom, Retail Sales and Supplies
Vacuum Cleaners, Retail Sales
Variety Stores, Retail
Venetian Blinds, Custom Manufacturing and Cleaning
Veterinarians’ Supplies, Retail and Wholesale
<p>Veterinary Hospitals subject to the following conditions:</p> <ul style="list-style-type: none"> <li>a. They shall be no closer than 100 ft. to any residential district or to any residence, hotel, motel or restaurant in any district and shall have adequate controls to prevent offensive noise and odor.</li> </ul>
<p>Veterinary offices subject to the following conditions:</p> <ul style="list-style-type: none"> <li>a. They shall be so construed and operated as to prevent objectionable noise and odor outside the walls of the office.</li> <li>b. Keeping or boarding of animals shall not occupy more than 25% of the gross floor of the office. <ul style="list-style-type: none"> <li>(1) There shall be no outdoor kennels or runs.</li> <li>(2) There shall be no direct outside exit from any room containing kennels.</li> </ul> </li> </ul>
<p>Veterinary Offices, Indoors, subject to the following stipulations:</p> <ul style="list-style-type: none"> <li>a. They shall be so constructed and operated as to prevent objectionable noise and odor outside the walls of the office.</li> <li>b. Keeping or boarding of animals shall not occupy more than 25% of the gross floor area of the office. <ul style="list-style-type: none"> <li>(1) There shall be no outdoor kennels or runs.</li> <li>(2) There shall be no direct outside exit from any room containing kennels.</li> </ul> </li> </ul>
<p>Veterinary Offices, with Outdoor accessory uses, subject to the following limitations:</p> <ul style="list-style-type: none"> <li>a. A <b>use permit</b> shall be obtained in accordance with the standards and procedures of Section 307.</li> <li>b. Shall be constructed so that direct unaccompanied access by animals to outside areas of the building is not allowed.</li> <li>c. Animals must be accompanied by a facility employee or pet owner at all times when outside the building. All walks and exercise periods must take place on facility grounds.</li> <li>d. When located adjacent to a residential district, every building and every outdoor animal exercise run shall be set back at least 100 ft. from any lot line abutting such residential district.</li> <li>e. A solid masonry wall or fence 7 ft. in height shall be constructed along the perimeter of all outdoor runs unless otherwise restricted in this section.</li> <li>f. Solid waste shall be removed from outdoor exercise areas every five hours at a minimum during time periods when these areas are in use.</li> <li>g. The average noise level, measured at the property line, shall not exceed 55 dB (one LDN) when measured on an “A weighted” sound level meter and according to the procedures of the Environmental Protection Agency.</li> <li>h. Operation shall be limited to the hours between 6:00 a.m. and 10:00 p.m.</li> <li>i. Some review period of the <b>use permit</b> may be established should a neighborhood protest occur at the <b>use permit</b> hearing.</li> </ul>
Wall Paper, Sales, and Display
Washing Machines, Retail Sales and Display, Custom Repairing
Watches, Sales and Repairing
Water or Mineral, Drinking or Curative, Bottling and Distribution
Water Softening Equipment, Service and Repairs
Window Cleaners’ Service
Weaving, Handicraft, Custom
Window Display Installations, Studio and Shops
Window Glass Installation Shops
Wines, Storage and Wholesale



PERMITTED USES
Wireless Communication Facility <sup>3</sup>
Zoological or botanical garden

---

<sup>3</sup> The antenna, support structures, cabling and equipment shall be completely encased, hidden or screened so they cannot be seen from grade at the west, north, east or south perimeters of the Site. Concealed Wireless Communication Facilities within this commercial PUD shall not require a Use Permit. Such facilities shall be designed in accordance with the Design Guidelines for Concealed Wireless Communication Facilities as provided in Section 715.B.1.b (1-7) of the Zoning Ordinance.

# EXHIBIT 13

**PUD BUILDING HEIGHTS**

120' MAX BUILDING HEIGHT

85' MAX BUILDING HEIGHT

30' MAX BUILDING HEIGHT



# EXHIBIT 14

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032

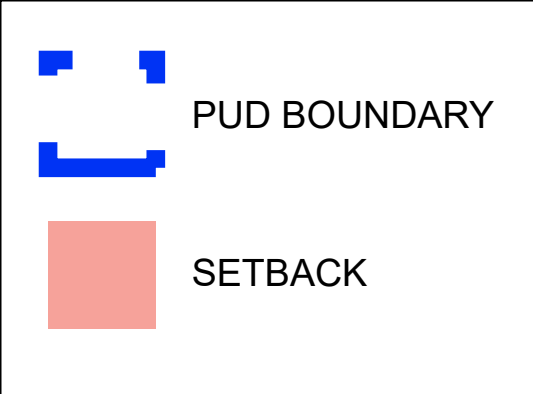
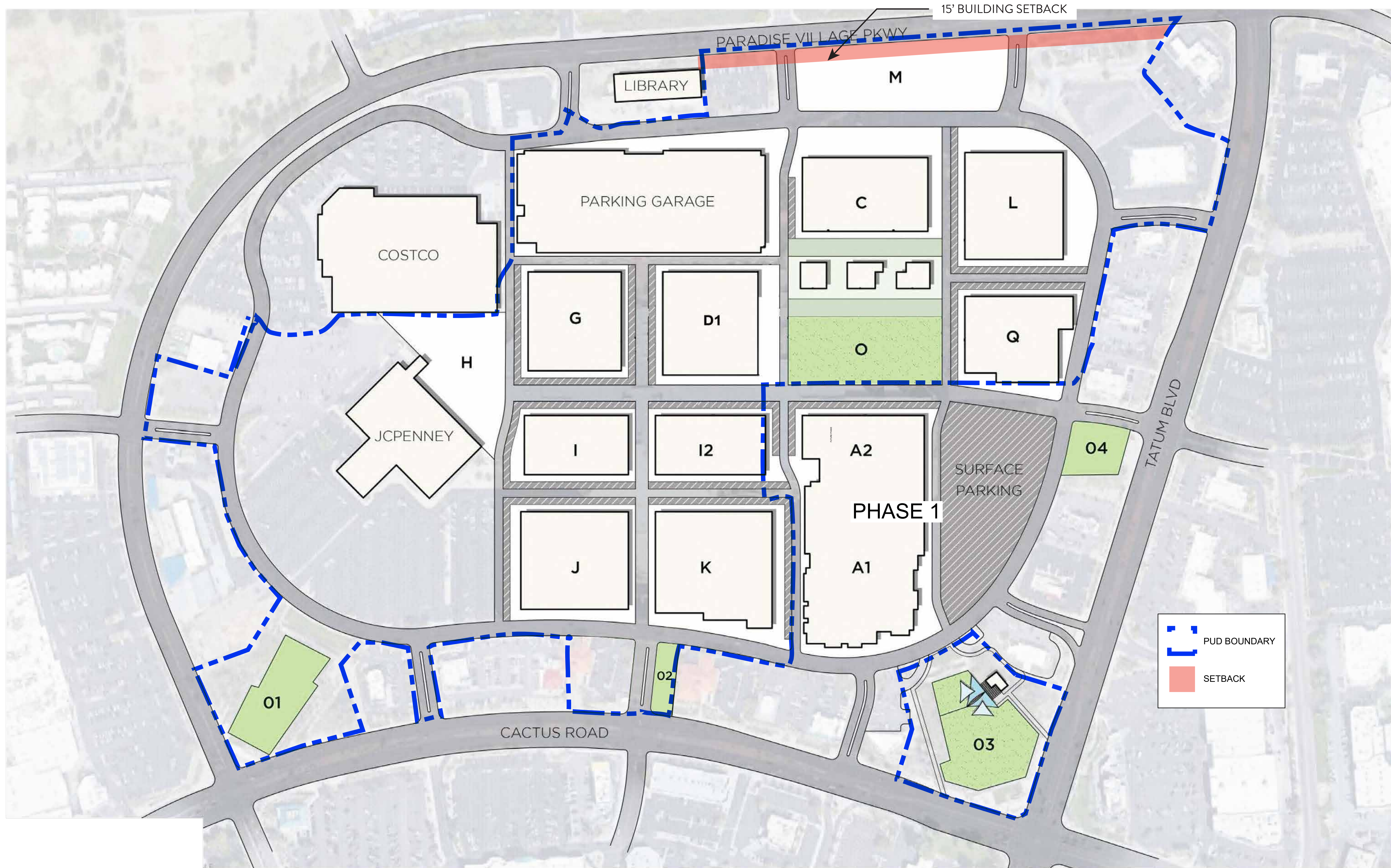
Date  
NOVEMBER 8, 2021

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Project No.  
PUD APPLICATION

BUILDING SETBACKS  
EXHIBIT



# EXHIBIT 15

PRELIMINARY  
NOT FOR  
CONSTRUCTION  
OR  
RECORDING

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032



- MAIN STREET TREES
- SECONDARY STREET TREES
- INTERNAL RING ROAD TREES

- APPROVED TREE LIST**
- Honey Mesquite
  - Blue Leaf Wattle
  - Palo Brea
  - Willow Acacia
  - Texas Olive
  - Lysiloma
  - Sweet Acacia
  - Texas Ebony
  - Desert Willow
  - Chilean Mesquite
  - Mulga
  - Anacacho Orchid Tree
  - Cascalote
  - Coolibah Tree
  - Honey Locust
  - Golden Leadball Tree
  - Ironwood
  - Mexican Ebony
  - Fan West Ash
  - Fruitless Olive
  - Chinese Pistache
  - Southern Live Oak
  - Evergreen Elm
  - Date Palm
  - Ficus

Date  
NOVEMBER 8, 2021

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**6.1**  
ILLUSTRATIVE  
CONCEPTUAL  
SITE PLAN  
WITH LANDSCAPING

**01 ILLUSTRATIVE CONCEPTUAL SITE PLAN WITH LANDSCAPING**  
SCALE: 1/128" = 1'-0" REF: NORTH

# EXHIBIT 16



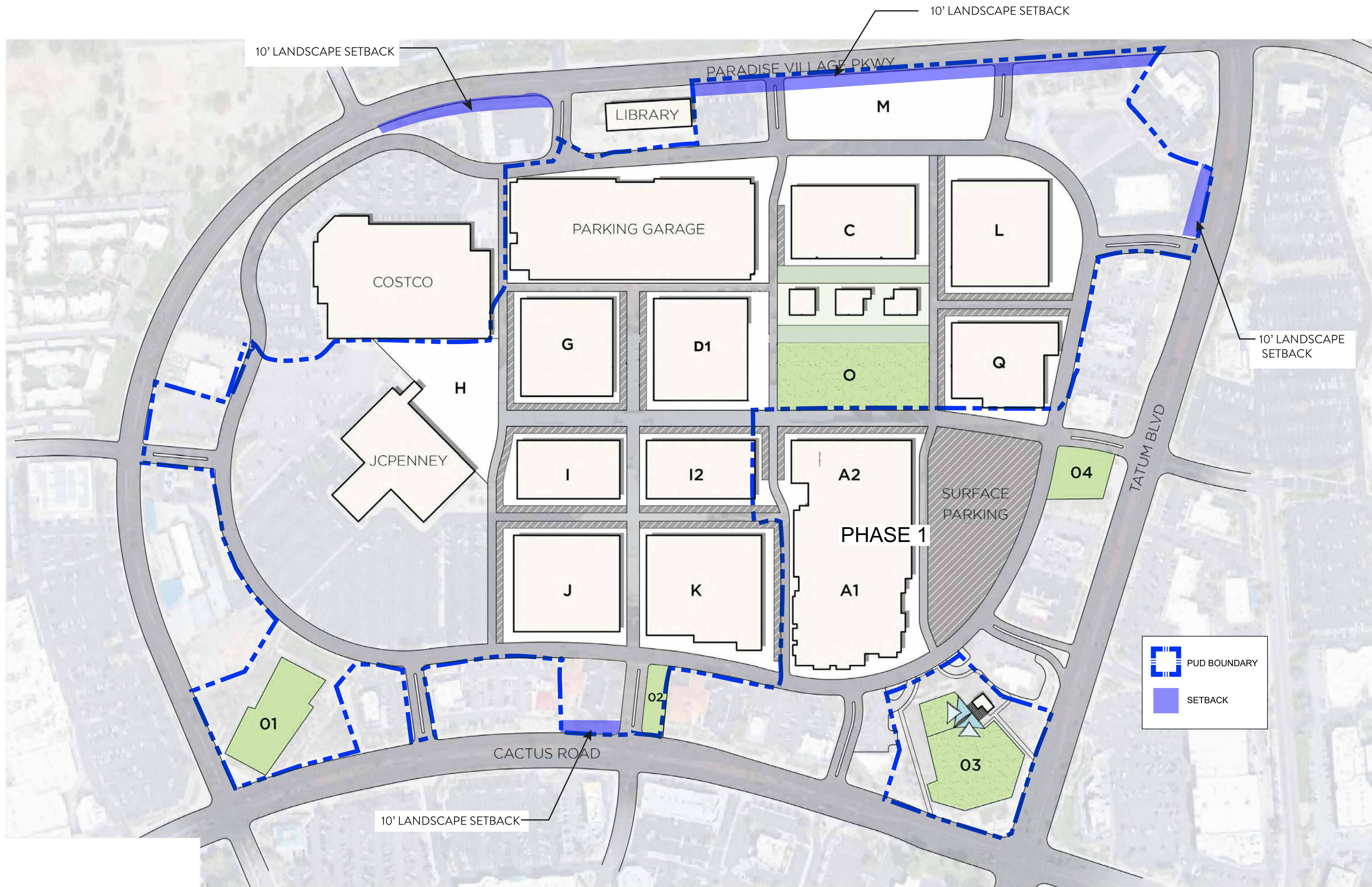
**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032

Date  
NOVEMBER 8, 2021

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Project No.  
PUD APPLICATION  
LANDSCAPE SETBACKS  
EXHIBIT



# EXHIBIT 17

Nelsen Partners, Inc.  
Austin | Scottsdale  
15210 North Scottsdale Road  
Suite #300  
Scottsdale, Arizona 85254  
t 480.949.6800  
nelsonpartners.com

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OR  
RECORDING

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032

Date  
NOVEMBER 8, 2021

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PUD APPLICATION

LANDSCAPE CHARACTER

PHOTOS



# EXHIBIT 18



PRELIMINARY  
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OR  
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**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032

Date  
NOVEMBER 8, 2021

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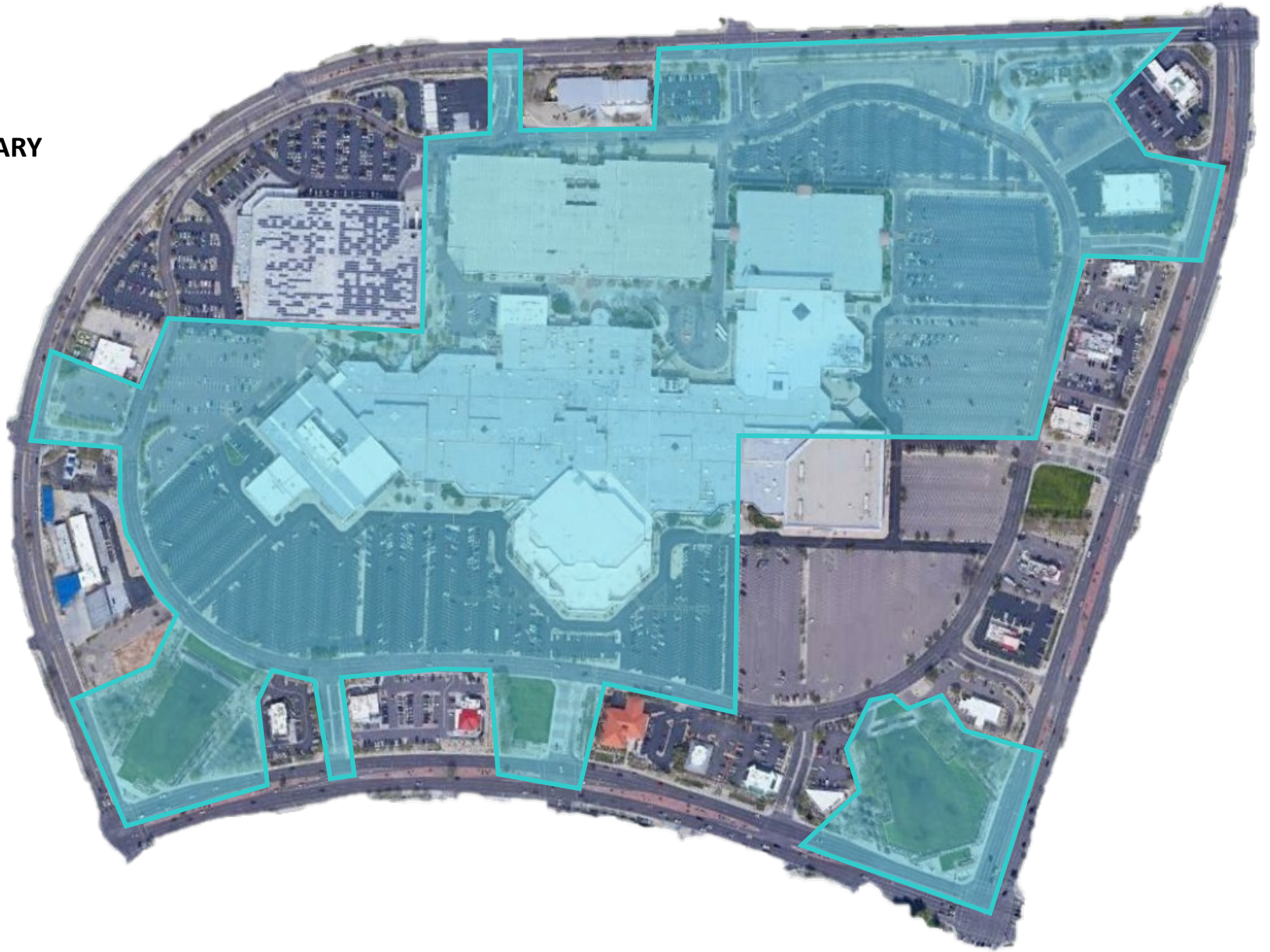
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PUD APPLICATION

STE AMENITIES  
CHARACTER

# EXHIBIT 19

 SIGN PLAN BOUNDARY



# EXHIBIT 20



EXHIBIT 20  
Horizontal Sign Districts  
To Come

# EXHIBIT 21

EXHIBIT 21  
Vertical Sign Zones  
To Come

# EXHIBIT 22

Paradise Valley Mall

**DEVELOPMENT STANDARDS COMPARISON TABLE\***

STANDARD <sup>1</sup>	C-2 High-Rise, w/ Density Waiver (2021 Approval) <sup>2</sup>			PUD	
a. Density and number of dwelling units	43.5, up to 52.2 dus/ac			40 du/acre overall; no maximum density cap on any individual lot	
b. Minimum acreage of individual lot or parcel	n/a			1/2 acre; no limitation on unit size of condominiums	
c. Building height <sup>3</sup>  - Inside of the Interior Ring Road  - Outside of the Internal Ring Road proximate to Paradise Village Parkway  - Outside of the Internal Ring Road proximate to Tatum Boulevard and Cactus Road	120 feet Maximum  85 feet Maximum  30 feet Maximum			120 feet Maximum  85 feet Maximum  30 feet Maximum	
d. Maximum Lot coverage	50% of net lot area			48% Maximum for primary structures plus an additional maximum 25% for shade canopies and solar devices overall; no maximum lot coverage cap on any individual lot	
e. On site areas for outdoor amenities, landscape and pedestrian-oriented hardscape	N/A			Minimum 15% of net area of the PUD <sup>4</sup>	
f. Building setbacks	For structures not exceeding two stories or 30'	Average 25'	Minimum 20' permitted for up to 50% of structure, including projections	Adjacent to perimeter public streets (Tatum, Cactus and Paradise Village Parkway)	Minimum 15 feet <sup>5</sup>
	For structures exceeding two stories or 30'	Average 30'	[Same as above]	Interior front, side and rear yards	Minimum 0 feet
g. Landscape setbacks	Average 25' for structures not exceeding two stories or 30', minimum 20' permitted for up to 50% of the frontage. Average 30' for structures exceeding two stories or 30', minimum 20' for up to 50% of the frontage.			Adjacent to perimeter public streets (Tatum, Cactus and Paradise Village Parkway)	Minimum 10 feet <sup>6</sup>
				Internal Property Lines	Minimum 0 feet

h. Landscape Planting Standards <sup>7</sup>	Trees	Min. 2-inch caliper (50% of required trees) Min. 3-inch caliper or multi-trunk tree (25% of required trees) Min. 4-inch caliper or multi-trunk tree (25% of required trees)	Tatum Boulevard, Cactus Road and Paradise Village Parkway frontages where such frontages will be redeveloped; whereas existing streetscapes (including trees, landscaping and sidewalks) that are outside of this PUD and/or are not being redeveloped are "grandfathered" and need not be replaced.	<p><b>Rows</b> Minimum 1 row of trees</p> <p><b>Spacing</b> 20 feet on center or in equivalent groupings</p> <p><b>Tree Size</b> Minimum 2-inch caliper (50% of required trees)</p> <p>Minimum 3-inch caliper (50% of required trees)</p> <p><b>Shrubs</b> Minimum five (5) 5-gallon shrubs per tree</p> <p><b>Groundcover</b> Minimum 50% living groundcover</p>
	Shrubs	Min. five (5) 5-gallon shrubs per tree		
i. Parking Standards <sup>8</sup>	Section 702		Land Use	Shall comply with section 702 of the Zoning Ordinance except the following parking ratios shall apply in the interim pending the availability of a Shared Parking Model as provided in Footnote 8.
			Limited Service Hotel	0.80 space/1 room
			Full Services Hotel	1.0 space/1 Room
			Residential, Multifamily	1.47 spaces/DU No requirements for additional guest spaces
			Restaurant (Indoor+ patio dining)	1 space/50 SF of Seating Area only
			General Office Building (New)	3.2 spaces/1,000 SF Tenant Leasable Area
			Retail	2 spaces/1000SF of gross floor area
			Mini-Warehouse	2.35 spaces / 100 Storage Units
		Bicycle Parking	A minimum of 25 total at completion bicycle parking spaces for visitors to be located near high traffic areas and visible to the public but should not impede the function of the pedestrian way. Also provide (for use by employees throughout the PUD) a shared use	

		secured bicycle parking facility with a minimum of 25 spaces in or near the ground floor of the parking structure.
j. Loading Spaces	N/A	0 required except commercial buildings in excess of 100,000 sq. ft. of GLA and multifamily developments in excess of 100 DUs shall each have a minimum of one back of house service area or loading dock.
Parking Space Dimensions (Parking Garages, Surface Parking)	Section 702	Commercial retail, assembly uses and restaurant establishments – 9 ft. x 18 ft. Office, industrial and multi-family residential developments: 8 ½ ft. x 18 ft. Tandem parking is permitted for multi-family development: 9 ft. x 18 ft.
k. Detached Sidewalk  Tatum Boulevard, Cactus Road and Paradise Village Parkway Frontages	N/A	Existing sidewalks along perimeter public street frontages may remain. Sidewalks that must be replaced along the public street frontage shall (where reasonably possible) be detached and shall comply with the following width and landscape requirements:  Sidewalk width: Minimum width of 6 feet and shall comply with ADA standards.  Landscape strip: Minimum 5-foot-wide landscape strip located between the sidewalk and back of curb landscaped with 1 row of 2 inch caliper trees planted 20 feet on center or in equivalent groupings, excluding driveways, turn lanes, utilities or other conflicts that preclude the planting of trees in the landscape strip between the curb and sidewalk.
l. Shade Standards	N/A	Minimum of 50% of public sidewalks along Tatum Boulevard, Cactus Road and Paradise Village Parkway where such frontages are being redeveloped and 50% of private on-site sidewalks, pedestrian pathways, and common amenities areas shall be shaded through the use of landscaping, architectural features or projections, shade cast from a building, or other stand-alone structural shading devices.  Shade calculation shall be based on tree maturity during the summer solstice at 12:00 p.m.

Signage		To be provided at a later date following further discussion with Staff.
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\*This PUD column incorporates Notes 1-8 of the Development Standards Table in Section III.E of this PUD.



# APPENDIX A



01

**CONTEXT PHOTOS KEY**

SCALE: N.T.S.

REF:



NORTH

**A**  
CONTEXT  
PHOTOS  
KEY



















# APPENDIX B

**LEGAL DESCRIPTION  
PARADISE VALLEY MALL  
ZONING BOUNDARY**

June 16, 2021  
Job No. P5506  
Page 1 of 7

A PARCEL OF LAND LOCATED IN A PORTION OF THE EAST HALF OF SECTION 18, TOWNSHIP 3 NORTH, RANGE 4 EAST OF THE GILA & SALT RIVER MERIDIAN, MARICOPA COUNTY, ARIZONA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

**PARCEL 1**

**COMMENCING** AT THE SOUTHEAST CORNER OF SAID SECTION 18 FROM WHICH THE EAST QUARTER CORNER THEREOF BEARS THENCE NORTH 01 DEGREES 22 MINUTES 04 SECONDS WEST, A DISTANCE OF 2618.84 FEET;

THENCE NORTH 01 DEGREES 22 MINUTES 04 SECONDS WEST ALONG THE EAST LINE OF SAID SECTION 18, A DISTANCE OF 268.99 FEET TO A POINT LYING ON THE RELOCATED MONUMENT LINE OF CACTUS ROAD AS RECORDED IN DOCKET 12020, PAGE 713, IN DOCKET 12020, PAGE 733, IN DOCKET 12020, PAGE 747, AND IN DOCKET 12437, PAGE 582, AND ACCORDING TO BOOK 195 OF MAPS, PAGE 30, RECORDS OF MARICOPA COUNTY, ARIZONA;

THENCE NORTH 69 DEGREES 52 MINUTES 05 SECONDS WEST ALONG SAID REALIGNED CACTUS ROAD MONUMENT LINE, 832.80 FEET TO A POINT LYING ON THE MONUMENT LINE OF REALIGNED TATUM BOULEVARD ALSO BEING THE **POINT OF BEGINNING**;

THENCE CONTINUING ALONG SAID MONUMENT LINE, NORTH 69 DEGREES 52 MINUTES 05 SECONDS WEST, A DISTANCE OF 434.67 FEET TO A POINT TO BE HEREINAFTER KNOWN AS POINT "A";

THENCE NORTH 20 DEGREES 07 MINUTES 55 SECONDS EAST, A DISTANCE OF 67.00 FEET;  
THENCE CONTINUE NORTHERLY ALONG SAID LINE, A DISTANCE OF 145.00 FEET;

THENCE NORTH 10 DEGREES 14 MINUTES 57 SECONDS WEST, A DISTANCE OF 163.12 FEET TO THE POINT OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES NORTH 13 DEGREES 06 MINUTES 11 SECONDS WEST, A RADIAL DISTANCE OF 580.25 FEET;

THENCE NORTHEASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 23 DEGREES 05 MINUTES 28 SECONDS, A DISTANCE OF 233.85 FEET;

THENCE SOUTH 42 DEGREES 28 MINUTES 34 SECONDS EAST, A DISTANCE OF 165.90 FEET;

THENCE SOUTH 69 DEGREES 52 MINUTES 05 SECONDS EAST, A DISTANCE OF 147.65 FEET;

THENCE CONTINUE SOUTH 69 DEGREES 52 MINUTES 05 SECONDS EAST, A DISTANCE OF 57.35 FEET TO THE MONUMENT LINE OF TATUM BOULEVARD;

THENCE SOUTH 20 DEGREES 07 MINUTES 55 SECONDS WEST, ALONG SAID MONUMENT LINE OF TATUM BOULEVARD, A DISTANCE OF 440.00 FEET TO THE **POINT OF BEGINNING** OF THE PARCEL HEREIN DESCRIBED.

SAID PARCEL CONTAINS 207,157 SQUARE FEET OR 4.756 ACRES, MORE OR LESS.

**PARCEL 2**

**COMMENCING AT AFOREMENTIONED POINT "A"**

THENCE NORTH 69 DEGREES 52 MINUTES 05 SECONDS WEST, ALONG SAID MONUMENT LINE OF CACTUS ROAD, A DISTANCE OF 285.30 FEET TO A POINT OF CURVATURE TO THE LEFT HAVING A RADIUS OF 2,291.83 FEET AND A CENTRAL ANGLE OF 09 DEGREES 18 MINUTES 28 SECONDS;

THENCE CONTINUING ALONG SAID MONUMENT LINE OF CACTUS ROAD, WESTERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 372.32 FEET TO THE **POINT OF BEGINNING** OF THE PARCEL HEREIN DESCRIBED;

THENCE CONTINUING ALONG SAID MONUMENT LINE OF CACTUS ROAD, WESTERLY ALONG SAID CURVE THROUGH A CENTRAL ANGLE OF 02 DEGREES 49 MINUTES 26 SECONDS, A DISTANCE OF 112.96 FEET TO A POINT TO BE HEREINAFTER KNOWN AS POINT "C";

THENCE NORTH 08 DEGREES 00 MINUTES 01 SECONDS EAST, DEPARTING SAID MONUMENT LINE OF CACTUS ROAD, A DISTANCE OF 60.00 FEET TO THE POINT OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES NORTH 51 DEGREES 10 MINUTES 08 SECONDS WEST, A RADIAL DISTANCE OF 25.00 FEET;

THENCE NORTHEASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 29 DEGREES 49 MINUTES 54 SECONDS, A DISTANCE OF 13.02 FEET;

THENCE NORTH 08 DEGREES 59 MINUTES 59 SECONDS EAST, A DISTANCE OF 162.14 FEET TO A POINT OF CURVATURE TO THE LEFT HAVING A RADIUS OF 25.00 FEET AND A CENTRAL ANGLE OF 91 DEGREES 25 MINUTES 19 SECONDS;

THENCE NORTHWESTERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 39.89 FEET TO A COMPOUND CURVATURE TO THE LEFT HAVING A RADIUS OF 2,551.83 FEET AND A CENTRAL ANGLE OF 12 DEGREES 03 MINUTES 37 SECONDS;

THENCE WESTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 537.14 FEET TO A POINT OF COMPOUND CURVATURE TO THE LEFT HAVING A RADIUS OF 20.00 FEET AND A CENTRAL ANGLE OF 91 DEGREES 03 MINUTES 49 SECONDS;

THENCE SOUTHWESTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 31.79 FEET;

THENCE NORTH 05 DEGREES 32 MINUTES 47 SECONDS WEST, A DISTANCE OF 68.49 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE RIGHT, OF WHICH THE RADIUS POINT LIES SOUTH 04 DEGREES 41 MINUTES 10 SECONDS EAST, A RADIAL DISTANCE OF 2,887.66 FEET;

THENCE EASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 03 DEGREES 42 MINUTES 17 SECONDS, A DISTANCE OF 186.71 FEET;

THENCE NORTH 03 DEGREES 00 MINUTES 00 SECONDS EAST, A DISTANCE OF 447.32 FEET;

THENCE NORTH 42 DEGREES 00 MINUTES 00 SECONDS WEST, A DISTANCE OF 317.37 FEET;

THENCE NORTH 48 DEGREES 00 MINUTES 00 SECONDS EAST, A DISTANCE OF 56.33 FEET;

THENCE NORTH 42 DEGREES 00 MINUTES 00 SECONDS WEST, A DISTANCE OF 199.00 FEET TO A POINT TO BE HEREINAFTER KNOWN AS POINT "B";

THENCE SOUTH 87 DEGREES 01 MINUTE 21 SECONDS EAST, A DISTANCE OF 335.10 FEET;

THENCE NORTH 02 DEGREES 58 MINUTES 39 SECONDS EAST, A DISTANCE OF 97.18 FEET;

THENCE NORTH 33 DEGREES 12 MINUTES 45 SECONDS EAST, A DISTANCE OF 71.86 FEET;

THENCE NORTH 02 DEGREES 58 MINUTES 39 SECONDS EAST, A DISTANCE OF 332.45 FEET;

THENCE NORTH 86 DEGREES 19 MINUTES 41 SECONDS EAST, A DISTANCE OF 140.74 FEET TO THE POINT OF A NON-TANGENT CURVE CONCAVE TO THE WEST, WITH A CHORD BEARING OF NORTH 13 DEGREES 32 MINUTES 44 SECONDS EAST, A CHORD DISTANCE OF 163.58 FEET;

THENCE NORTHERLY ALONG SAID NON-TANGENT CURVE, HAVING A RADIUS OF 327.00 FEET, THROUGH A CENTRAL ANGLE OF 28 DEGREES 58 MINUTES 07 SECONDS, A DISTANCE OF 165.33 FEET;

THENCE NORTH 00 DEGREES 56 MINUTES 20 SECONDS WEST, A DISTANCE OF 32.58 FEET;

THENCE CONTINUING NORTH 00 DEGREES 56 MINUTES 20 SECONDS WEST ALONG SAID LINE, A DISTANCE OF 42.00 FEET TO A POINT ON THE MONUMENT LINE OF PARADISE VILLAGE PARKWAY;

THENCE NORTH 89 DEGREES 03 MINUTES 44 SECONDS EAST, ALONG SAID MONUMENT LINE, A DISTANCE OF 31.45 FEET;

THENCE SOUTH 00 DEGREES 56 MINUTES 16 SECONDS EAST, DEPARTING SAID MONUMENT LINE, A DISTANCE OF 42.00 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES SOUTH 51 DEGREES 57 MINUTES 51 SECONDS EAST, A RADIAL DISTANCE OF 20.00 FEET;

THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 38 DEGREES 58 MINUTES 25 SECONDS, A DISTANCE OF 13.60 FEET;

THENCE SOUTH 00 DEGREES 56 MINUTES 20 SECONDS EAST, A DISTANCE OF 20.00 FEET TO A POINT OF CURVATURE TO THE RIGHT HAVING A RADIUS OF 354.00 FEET AND A CENTRAL ANGLE OF 13 DEGREES 35 MINUTES 01 SECONDS;

THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 83.92 FEET TO A POINT OF REVERSE CURVATURE TO THE LEFT HAVING A RADIUS OF 30.00 FEET AND A CENTRAL ANGLE OF 91 DEGREES 45 MINUTES 01 SECONDS;

THENCE SOUTHEASTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 48.04 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES NORTH 10 DEGREES 53 MINUTES 38 SECONDS EAST, A RADIAL DISTANCE OF 700.00 FEET;

THENCE EASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 11 DEGREES 49 MINUTES 54 SECONDS, A DISTANCE OF 144.55 FEET;

THENCE NORTH 89 DEGREES 03 MINUTES 44 SECONDS EAST, A DISTANCE OF 188.95 FEET;

THENCE NORTH 00 DEGREES 56 MINUTES 16 SECONDS WEST, A DISTANCE OF 167.00 FEET;

THENCE CONTINUING NORTH 00 DEGREES 56 MINUTES 16 SECONDS WEST ALONG SAID LINE, A DISTANCE OF 42.00 FEET TO A POINT ON SAID MONUMENT LINE OF PARADISE VILLAGE PARKWAY;

THENCE NORTH 89 DEGREES 03 MINUTES 44 SECONDS EAST, ALONG SAID MONUMENT LINE, A DISTANCE OF 1,322.59 FEET;

THENCE SOUTH 00 DEGREES 56 MINUTES 16 SECONDS EAST, DEPARTING SAID MONUMENT LINE, A DISTANCE OF 42.00 FEET;

THENCE SOUTH 35 DEGREES 37 MINUTES 31 SECONDS WEST, A DISTANCE OF 177.52 FEET;

THENCE SOUTH 37 DEGREES 00 MINUTES 16 SECONDS EAST, A DISTANCE OF 100.45 FEET;

THENCE SOUTH 59 DEGREES 52 MINUTES 43 SECONDS WEST, A DISTANCE OF 224.83 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE RIGHT, OF WHICH THE RADIUS POINT LIES SOUTH 59 DEGREES 07 MINUTES 01 SECONDS WEST, A RADIAL DISTANCE OF 349.50 FEET;

THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 25 DEGREES 42 MINUTES 42 SECONDS, A DISTANCE OF 156.84 FEET TO A POINT OF REVERSE CURVATURE TO THE LEFT HAVING A RADIUS OF 20.00 FEET AND A CENTRAL ANGLE OF 85 DEGREES 30 MINUTES 57 SECONDS;

THENCE SOUTHEASTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 29.85 FEET;

THENCE NORTH 89 DEGREES 18 MINUTES 46 SECONDS EAST, A DISTANCE OF 133.21 FEET TO A POINT OF CURVATURE TO THE RIGHT HAVING A RADIUS OF 327.50 FEET AND A CENTRAL ANGLE OF 17 DEGREES 02 MINUTES 53 SECONDS;

THENCE EASTERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 97.45 FEET TO A POINT OF REVERSE CURVATURE TO THE LEFT HAVING A RADIUS OF 30.00 FEET AND A CENTRAL ANGLE OF 46 DEGREES 28 MINUTES 27 SECONDS;

THENCE EASTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 24.33 FEET;

THENCE SOUTH 71 DEGREES 14 MINUTES 17 SECONDS EAST, A DISTANCE OF 67.00 FEET TO A POINT ON THE MONUMENT LINE OF TATUM BOULEVARD AND THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE RIGHT, OF WHICH THE RADIUS POINT LIES NORTH 71 DEGREES 14 MINUTES 17 SECONDS WEST, A RADIAL DISTANCE OF 1,637.02 FEET;

THENCE SOUTHERLY ALONG SAID MONUMENT LINE AND ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 01 DEGREE 22 MINUTES 12 SECONDS, A DISTANCE OF 39.15 FEET;

THENCE SOUTH 20 DEGREES 07 MINUTES 55 SECONDS WEST, CONTINUING ALONG SAID MONUMENT LINE, A DISTANCE OF 37.48 FEET;

THENCE NORTH 69 DEGREES 52 MINUTES 05 SECONDS WEST, DEPARTING SAID MONUMENT LINE, A DISTANCE OF 55.00 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE

TO THE LEFT, OF WHICH THE RADIUS POINT LIES SOUTH 68 DEGREES 57 MINUTES 14 SECONDS WEST, A RADIAL DISTANCE OF 30.00 FEET;

THENCE NORTHWESTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 51 DEGREES 19 MINUTES 03 SECONDS, A DISTANCE OF 26.87 FEET TO A POINT OF COMPOUND CURVATURE TO THE LEFT HAVING A RADIUS OF 273.00 FEET AND A CENTRAL ANGLE OF 18 DEGREES 19 MINUTES 25 SECONDS;

THENCE WESTERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 87.31 FEET;

THENCE SOUTH 89 DEGREES 18 MINUTES 46 SECONDS WEST, A DISTANCE OF 137.44 FEET TO A POINT OF CURVATURE TO THE LEFT HAVING A RADIUS OF 20.00 FEET AND A CENTRAL ANGLE OF 79 DEGREES 47 MINUTES 09 SECONDS;

THENCE SOUTHWESTERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 27.85 FEET TO A POINT OF REVERSE CURVATURE TO THE RIGHT HAVING A RADIUS OF 350.00 FEET AND A CENTRAL ANGLE OF 04 DEGREES 59 MINUTES 09 SECONDS;

THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE, A DISTANCE OF 30.46 FEET;

THENCE SOUTH 14 DEGREES 30 MINUTES 46 SECONDS WEST, A DISTANCE OF 429.34 FEET TO A POINT OF CURVATURE TO THE LEFT HAVING A RADIUS OF 20.00 FEET AND A CENTRAL ANGLE OF 58 DEGREES 50 MINUTES 28 SECONDS;

THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE A DISTANCE OF 20.54 FEET;

THENCE NORTH 86 DEGREES 58 MINUTES 49 SECONDS WEST, A DISTANCE OF 862.53 FEET;

THENCE SOUTH 03 DEGREES 00 MINUTES 54 SECONDS WEST, A DISTANCE OF 132.15 FEET;

THENCE SOUTH 06 DEGREES 58 MINUTES 57 SECONDS EAST, A DISTANCE OF 6.94 FEET;

THENCE SOUTH 16 DEGREES 58 MINUTES 40 SECONDS EAST, A DISTANCE OF 48.59 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES NORTH 73 DEGREES 00 MINUTE 24 SECONDS EAST, A RADIAL DISTANCE OF 20.00 FEET;

THENCE SOUTHEASTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 71 DEGREES 51 MINUTES 21 SECONDS, A DISTANCE OF 25.08 FEET;

THENCE SOUTH 26 DEGREES 45 MINUTES 47 SECONDS EAST, A DISTANCE OF 51.27 FEET;

THENCE SOUTH 03 DEGREES 01 MINUTE 23 SECONDS WEST, A DISTANCE OF 509.80 FEET TO THE POINT OF A NON-TANGENT CURVE CONCAVE TO THE SOUTH, WITH A CHORD BEARING OF NORTH 73 DEGREES 06 MINUTES 58 SECONDS WEST, A CHORD DISTANCE OF 23.19 FEET;

THENCE WESTERLY ALONG SAID NON-TANGENT CURVE, HAVING A RADIUS OF 180.98 FEET, THROUGH A CENTRAL ANGLE OF 07 DEGREES 20 MINUTES 50 SECONDS, A DISTANCE OF 23.21 FEET;

THENCE NORTH 75 DEGREES 34 MINUTES 28 SECONDS WEST, A DISTANCE OF 320.60 FEET;

THENCE SOUTH 10 DEGREES 49 MINUTES 27 SECONDS WEST, A DISTANCE OF 193.00 FEET;



THENCE CONTINUING SOUTH 10 DEGREES 49 MINUTES 27 SECONDS WEST ALONG SAID LINE, A DISTANCE OF 67.00 FEET TO THE **POINT OF BEGINNING** OF THE PARCEL HEREIN DESCRIBED.

SAID PARCEL CONTAINS 2,359,420 SQUARE FEET OR 54.165 ACRES, MORE OR LESS.

**PARCEL 3**

**BEGINNING** AT AFOREMENTIONED POINT "B"

THENCE SOUTH 48 DEGREES 00 MINUTES 00 SECONDS WEST, A DISTANCE OF 304.48 FEET;

THENCE NORTH 42 DEGREES 00 MINUTES 00 SECONDS WEST, A DISTANCE OF 209.62 FEET TO THE POINT OF CURVATURE OF A NON-TANGENT CURVE TO THE LEFT, OF WHICH THE RADIUS POINT LIES SOUTH 55 DEGREES 42 MINUTES 18 SECONDS EAST, A RADIAL DISTANCE OF 620.00 FEET;

THENCE SOUTHWESTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 10 DEGREES 14 MINUTES 02 SECONDS, A DISTANCE OF 110.74 FEET;

THENCE NORTH 24 DEGREES 04 MINUTES 28 SECONDS EAST, A DISTANCE OF 164.85 FEET;

THENCE SOUTH 41 DEGREES 53 MINUTES 32 SECONDS EAST, A DISTANCE OF 63.28 FEET;

THENCE SOUTH 87 DEGREES 01 MINUTE 21 SECONDS EAST, A DISTANCE OF 139.39 FEET;

THENCE NORTH 48 DEGREES 05 MINUTES 27 SECONDS EAST, A DISTANCE OF 81.07 FEET;

THENCE SOUTH 87 DEGREES 01 MINUTE 21 SECONDS EAST, A DISTANCE OF 111.57 FEET TO THE **POINT OF BEGINNING**.

CONTAINING 33,121 SQUARE FEET OR 0.760 ACRES, MORE OR LESS.

**PARCEL 4**

**COMMENCING** AT AFOREMENTIONED POINT "C", SAID POINT BEING THE BEGINNING OF A CURVE CONCAVE TO THE SOUTH, OF WHICH THE RADIUS POINT LIES SOUTH 08 DEGREES 00 MINUTES 01 SECONDS WEST;

THENCE WESTERLY ALONG THE MONUMENT LINE OF CACTUS ROAD AND ALONG SAID CURVE, HAVING A RADIAL DISTANCE OF 2,291.83 FEET, THROUGH A CENTRAL ANGLE OF 17 DEGREES 55 MINUTES 31 SECONDS, A DISTANCE OF 717.01 FEET TO THE **POINT OF BEGINNING** OF THE PARCEL HEREIN DESCRIBED;

THENCE CONTINUING WESTERLY ALONG SAID MONUMENT LINE AND ALONG SAID CURVE, HAVING A RADIUS OF 2,291.83 FEET, THROUGH A CENTRAL ANGLE OF 08 DEGREES 12 MINUTES 11 SECONDS, A DISTANCE OF 328.13 FEET;

THENCE NORTH 18 DEGREES 07 MINUTES 42 SECONDS WEST, DEPARTING SAID MONUMENT LINE, A DISTANCE OF 67.00 FEET;

THENCE NORTH 29 DEGREES 51 MINUTES 46 SECONDS EAST, A DISTANCE OF 428.41 FEET TO THE POINT OF A NON-TANGENT CURVE CONCAVE TO THE NORTH, WITH A CHORD BEARING OF SOUTH 67 DEGREES 40 MINUTES 26 SECONDS EAST, A CHORD DISTANCE OF 141.65 FEET;

THENCE EASTERLY ALONG SAID NON-TANGENT CURVE, HAVING A RADIUS OF 540.00 FEET, THROUGH A CENTRAL ANGLE OF 15 DEGREES 04 MINUTES 24 SECONDS, A DISTANCE OF 142.06 FEET;

THENCE SOUTH 47 DEGREES 38 MINUTES 34 SECONDS WEST, A DISTANCE OF 68.00 FEET;

THENCE SOUTH 09 DEGREES 55 MINUTES 30 SECONDS EAST, A DISTANCE OF 200.00 FEET;

THENCE CONTINUING SOUTH 09 DEGREES 55 MINUTES 30 SECONDS EAST ALONG SAID LINE, A DISTANCE OF 60.00 FEET TO THE **POINT OF BEGINNING** OF THE PARCEL HEREIN DESCRIBED.

SAID PARCEL CONTAINS 82,970 SQUARE FEET OR 1.905 ACRES, MORE OR LESS.

# APPENDIX C



*David S. Duffy*



EXPIRES 12/31/2020

November 20, 2020

Mr. Barry Shannahan  
Paradise Valley Mall SPE, LLC  
1 E Washington St, #300  
Phoenix, AZ 85004

**RE: TRIP GENERATION AND PARKING STATEMENT FOR THE PROPOSED REDEVELOPMENT OF THE PARADISE VALLEY MALL – PHOENIX, ARIZONA**

Dear Mr. Shannahan:

Thank you for retaining CivTech to provide a combined trip generation and parking statement for Paradise Valley Mall SPE, LLC. The existing Paradise Valley Mall (PV Mall) is currently having challenges remaining a sustainable and viable development with mixed-uses there currently. To create additional interest, life, and economic vitality that will benefit the area there is a plan to redevelop portions of the mall into a high-quality mixed-use development that includes a mix of retail, grocery store, restaurants, multi-family residential, and office, etc.

The PV Mall is located north of Cactus Road, southeast of Paradise Village Parkway, and west of Tatum Boulevard. The existing access points will remain in the future redevelopment of the PV Mall. There are three (3) access points along Cactus Road with one (1) of them signalized, three (3) access along Tatum Boulevard with one (1) of them signalized, and four (4) access along Paradise Village Parkway with two (2) of them signalized. With major roads adjacent to all sides of the development, surrounding signalized intersections, and full movement access points allows for great circulation and access to the development.

**BACKGROUND AND PURPOSE**

This trip generation and parking statement is required as part of the application to the City of Phoenix for the rezoning of the project site. The purpose of this statement is to document the expected number of daily and peak hour trips generated by the site and the number of parking spaces required by the project. Additional analysis and documentation will be required at the time of the site plan application to the City to achieve approval of the development. This statement reports the trip generation, anticipated for a maximum density scenario, the greatest density anticipated on the site.

**EXISTING CONDITIONS**

Within the existing conditions the PV Mall includes a mix of retail, restaurants, Cinema, and office land uses. A breakdown of land uses and their correlating unit quantities (square feet/dwelling units) is summarized in **Table 1**. The site plan is included in **Attachment A**.

**Table 1 – Existing Development by Unit Type**

Unit Type	Number of Units
Retail/Restaurant	1,161,963 SF
Cinema	26,277 SF
Office	112,000 SF
<b>Total</b>	<b>1,300,240 SF</b>

\* SF = Square Feet

**PROPOSED REDEVELOPMENT**

The redevelopment will occur over multiple phases including a mix of retail, grocery store, restaurants, multi-family residential, office, and other land uses. Phase 1 will include 7,882 square feet (SF) of retail/restaurant, 45,000 SF of grocery store, and 347 dwelling units (DU) of multi-family residential land uses.

A breakdown of land uses and their correlating unit quantities (square feet/dwelling units) is summarized in **Table 2**. The site plan is included in **Attachment B**.

**Table 2 – Proposed Development by Unit Type**

Unit Type	Number of Units
Retail/Restaurant	1,625,000 SF
Office	1,625,000 SF
Multi-family Residential	3,250,000 SF (2,500 DU)
<b>Total</b>	<b>6,500,000 SF</b>

\* SF = Square Feet; DU = Dwelling Units

**TRIP GENERATION**

The potential trip generation for the proposed development was estimated utilizing the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 10<sup>th</sup> Edition* and *Trip Generation Handbook, 3<sup>d</sup> Edition*. The ITE *Trip Generation Manual* contains data collected by various transportation professionals for a wide range of different land uses. The data are summarized in the report and average rates and equations have been established that correlate the relationship between an independent variable that describes the development size and generated trips for each categorized land use. The report provides information for daily and peak hour trips.

These values do not include reductions for Internal Capture, Alternate Mode Use, or Pass-By Trips. Changes in the trip making are anticipated with the density of the development proposed. It is likely that at least a ten percent reduction will be realized from the internal capture generated by a mix of uses on site. It is also anticipated that with good multimodal design and relocation of the transit center, an additional five percent reduction to motor vehicles can be anticipated. The anticipated trip generation for the existing and redeveloped conditions is summarized in **Table 2**. Detailed trip generation calculations are provided in **Attachment C**.

**Table 3 – Trip Generation**

Land Use	ITE Code	ITE Land Use Name	Quantity Units <sup>+</sup>	AM Distribution		PM Distribution				
				In	Out	In	Out			
<b>Existing</b>										
Shopping Center	820	Retail	1161.963 KSF	62%	38%	48%	52%			
Movie Theater	444	Cinema	26.277 KSF	0%	100%	94%	6%			
General Office Building	710	General Office Building	112 KSF	86%	14%	16%	84%			
<b>Proposed</b>										
Shopping Center	820	Retail	1,625 KSF	62%	38%	48%	52%			
General Office Building	710	General Office Building	1,625 KSF	86%	14%	16%	84%			
Multifamily Housing (Mid-Rise)	221	Apartments	2,500 DUs	26%	74%	61%	39%			
Land Use	ADT		AM Peak Hour			PM Peak Hour				
	Rate	Total	Rate	In	Out	Total	Rate	In	Out	Total
<b>Existing</b>										
Shopping Center	27.43	31,868	0.63	454	279	733	2.87	1,602	1,735	3,337
Movie Theater	78.09	2,052	0.22	0	6	6	6.17	152	10	162
General Office Building	9.74	1,090	1.16	112	18	130	1.15	21	108	129
<b>Subtotal</b>		<b>35,010</b>		<b>566</b>	<b>303</b>	<b>869</b>		<b>1,775</b>	<b>1,853</b>	<b>3,628</b>
<b>Proposed</b>										
Shopping Center	24.63	40,032	0.59	598	366	964	2.63	2,053	2,224	4,277
General Office Building	9.74	15,828	1.16	1,621	264	1,885	1.15	299	1,570	1,869
Multifamily Housing (Mid-Rise)	5.45	13,624	0.32	209	593	802	0.39	594	380	974
<b>Subtotal</b>		<b>69,484</b>		<b>2,428</b>	<b>1,223</b>	<b>3,651</b>		<b>2,946</b>	<b>4,174</b>	<b>7,120</b>
<b>Difference</b>		<b>34,474</b>		<b>1,862</b>	<b>920</b>	<b>2,782</b>		<b>1,171</b>	<b>2,321</b>	<b>3,492</b>

Notes: \*All average rates were calculated by dividing total trips generated using regression equation by the number of dwelling units and by the amount per 1,000 square feet. (See below.)

+ DUs = Dwelling Units

+ KSF = 1,000 Square Feet

CALCULATIONS (Equations shown only where applicable)			
Land Use [Units]	Daily	AM Peak Hour	PM Peak Hour
<b>Existing</b>			
Shopping Center	FC: $LN(T)=0.68*LN(X)+5.57$ [27.43]	FC: $T=0.5*X+151.78$ [0.63]	FC: $LN(T)=0.74*LN(X)+2.89$ [2.87]
Theater	WA: $T=X*78.09$ [78.09]	WA: $T=X*0.22$ [0.22]	WA: $T=X*6.17$ [6.17]
General Office Building	WA: $T=X*9.74$ [9.74]	WA: $T=X*1.16$ [1.16]	WA: $T=X*1.15$ [1.15]
<b>Proposed</b>			
Shopping Center	FC: $LN(T)=0.68*LN(X)+5.57$ [24.63]	FC: $T=0.5*X+151.78$ [0.59]	FC: $LN(T)=0.74*LN(X)+2.89$ [2.63]
General Office Building	WA: $T=X*9.74$ [9.74]	WA: $T=X*1.16$ [1.16]	WA: $T=X*1.15$ [1.15]
Apartments	FC: $T=5.45*X-1.75$ [5.45]	FC: $LN(T)=0.98*LN(X)-0.98$ [0.32]	FC: $LN(T)=0.96*LN(X)-0.63$ [0.39]

The proposed development is anticipated to generate 69,484 weekday daily trips, 3,651 trips during the AM peak hour, and 7,120 trips during the PM peak hour. The proposed redevelopment is anticipated to generate 34,474 more weekday daily trips, 2,782 more trips during the AM peak hour, and 3,492 more trips during the PM peak hour than the existing condition.

**PARKING REQUIREMENTS**

Table 4 presents parking rates established in the City of Phoenix Zoning Ordinance, Chapter 7-Development Standards of General Applicability, section 702. The summation of the product of applicable parking rates and applicable land uses will result in the development's minimum parking requirements. The minimum parking requirements found using the City of Phoenix Zoning Ordinance rates, are summarized in **Table 4**.

**Table 4 – Proposed Development by Unit Type**

Unit Type	Parking Ratio
Retail	1 Space/1,000 SF
Grocery Store	1 Space/1,000 SF
Office	2.7 Spaces/1,000 SF
Multi-family Residential	1.5 Spaces/DU
<b>Total</b>	

A shared parking model will be submitted at the time of the site plan application. The intent of using a shared parking model is to reduce the parking to make sure spaces are not double counted because not all uses have peak parking demands at the same part of the day.

**CONCLUSIONS**

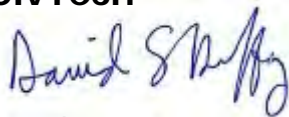
From the above, the following can be concluded:

- The proposed development is anticipated to generate 69,484 weekday daily trips, 3,651 trips during the AM peak hour, and 7,120 trips during the PM peak hour. The proposed redevelopment is anticipated to generate 34,474 more weekday daily trips, 2,782 more trips during the AM peak hour, and 3,492 more trips during the PM peak hour than the existing condition.
- A shared parking model will be submitted at the time of the site plan application. The intent of using a shared parking model is to reduce the parking to make sure spaces are not double counted because not all uses have peak parking demands at the same part of the day.

Thank you for allowing CivTech to assist you on this project. Please contact me with any questions you may have on this Traffic Statement.

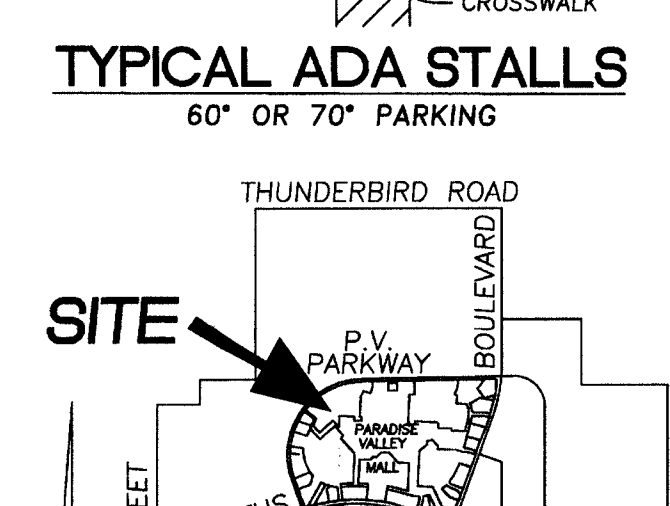
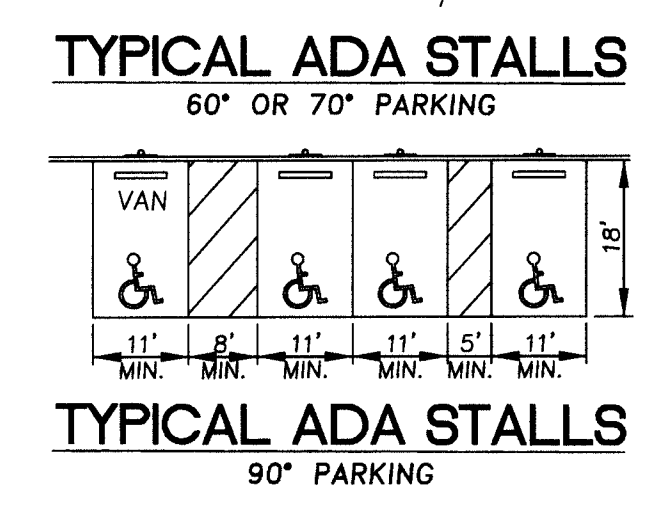
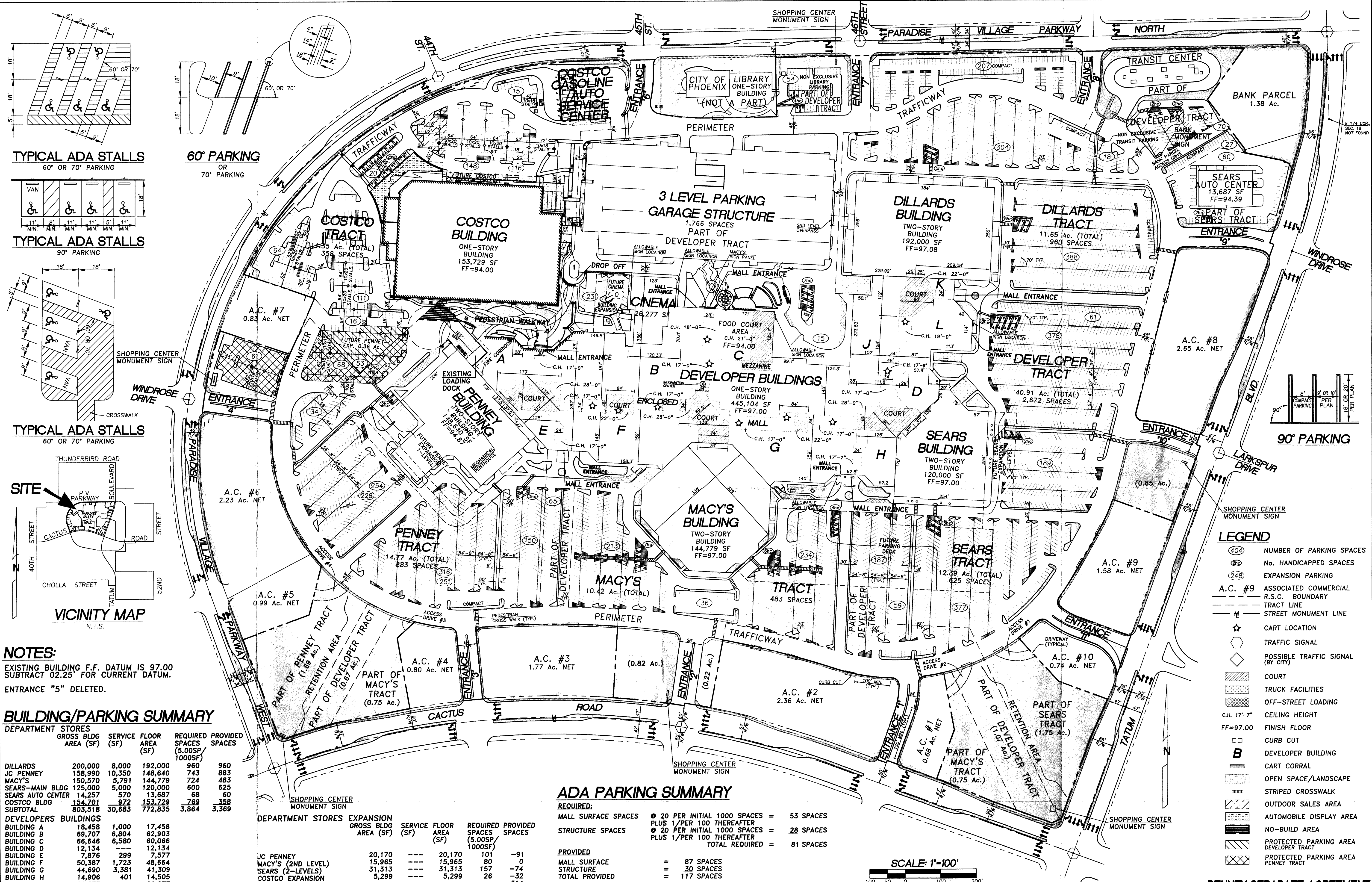
Sincerely,

**CivTech**



David Duffy, P.E.  
Senior Traffic Engineer





**NOTES:**  
 EXISTING BUILDING F.F. DATUM IS 97.00  
 SUBTRACT 02.25' FOR CURRENT DATUM.  
 ENTRANCE "5" DELETED.

**BUILDING/PARKING SUMMARY**

DEPARTMENT STORES	GROSS BLDG AREA (SF)	SERVICE AREA (SF)	FLOOR AREA (SF)	REQUIRED SPACES (5.00SP/1000SF)	PROVIDED SPACES
DILLARDS	200,000	8,000	192,000	960	960
JC PENNEY	158,990	10,350	148,640	743	883
MACY'S	150,570	5,791	144,779	724	483
SEARS-MAIN BLDG	125,000	5,000	120,000	600	625
SEARS AUTO CENTER	14,257	570	13,687	68	60
COSTCO BLDG	154,701	972	153,729	769	358
SUBTOTAL	803,518	30,683	772,835	3,864	3,369

DEVELOPERS BUILDINGS	GROSS BLDG AREA (SF)	SERVICE AREA (SF)	FLOOR AREA (SF)	REQUIRED SPACES (5.00SP/1000SF)	PROVIDED SPACES
BUILDING A	18,458	1,000	17,458	87	0
BUILDING B	69,707	6,804	62,903	315	0
BUILDING C	66,646	6,580	60,066	300	0
BUILDING D	12,134	---	12,134	61	0
BUILDING E	7,876	299	7,577	38	0
BUILDING F	50,387	1,723	48,664	243	0
BUILDING G	44,890	3,381	41,509	208	0
BUILDING H	14,906	401	14,505	73	0
CINEMA	26,277	---	26,277	131	0
CRAFT/FOOD*	14,659	890	13,769	69	0
BUILDING J	29,173	1,158	28,015	140	0
BUILDING K	2,196	372	1,824	91	0
BUILDING L	27,613	720	26,893	134	0
MALL/CRTS/OFC	112,000	112,000	---	---	---
SUBTOTAL	496,722	135,328	361,394**	1,807	2,672
TOTAL	1,300,240	166,011	1,134,229**	5,671	6,041

RATIO PROVIDED: 5.33 SPACES/1000 SF GLA  
 COMPACT PARKING PROVIDED:  
 391 SPACES = 0.3 SPACES/1000 SF = ±6%

**ADA PARKING SUMMARY**

DEPARTMENT STORES EXPANSION	GROSS BLDG AREA (SF)	SERVICE AREA (SF)	FLOOR AREA (SF)	REQUIRED SPACES (5.00SP/1000SF)	PROVIDED SPACES
JC PENNEY	20,170	---	20,170	101	-91
MACY'S (2ND LEVEL)	15,965	---	15,965	80	0
SEARS (2-LEVELS)	31,313	---	31,313	157	-74
COSTCO EXPANSION	5,299	---	5,299	26	-32
FUTURE PARKING DECK***	---	---	---	---	314
SUBTOTAL	72,747	0	72,747	364	117

DEVELOPER BUILDING EXPANSION	GROSS BLDG AREA (SF)	SERVICE AREA (SF)	FLOOR AREA (SF)	REQUIRED SPACES (5.00SP/1000SF)	PROVIDED SPACES
CINEMA BUILDING EXPANSION	20,000	---	20,000	100	-23
SUBTOTAL	20,000	0	20,000	100	-23

EXPANSION TOTAL: 92,747 0 92,474 464 94  
 GRAND TOTAL: 1,392,987 166,011 1,226,976 6,135 6,135  
 RATIO PROVIDED: 5.00 SPACES/1000 SF GLA  
 \*\*\*FUTURE PARKING DECK TO PROVIDE ADDITIONAL 314 SPACES NET. (MIN.)

**REQUIRED:**  
 MALL SURFACE SPACES: 20 PER INITIAL 1000 SPACES = 53 SPACES PLUS 1/PER 100 THEREAFTER  
 STRUCTURE SPACES: 20 PER INITIAL 1000 SPACES = 28 SPACES PLUS 1/PER 100 THEREAFTER  
 TOTAL REQUIRED = 81 SPACES

**PROVIDED:**  
 MALL SURFACE SPACES: 87 SPACES  
 STRUCTURE SPACES: 30 SPACES  
 TOTAL PROVIDED: 117 SPACES

- LEGEND**
- (404) NUMBER OF PARKING SPACES
  - (20) No. HANDICAPPED SPACES
  - (248) EXPANSION PARKING
  - A.C. #9 ASSOCIATED COMMERCIAL R.S.C. BOUNDARY
  - TRACT LINE
  - STREET MONUMENT LINE
  - ☆ CART LOCATION
  - TRAFFIC SIGNAL
  - ◇ POSSIBLE TRAFFIC SIGNAL (BY CITY)
  - ▨ COURT
  - ▩ TRUCK FACILITIES
  - ▧ OFF-STREET LOADING
  - C.H. 17'-7" CEILING HEIGHT
  - FF=97.00 FINISH FLOOR
  - CURB CUT
  - B DEVELOPER BUILDING
  - CART CORRAL
  - ▨ OPEN SPACE/LANDSCAPE
  - ▨ STRIPED CROSSWALK
  - ▨ OUTDOOR SALES AREA
  - ▨ AUTOMOBILE DISPLAY AREA
  - ▨ NO-BUILD AREA
  - ▨ PROTECTED PARKING AREA DEVELOPER TRACT
  - ▨ PROTECTED PARKING AREA PENNEY TRACT

**PENNEY SEPARATE AGREEMENT**  
**EXHIBIT B**  
**PARADISE VALLEY MALL**

**PARADISE VALLEY MALL**  
**SHOPPING CENTER**  
 FOR WESTCOR  
 PHOENIX, ARIZONA

**WESTCOR**  
 11411 N. TATUM BLVD., PHOENIX, ARIZONA 85028 (602)953-6200

DESIGN	DRAWN	CHECK	DATE	JOB	SHEET
SV	VV	VV	11-15-07	3957	1 OF 1

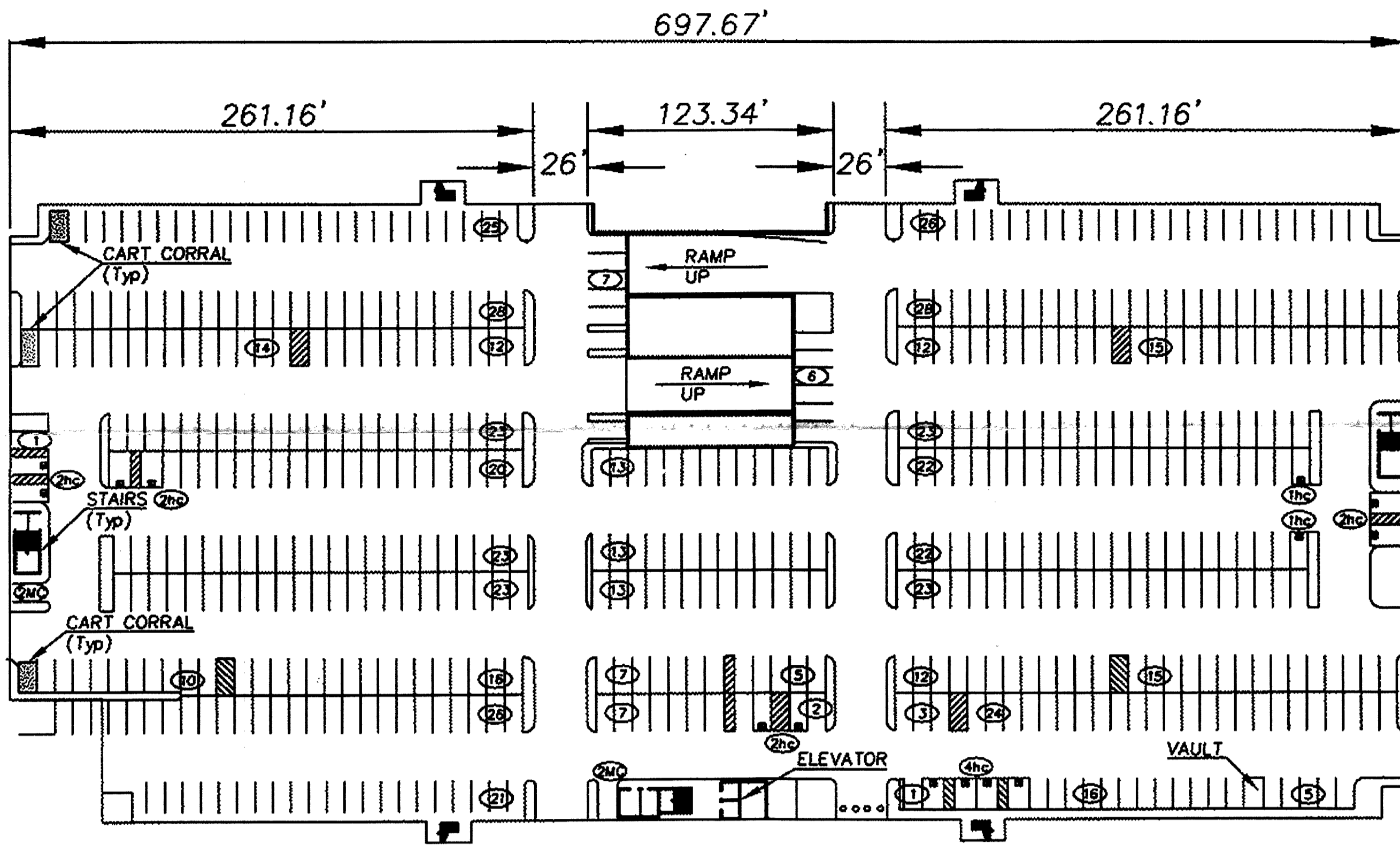
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# ADDENDUM TO PENNEY SEPARATE AGREEMENT EXHIBIT B

## PARADISE VALLEY MALL

### 3 LEVEL PARKING GARAGE STRUCTURE

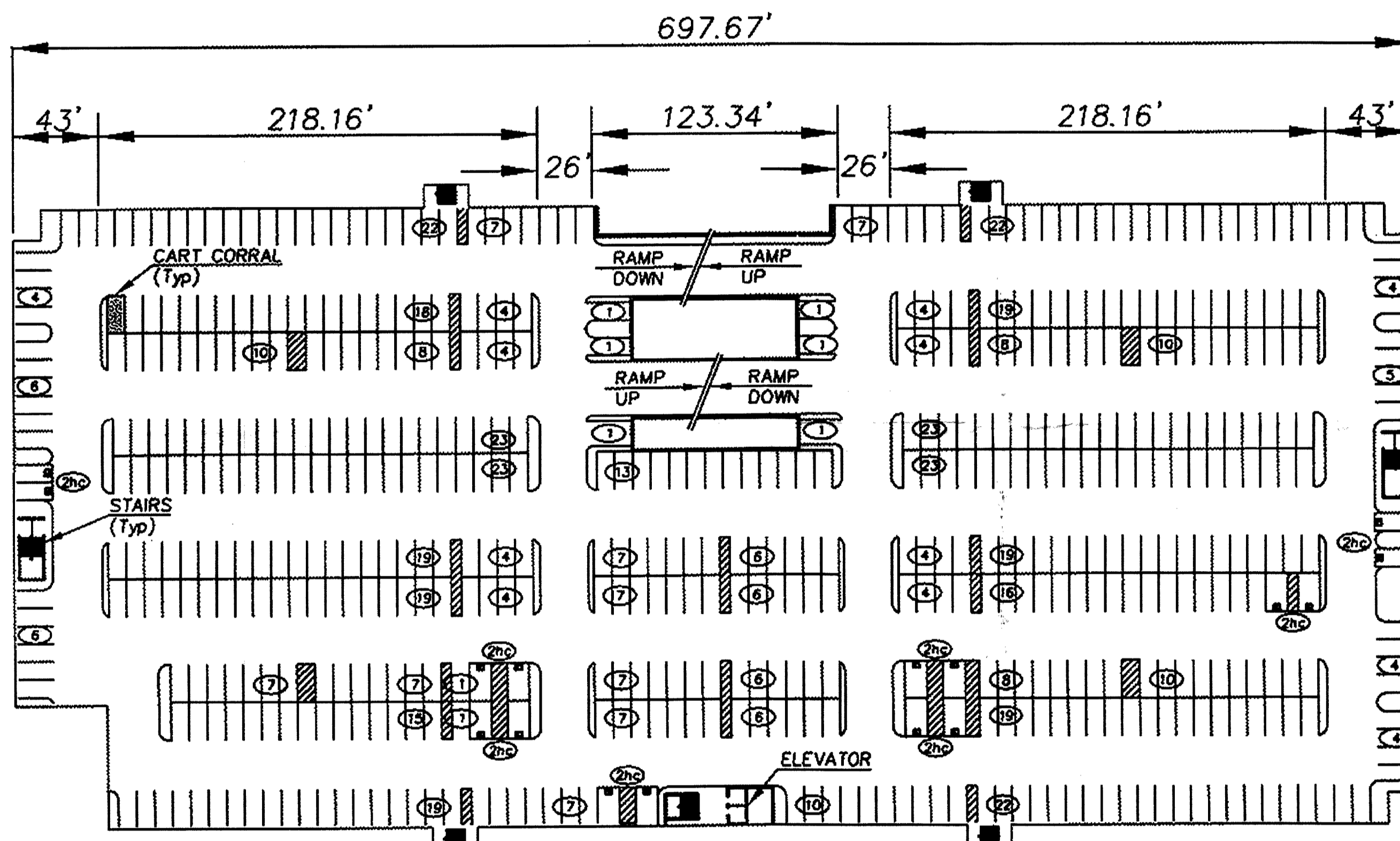


GROUND LEVEL FLOOR PLAN

GROUND LEVEL FLOOR PLAN

562 PARKING SPACES  
 14 ACCESSIBLE SPACES  
 4 MOTORCYCLE SPACES

580 TOTAL PARKING SPACES

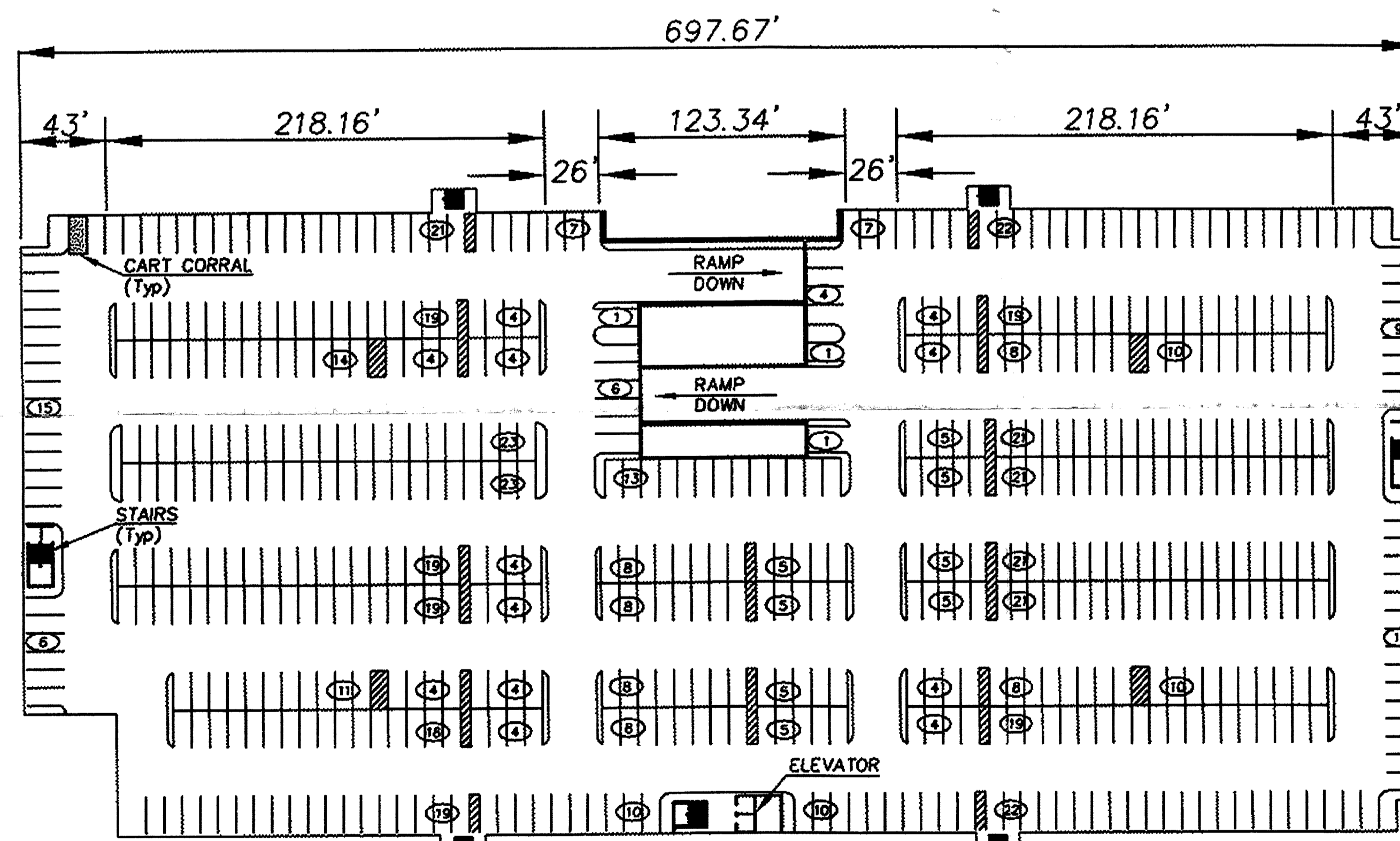


SECOND LEVEL FLOOR PLAN

SECOND LEVEL FLOOR PLAN

558 PARKING SPACES  
 16 ACCESSIBLE SPACES

574 TOTAL PARKING SPACES



THIRD LEVEL FLOOR PLAN

THIRD LEVEL FLOOR PLAN

612 PARKING SPACES  
 0 ACCESSIBLE SPACES

612 TOTAL PARKING SPACES

1,766 GRAND TOTAL PARKING SPACES



6150 NORTH 16TH STREET  
 PHOENIX, AZ 85016  
 602.957.3350  
 (FAX)602.285.2396

rickengineering.com

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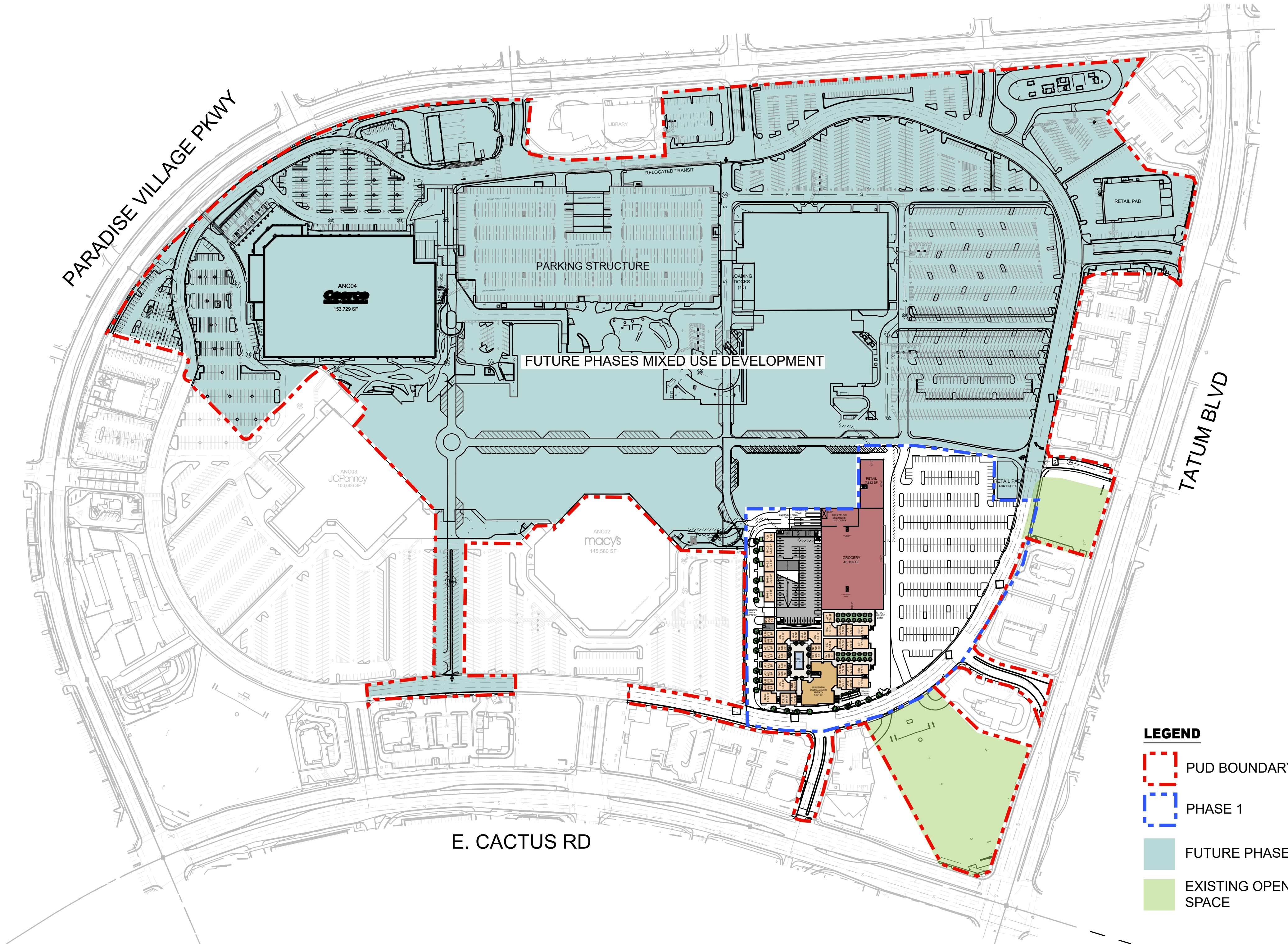
# PARADISE VALLEY MALL - PRE APPLICATION SUBMITTAL

Nelsen Partners, Inc.  
Austin | Scottsdale

15210 North Scottsdale Road  
Suite #300  
Scottsdale, Arizona 85254  
t. 480.949.6800  
nelsonpartners.com

**PRELIMINARY**  
NOT FOR  
CONSTRUCTION  
OR  
RECORDING

**PARADISE VALLEY MALL**  
4568 E CACTUS RD  
PHOENIX, AZ 85032



**PROJECT INFORMATION**

CURRENT ZONING:	RSC
PROPOSED ZONING:	PCD Amendment, C-2, HR
PARCELS IN SCOPE:	167-25-003C 167-25-003L 167-25-003M 167-25-003N
GROSS SITE AREA:	77.930 ACRES (3,394,630 SF)
NET SITE AREA:	73.495 ACRES (3,201,442 SF)
PROPOSED HEIGHT:	VARIES

**PHASE 1 AREA TABULATIONS**

<b>COMMERCIAL</b>	
RESTAURANT/RETAIL	7,882 SF
GROCERY	45,000 SF
<b>TOTAL</b>	<b>52,882 SF</b>
<b>RESIDENTIAL</b>	
5 STORIES	
GROSS BUILDING AREA	361,473 SF
NET BUILDING AREA	301,861 SF
<b>UNIT MATRIX</b>	
STUDIO	26 UNITS
1 BEDROOM	209 UNITS
2 BEDROOM	112 UNITS
<b>TOTAL</b>	<b>347 UNITS</b>

**PARKING TABULATIONS**

<b>PARKING REQUIRED</b>	
<b>RESIDENTIAL</b>	
STUDIO (1.25 X 26)	32.5 CARS
1 BEDROOM (1.5 X 209)	313.5 CARS
2 BEDROOM (1.7 X 112)	190.4 CARS
<b>TOTAL</b>	<b>536.4 CARS</b>
<b>RETAIL RESTAURANT</b>	
1 SF	162.7 CARS
<b>TOTAL</b>	<b>700 CARS</b>
<b>PARKING PROVIDED</b>	
<b>SURFACE PARKING</b>	
389 CARS	
<b>STRUCTURED</b>	
LEVEL GRADE	57 CARS
LEVEL 2	99 CARS
LEVEL 3	99 CARS
LEVEL 4	99 CARS
LEVEL 5	99 CARS
ROOF	33 CARS
<b>TOTAL</b>	<b>478 CARS</b>
<b>TOTAL</b>	<b>867 CARS</b>

- LEGEND**
- PUD BOUNDARY
  - PHASE 1
  - FUTURE PHASES
  - EXISTING OPEN SPACE

**01 CONCEPTUAL SITE PLAN PHASE 1**  
SCALE: 1" = 160'-0"  
REF: NORTH

KIVA #  
SDEV #  
QS #  
PAPP #

Date  
**NOVEMBER 20, 2020**

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Project No.  
20042

**A102**

CONCEPTUAL SITE PLAN

# PV Mall

Proposed

# Trip Generation

November 2020

Attachment C

## Methodology Overview

This form facilitates trip generation estimation using data within the Institute of Transportation Engineer's (ITE) *Trip Generation Manual*, 10th Edition and methodology described within ITE's *Trip Generation Handbook*, 3rd Edition. These references will be referred to as *Manual and Handbook*, respectively. The *Manual* contains data collected by various transportation professionals for a wide range of different land uses, with each land use category represented by a land use code (LUC). Average rates and equations have been established that correlate the relationship between an independent variable that describes the development size and generated trips for each categorized LUC in various settings and time periods. The *Handbook* indicates an established methodology for how to use data contained within the Manual when to use the fitted curve instead of the average rate and when to adjustments to the volume of trips are appropriate and how to do so. The methodology steps are represented visually in boxes in Figure 3.1. This worksheet applies calculations for each box if applicable.

## Box 1 - Define Study Site Land Use Type & Site Characteristics

The analyst is to pick an appropriate LUC(s) based on the subject's zoning/land use(s)/future land use(s). The size of the land use(s) is described in reference to an independent variable(s) specific to (each) the land use (example: 1,000 square feet of building area is relatively common).

### Land Use Types and Size

Proposed Use	Amount Units	ITE LUC	ITE Land Use Name
Shopping Center	1,161,963 1,000 square feet	820	Shopping Center
Theater, excluding drive-in theater	26,277 1,000 square feet	444	Movie Theater
General Office Building	112,000 1,000 square feet	710	General Office Building

## Box 2 - Define Site Context

Context assessment is to "simply determine whether the study sites is in a multimodal setting" and "could have persons accessing the site by walking, bicycling, or riding transit." This assessment is used in Box 4. The *Manual* separates data into 4 setting categories - **Rural**, **General Urban/Suburban**, **Dense Multi-Urban Use** and **Center City Core**. This worksheet uses the following abbreviations, respectively: **R**, **G**, **D**, and **C**. The *Manual* does not have data for all settings of all land use codes. See the table on the next page titled "Site Context and Time Periods" - if this table is not provided, the "General Urban/Suburban" setting is used by default.

## Box 3 - Define Analysis Objectives Types of Trips & Time Period

This tool will focus on vehicular trips for a 24-hour period on a typical weekday as well as its AM peak hour and PM peak hour. Other time period(s) may be of interest.

### Site Context and Time Periods - Actual Setting, Setting Data Available for LUC, Setting Used in Analyses

Proposed Use	Setting	ADT		AM Peak Hour		PM Peak Hour		(not used)	
		Available	Used	Available	Used	Available	Used		
Shopping Center	General Urban/Suburban G	G	G	G D	G	G D	G		
Theater, excluding drive-in theater	General Urban/Suburban G	G	G	G	G	G	G		
General Office Building	General Urban/Suburban G	G	G	G D C	G	G D C	G		

If the desired setting is not available within the *Manual*, adjustments may be made in Boxes 6 through 8.

## Box 4 - Is Study Site Multimodal?

Per the Handbook, "if the objective is to establish a local trip generation rate for a particular land use or study site, the simplified approach (Box 9) may be acceptable but the *Box 5 through 8* approach is required if the study site is located in an infill setting, contains a mix of uses on-site, or is near significant transit service."



# PV Mall

Proposed

# Trip Generation

November 2020

Attachment C

### Box 5/Box 9 - Estimate Baseline Trips/Estimate Vehicular Trips (Determine Equation)

Vehicle trips are estimated using rates/equations applicable to each LUC. When the appropriate graph has a fitted curve, the *Handbook* has a process (Figure 4.2) to determine when to use it versus using the weighted average rate or collecting local data. The methodology requires for engineering judgement in some circumstances and permits engineering judgement to override or make adjustments when appropriate to best project (example 1: study site is expected to operate differently than data in the applicable land use code - such as restaurant that is closed in the morning or in the evening; example 2: LUC data in a localized area fails to be represented by the typically selected fitted curve/weighted average rate - a small shop/LUC 820, AM peak hour is skewed by the high y-intercept).

### Equation Type: Equation Used [Equated Rate] (Type Abbreviations: Weighted Average Rate ("WA"), Fitted Curve ("FC"), or Custom ("C"))

Proposed Use	ADT	R <sup>2</sup>	AM Peak Hour	PM Peak Hour	(not used)
Shopping Center	FC: LN(T)=0.68*LN(X)+5.57 [27.43]	0.76	FC: T=0.5*X+151.78 [0.63]	FC: LN(T)=0.74*LN(X)+2.89 [2.87]	
Theater, excluding drive-in theater	WA: T=X*78.09 [78.09]	N/A	WA: T=X*0.22 [0.22]	WA: T=X*6.17 [6.17]	
General Office Building	WA: T=X*9.74 [9.74]	0.83	WA: T=X*1.16 [1.16]	WA: T=X*1.15 [1.15]	

### Box 5/Box 9 - Estimate Baseline Trips/Estimate Vehicular Trips (Apply Equations and in/out Distributions)

#### Baseline Vehicular Trips

Proposed Use	ADT				AM Peak Hour				PM Peak Hour				(not used)
	% In	In	Out	Total	% In	In	Out	Total	% In	In	Out	Total	
Shopping Center	50%	15,934	15,934	31,868	62%	454	279	733	48%	1,602	1,735	3,337	
Theater, excluding drive-in theater	50%	1,026	1,026	2,052	0%	0	6	6	94%	152	10	162	
General Office Building	50%	545	545	1,090	86%	112	18	130	16%	21	108	129	
<b>Totals</b>		<b>17,505</b>	<b>17,505</b>	<b>35,010</b>		<b>566</b>	<b>303</b>	<b>869</b>		<b>1,775</b>	<b>1,853</b>	<b>3,628</b>	

# PV Mall

Proposed

# Trip Generation

November 2020

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### Land Use Types and Size

Proposed Use	Amount Units	ITE LUC	ITE Land Use Name
Shopping Center	1,625.000 1,000 square feet	820	Shopping Center
General Office Building	1,625.000 1,000 square feet	710	General Office Building
Apartments	2,500 Dwelling Units	221	Multifamily Housing (Mid-Rise)

## Box 2 - Define Site Context

Context assessment is to "simply determine whether the study sites is in a multimodal setting" and "could have persons accessing the site by walking, bicycling, or riding transit." This assessment is used in Box 4. The *Manual* separates data into 4 setting categories - **Rural**, **General Urban/Suburban**, **Dense Multi-Urban Use** and **Center City Core**. This worksheet uses the following abbreviations, respectively: **R**, **G**, **D**, and **C**. The *Manual* does not have data for all settings of all land use codes. See the table on the next page titled "Site Context and Time Periods" - if this table is not provided, the "General Urban/Suburban" setting is used by default.

## Box 3 - Define Analysis Objectives Types of Trips & Time Period

This tool will focus on vehicular trips for a 24-hour period on a typical weekday as well as its AM peak hour and PM peak hour. Other time period(s) may be of interest.

### Site Context and Time Periods - Actual Setting, Setting Data Available for LUC, Setting Used in Analyses

Proposed Use	Setting	ADT		AM Peak Hour		PM Peak Hour		(not used)	
		Available	Used	Available	Used	Available	Used		
Shopping Center	General Urban/Suburban G	G	G	G D	G	G D	G		
General Office Building	General Urban/Suburban G	G	G	G D C	G	G D C	G		
Apartments	General Urban/Suburban G	G D	G	G D	G	G D	G		

If the desired setting is not available within the *Manual*, adjustments may be made in Boxes 6 through 8.

## Box 4 - Is Study Site Multimodal?

Per the Handbook, "if the objective is to establish a local trip generation rate for a particular land use or study site, the simplified approach (Box 9) may be acceptable but the *Box 5 through 8* approach is required if the study site is located in an infill setting, contains a mix of uses on-site, or is near significant transit service."



# PV Mall

Proposed

# Trip Generation

November 2020

Attachment C

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### Equation Type: Equation Used [Equated Rate] (Type Abbreviations: Weighted Average Rate ("WA"), Fitted Curve ("FC"), or Custom ("C") )

Proposed Use	ADT	R <sup>2</sup>	AM Peak Hour	PM Peak Hour	(not used)
Shopping Center	FC: LN(T)=0.68*LN(X)+5.57 [24.63]	0.76	FC: T=0.5*X+151.78 [0.59]	FC: LN(T)=0.74*LN(X)+2.89 [2.63]	
General Office Building	WA: T=X*9.74 [9.74]	0.83	WA: T=X*1.16 [1.16]	WA: T=X*1.15 [1.15]	
Apartments	FC: T=5.45*X-1.75 [5.45]	0.77	FC: LN(T)=0.98*LN(X)-0.98 [0.32]	FC: LN(T)=0.96*LN(X)-0.63 [0.39]	

### Box 5/Box 9 - Estimate Baseline Trips/Estimate Vehicular Trips (Apply Equations and in/out Distributions)

#### Baseline Vehicular Trips

Proposed Use	ADT				AM Peak Hour				PM Peak Hour				(not used)
	% In	In	Out	Total	% In	In	Out	Total	% In	In	Out	Total	
Shopping Center	50%	20,016	20,016	40,032	62%	598	366	964	48%	2,053	2,224	4,277	
General Office Building	50%	7,914	7,914	15,828	86%	1,621	264	1,885	16%	299	1,570	1,869	
Apartments	50%	6,812	6,812	13,624	26%	209	593	802	61%	594	380	974	
<b>Totals</b>		<b>34,742</b>	<b>34,742</b>	<b>69,484</b>		<b>2,428</b>	<b>1,223</b>	<b>3,651</b>		<b>2,946</b>	<b>4,174</b>	<b>7,120</b>	

# APPENDIX D

ARCHITECTURAL CHARACTER | Retail, Office, Residential

