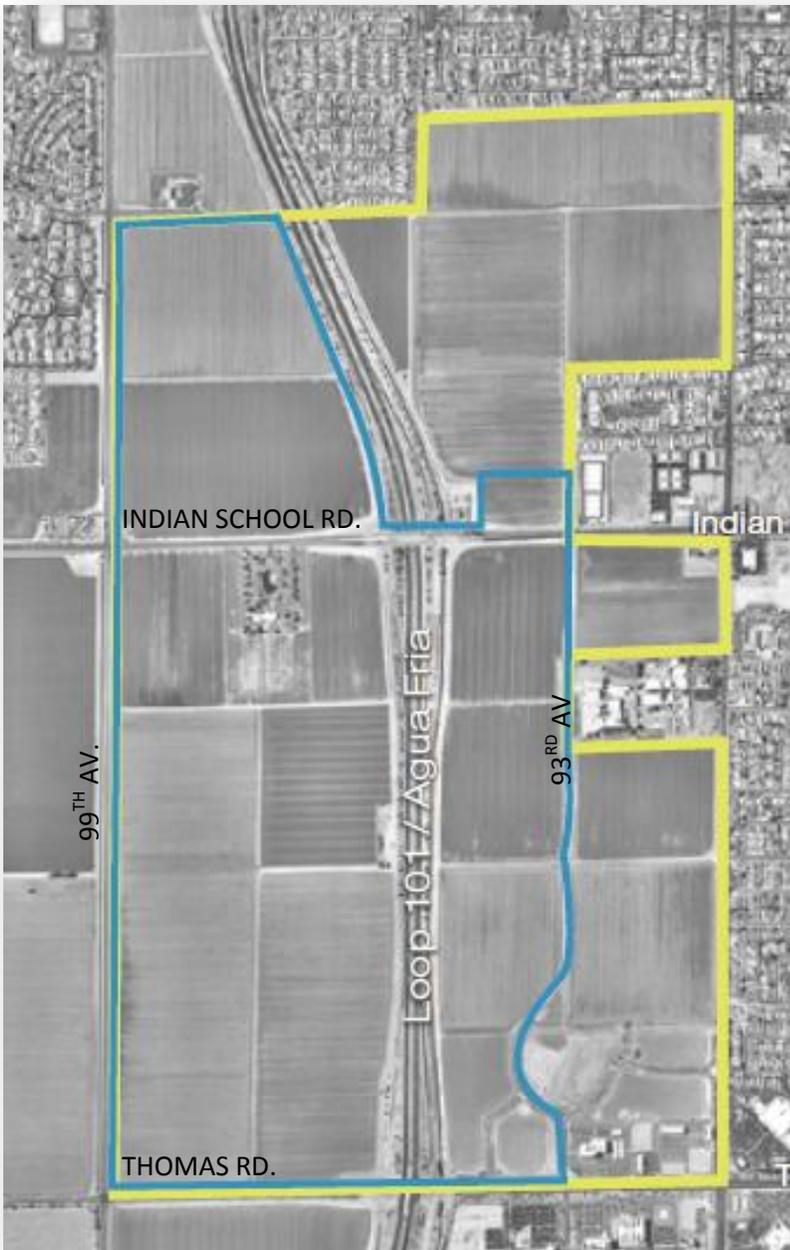




ALGODÓN CENTER®



**A Major Amendment to the Existing
Approved Algodón Center® Planned
Community District**

PLANNED UNIT DEVELOPMENT

Case No. Z -19-B-00-5

**Land Use and Development Standards
Narrative**

Submitted: December 2010

Resubmitted: March 2011

Public Hearing Draft Submitted: April 25, 2011

Final City Council Approval: _____



GENERAL STATEMENT REGARDING PLANNED UNIT DEVELOPMENTS

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

This PUD provides the regulatory zoning provisions designed to guide the implementation of the overall development plan through the City of Phoenix development review and permit process. The provisions provided within this PUD shall apply to all property within the PUD project boundary. The zoning and development standards provided herein amend various provisions provided by the City of Phoenix Zoning Ordinance (as adopted and periodically amended). In the event of a conflict between a use, a development standard, or a described development procedure between the City of Phoenix Zoning Ordinance and the PUD, the PUD shall prevail.



PRINCIPALS AND DEVELOPMENT TEAM

PROPERTY OWNERS	John F. Long Properties LLLP Algodón AG Revocable Land Trust dated December 11, 2009 Drury Southwest Inc.	
APPLICANT/ DEVELOPER:	John F. Long Properties LLLP 5035 W. Camelback Road Phoenix, AZ 85031 (602) 272-0421 office (623) 846-7208 fax	Jacob F. Long jake@jflong.com Jim Miller jimiller@jflong.com
LEGAL REPRESENTATIVE:	Gammage & Burnham, PLLC 2 N. Central Avenue, 18 th Floor Phoenix AZ 85004 (602) 256-0566 office (602) 256-4475 fax	Stephen Anderson, Esq. sanderson@gblaw.com Jenifer Corey, Planner jcorey@gblaw.com
PLANNING:	Orcutt Winslow 3003 N. Central Avenue Phoenix, AZ 85012 (602) 257-1764 office (602) 257-9029 fax	John Cantrell cantrell.j@owp.com
CIVIL ENGINEER:	Clouse Engineering 1624 E. Orangewood Avenue Phoenix, AZ 85020 (602) 395-9300 office (602) 395-9310 fax	James "Abe" Abraham jabraham@clouseaz.com

TABLE OF CONTENTS

A. PURPOSE AND INTENT	1
B. LAND USE PLAN	2
C. EXISTING SITE CONDITIONS AND LOCATION	3
Surrounding Context:	3
Topography and Natural Features:.....	3
D. GENERAL PLAN CONFORMANCE	4
Conformance with Land Use Goals:	4
Conformance with Circulation Plan:.....	4
E. ZONING AND LAND USE COMPATIBILITY	5
Surrounding Zoning and Land Use:	5
Onsite Zoning History and Land Use:	5
F. LIST OF USES & PERFORMANCE STANDARDS UNIQUE TO SPECIFIC USES	6
G. DESIGN EXPECTATIONS & DEVELOPMENT STANDARDS	11
Development Standards:.....	11
Landscape Design Guidelines & Standards:	11
Approved Plantings	14
Parking Standards:.....	15
Lighting Plan:	15
H. SUSTAINABILITY	16
Provide Thermal Comfort For All Users.....	16
Energy Efficiency in Building Design and Long Term Operation	16
Water & Soil Conservation Measures	16
I. INFRASTRUCTURE	17
Circulation System:.....	17
Grading and Drainage:.....	18
Water Services:.....	18
Wastewater:	19
J. SIGNS	20



LIST OF TABLES

Tables

Table 1: PERMITTED USES & STANDARDS.....6
Table 2: DEVELOPMENT STANDARDS11
Table 3: LANDSCAPE STANDARDS12
Table 4: APPROVED PLANTINGS LIST.....14
Table 5: PARKING STANDARDS15

A. PURPOSE AND INTENT

Algodón Center® extends one and a half miles along the Loop 101/Agua Fria freeway in western Phoenix. It starts at Thomas Road on the south, and straddles the Loop 101/Agua Fria up to the Campbell Avenue alignment. It spans as far as 91st Avenue to the east in several locations, and completely to 99th Avenue on the west. It is the largest remaining vacant parcel in the Phoenix Maryvale Village and clearly the most visible parcel located along the Loop 101/Agua Fria. The location along both the east and west side of the freeway presents an excellent opportunity to design a cohesive, vibrant mixed-use and commercial office core.

The Long Family's vision for this site has changed dramatically over the past two decades. Prior to construction of the Loop 101/Agua Fria, the Long Family was planning a master planned residential and golf course community, and had secured Planned Community District (PCD) zoning for that purpose. After the initial construction of the Loop 101/Agua Fria, the Long Family shifted its vision, rezoning the site to commerce park and commercial under the PCD designation. Since that time, the Long Family has secured various revisions to the onsite uses, primarily related to the accommodation of greater building heights.

The surrounding area has experienced similar but more dramatic changes in use and vision in response to the freeway. The area has evolved from a residential suburban area to an entertainment hub featuring the University of Phoenix Stadium, the Jobing.Com Coyotes Arena, Westgate Center, and Camelback Ranch (Spring Training Facility for the Chicago White Sox and Los Angeles Dodgers). Medical and other employment uses such as the Banner Estrella Medical Campus now exist and the emerging Algodón Medical Office Park is currently under development. There are other projects yet to be built of equal or greater intensity, such as Bella Villaggio, Sportsman's Park East & West, cbd101 and Main Street (Glendale), Entorno (Avondale) and the remainder of Sheely Farms within the City of Phoenix.

In response to these new projects in the area, the Long Family now proposes to update the Algodón Center® plan, putting together a cohesively planned project reflecting an ambitious new vision for this area. Since the 2000 approval and the various small requests approved since that time, the City has adopted a new mechanism for unique planning exercises, the Planned Unit Development (PUD). The Longs wish to use this new comprehensive mechanism to advance their vision, rather than the piecemeal approach they have used since the 2000 PCD case.

This proposal will have a positive impact on future projects in the area. Algodón Center® will be an attractive, master planned project reflecting an appropriate balance of office and commercial uses. This project represents a significant investment in scope for both Maryvale and the larger West Valley.

This application is a Major Amendment to the existing **862.26** acre PCD. The request will designate **537.7** acres generally located west of the 93rd Avenue alignment to Planned Unit Development (PUD). This application excludes 149.61 acres generally located east of 93rd Avenue, and 174.93 acres east of the Loop 101/Agua Fria and north of the Devonshire alignment, from the proposed PUD area.

The PUD PCD request will expand the boundary of the existing PCD to include an additional **7.6** acres of land located on the south side of Indian School Road west of the freeway, wholly internal to and surrounded by the existing PCD. The Long Family has owned this land for many decades; it was formerly John F. and Mary Long's home.

B. LAND USE PLAN

The Algodón Center® will be a major employment corridor, something that the West Valley lacks. The proposed land use plan reflects a blend of building heights in line with those already approved – and some constructed -- to both the south and north. It clearly represents the highest and best use for one of the last remaining parcels in the Maryvale Village.

The Algodón Center® PUD is planned as a mixed use development that will provide opportunities for a variety of land uses through common design elements. The development plan includes a single mixed-use land use designation in order to promote flexibility in uses and design, providing consistent development regulations to ensure compatibility among development parcels and with surrounding properties. The subsections below describe the development plan in more detail. See **Exhibit 1.0, Vicinity Map**, for a general depiction of the project boundaries.

This proposal is consistent with the approved General Plan land use designation of mixed Commercial and Industrial.

A significant aspect of this comprehensive planning exercise is the visioning for a conceptual one and a half mile long light rail corridor extending from I-10 and Thomas to the northern edge of the Long Family property on 91st Avenue. The proposed PUD intensity mix is consistent with desired Transit Oriented Development design principles. At this time, neither the General Plan nor the Circulation Plan depict a light rail corridor along the Loop 101 / Agua Fria Freeway. The depicted alignment is for Algodon planning purposes only in the event that the City and/or ADOT adds a future line extension.

C. EXISTING SITE CONDITIONS AND LOCATION

Algodón Center® is an 852.61 acre existing PCD approved by the City Council in June 2000 (Z 19-00). Algodón Center® is the largest vacant parcel in Maryvale and along the Loop 101/Agua Fria.

In the June 2000 approval for the PCD, the City Council envisioned this area as a major commercial and industrial employment corridor for the West Valley, similar to the development at the Deer Valley Center area at the Loop 101/Agua Fria and I-17 freeways. Since then, however, the scale of projects, both built and approved, has escalated dramatically. To the north, the nearby sports facilities are now completed. To the south, the City Council approved High Rise zoning for the Banner Estrella Medical facility in Zoning Case No. Z 163-01. To the West, Avondale approved Entorno located at the SWC of 99th Avenue and Indian School Road allowing for High Rise Mixed Use. The recent opening of these nearby facilities now demonstrates that this site is suited for more intense office and commercial uses beyond the scale imagined in 2000. See **Exhibit 2.0, Surrounding Use & Approvals**, for a depiction of the context of the Algodón Center® property.

The first phase of the Algodón Center®, Algodón Medical Office Park (AMOP), located northeast of the Loop 101/Agua Fria and Thomas Road, is complete. This application includes that part of the AMOP located east of the Loop 101/Agua Fria and west of 93rd Avenue.

The precise legal description for the PUD is provided in **Exhibit 3.0, PUD Area Legal Description**.

SURROUNDING CONTEXT:

The property is entirely within the jurisdiction of the City of Phoenix. The northern boundaries are immediately adjacent to the City of Glendale. A portion of the western boundary borders property owned by the Long Family that is located within the City of Avondale.

The relatively large size of the property controlled under single ownership provides significant advantages for a mixed use master plan that encourages innovation,

flexibility and creativity in use and design. Further, the location of this property in relation to the various sports, entertainment and residentially-based mixed use developments, makes this site ideally suited for a successful employment/retail/service-based, mixed use development project.

TOPOGRAPHY AND NATURAL FEATURES:

The existing topography is relatively flat and drains to the west-southwest at a slope of 0.40%. As the property has historically been used as agriculture, there are no significant natural features associated with the property. Drainage for the site is bisected by the existing Loop 101/Agua Fria which runs north and south through the middle of the project.

The site has several small irrigation ditches and dirt farm roads within and surrounding the property that serve the current farming operation on the site. These irrigation ditches and farm roads will be removed and/or tiled at the time development occurs on the site. See **Exhibit 4.0, Existing Site Conditions Map**, for a depiction of existing onsite facilities and structures.

D. GENERAL PLAN CONFORMANCE

The current General Plan designates this site for Mixed Use with the underlying land use designations of Commercial and Industrial (**Exhibit 5.0, Existing General Plan Land Use**). All uses contemplated (mixed use employment and retail) are consistent with the existing Mixed Use category.

CONFORMANCE WITH LAND USE GOALS:

This project will meet many of the different Goals established by City voters in the General Plan.

Urban Form (Village Concept) – Balancing housing and jobs: The subject property is located within the Maryvale Village as defined by the City of Phoenix General Plan. The General Plan defines five components to the Urban Village model, which is the foundation of the General Plan. The subject property is located adjacent to the Loop 101/Agua Fria, a major regional transportation corridor. As such, this Site is appropriately located for Regional Service Area land uses, which are defined in the General Plan to include uses such as office and commercial uses.

Employment and Population Balance: A major goal of the urban village model is to achieve a goal of 1.25 jobs to housing within each Village. For Maryvale, the projected 2020 ratio is .87 jobs/household. This indicates that this Village is significantly underserved with employment type uses.

Opportunities for Phoenix residents to live and work in the same village is a fundamental goal of the Phoenix General Plan. The Algodón Center® PUD will provide substantial employment opportunities within the western portion of the Maryvale Village, enhancing the goal of employment and population balance within this area of the Maryvale Village where a significant number of established residential neighborhoods exist. With this PCD application, the Algodón Center® will promote a high quality employment corridor along the Agua Fria Freeway.

Integration of Land Use and Transportation Systems: This Goal encourages locating traffic-generating land

uses on major streets with freeway access. This will promote a regional use while minimizing impacts on the residential areas to the east. One of the most important considerations to appropriately located Regional Service Areas is to “protect neighborhoods from cut-through traffic, parking and noise and light impacts of regional uses.”

Pedestrian Oriented Development: This goal seeks to ensure that new development is pedestrian friendly. Algodón Center® includes interior loop roads to encourage pedestrian use within the site. The extensive pedestrian network of sidewalks and paths are tree lined and fully landscaped.

Mixed land use development, minimize number and length of trips: The Algodón Center® PUD provides opportunities for a mix of land uses, including retail, office, employment, service and residential, providing new opportunities for existing and future residents in the area to shop, work and dine within close proximity to where they live, minimizing and/or reducing the number and length of trips.

Support healthy urban villages with a balanced mix of housing, employment and services: The Algodón Center® PUD provides opportunities for a balanced mix of housing, employment and services, furthering this policy.

General plan land use map and proposed street system conformity: The Algodón Center® PUD will be in full compliance with the General Plan Land Use Map as amended through the minor amendment process.

CONFORMANCE WITH CIRCULATION PLAN:

We are proposing no changes to the General Plan’s Street Classification Map within the PUD boundaries. The current General Plan Street Classification Map depicts Indian School as a Major Arterial, Thomas Road and 99th Avenue as Arterials, and Osborn Road, Glenrosa and 96th Avenues as Collectors. The Loop 101/Agua Fria is a Freeway. Full freeway interchanges are located both at Thomas and Indian School Roads.

E. ZONING AND LAND USE COMPATIBILITY

SURROUNDING ZONING AND LAND USE:

The subject property is located in an area of recent explosive growth due to the completion of the University of Phoenix Stadium, Jobing.com Arena, the Westgate Center, the new Camelback Ranch Spring Training facility and various other sports and entertainment venues in the area. While there is currently a significant amount of vacant land in the area, much of this land has been planned and entitled for high-intensity mixed use development projects that are in various stages of planning, design or development. The subject property is at the edge of the City of Phoenix municipal boundary in the Maryvale Village, bounded to the north by the City of Glendale and to west by the City of Avondale.

Glendale Developments (Built & Planned): As indicated above, with Glendale's development of the University of Phoenix Stadium (home of the Arizona Cardinals), the Jobing.Com Arena (home of the Phoenix Coyotes), Camelback Ranch (the Dodgers/White Sox Spring Training Facility) and the Westgate Center in Glendale, this area has become a major urban, sports and entertainment center for the region. Anchored by the completion of these major sports and entertainment facilities, various high-density mixed use development projects (including Bella Villagio, Sportsman's Park East & West, cbd-101, Westgate, and Main Street) are planned within the immediate vicinity. That, coupled with the excellent regional access from the Loop 101/Agua Fria freeway, makes this property uniquely positioned for success as a major project within the municipal boundaries of the City of Phoenix.

The various existing and proposed developments in the City of Glendale described above have substantially greater height than the height currently permitted at Algodón Center®. That would include the University of Phoenix Stadium and the proposed 400 foot tall structure approved by the City of Glendale for the cbd101 project north of the Algodón Center® on the east side of the 101 Freeway and the 332 foot tall structures for Bella Villagio, located on 99th Avenue, one-mile to the north.

Phoenix Developments (Built & Planned): To the South of Algodón Center® is the recently opened Banner Estrella Medical Center. This is a 55 acre medical campus anchored by a 5-story patient tower. To the south, west of the Loop 101/Agua Fria is the Sheely Farms development. Sheely Farms includes mixed uses with approved heights to 250 feet.

Avondale Developments (Planned): The adjoining land in Avondale is specifically targeted for mixed use developments. The North Avondale Specific Area Plan (NASP) seeks to encourage "creative and innovative design rather than rigid control." To this end, both high intense residential and commercial developments are encouraged. Avondale has also approved multiple high intense, mixed use zoning including the Avondale Live mixed use project at 99th and Encanto and Entorno at 99th Avenue and Indian School Road.

ONSITE ZONING HISTORY AND LAND USE:

Since the 2000 rezoning, there have been several zoning applications filed within Algodón for individual parcels. Major PCD Amendment Z 19-A-00 increased the height to 90 feet for a 32.3 acre parcel located at the SWC 93rd Drive and Osborn. Three use permits were also approved to increase building height. These use permits were ZA 553-07 at NEC 93rd Drive and Thomas Road, ZA 6-06 at the SEC 99th Ave and Campbell Avenue, and ZA 827-06/ ZA 254-08 for a site just north of the NEC 93rd Drive and Thomas Road.

These Amendments and Use Permits emphasize the change in focus and intensity for the subject site. The subject Major Amendment Application would revise the PCD overall to reflect the appropriate density in a unified manner, thereby eliminating the need to secure use permits for additional height on a piecemeal basis.

See **Exhibit 6.0, Existing Zoning Plan**, and **Exhibit 7.0, Proposed Zoning Plan**, for a depiction of the current and proposed zoning pattern affiliated with the Algodón Center® property and the context area.

F. LIST OF USES & PERFORMANCE STANDARDS UNIQUE TO SPECIFIC USES

The Algodón Center® PUD allows for significant flexibility regarding land uses. The pattern of development is established through the existing and planned roadway network. It is the intent of this PUD to promote uses such as commercial/retail, office, employment, and hospitality uses. Residential may be allowed, provided the development is limited and situated in a manner consistent with the mixed use principles contained in this narrative.

The PUD provides a comprehensive list of permitted land uses, as well as additional uses associated with Performance Standards or a use permit to ensure compatibility within and adjacent to the development. This PUD will allow flexibility and creativity in the type of uses allowed within the development while ensuring appropriate measures are taken to protect surrounding properties from any potential impacts of those uses.

The Master Developer or any property owner within the defined limits of the Algodón Center® PUD may request an interpretation of analogous use to the defined list below from the City of Phoenix Zoning Administrator. The Zoning Administrator may administratively approve a use analogous to those listed below.

A brief description of the three types of permitted uses are defined below.

Permitted Principal Uses (“P”): Uses specifically permitted or analogous to those specifically permitted as determined by the City of Phoenix Zoning Administrator.

Permitted Uses Subject to Performance Standards (“PS”): Uses specifically permitted subject to Performance Standards as set forth within this section of the PUD.

Permitted Uses Subject to a Use Permit (“UP”): Uses that are permitted within this PUD only when a Use Permit is granted in accordance to the procedures of the Zoning Administrator Section of the City of Phoenix Zoning Ordinance.

Table 1: PERMITTED USES & STANDARDS

LAND USE	USE TYPE
<i>Agriculture</i>	P
<i>Ambulance Service Office</i>	P
<i>Antiques, Crafts & Collectibles Sales</i>	P
<i>Amusement Park, Outdoor</i>	PS (1, 2)
<ul style="list-style-type: none"> ▪ Hours of operation shall not occur between the hours of 11pm & 7am ▪ Shall not be located within 300 feet of residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses. ▪ Sound restrictions apply. See Footnote (1) ▪ Outdoor lighting restrictions apply. See Footnote (2) ▪ The height of any structure shall be enabled by, and not exceed, the height standards established by the PUD Development Standards. 	
<i>Apparel Sales</i>	P
<i>Architects’ Supplies</i>	P
<i>Artist’s Materials & Supplies Wholesale & Retail</i>	P
<i>Art Gallery</i>	P
<i>Assembly Halls & Auditoriums</i>	P
<i>Auctioneers’ Auditorium, for Antiques, Fine Arts & Furniture</i>	P
<i>Automobile Parts & Supplies, New Retail & Wholesale.</i>	P
<i>Automatic Teller Machine</i>	P
<i>Awnings, Fabrication & Sales</i>	P
<i>Bakers & Baked Goods, Retail, Manufacturing, Wholesale & Storage</i>	P
<i>Barbers’ Supplies, Retail & Wholesale</i>	P
<i>Bar/Nightclub</i>	PS (1)
<ul style="list-style-type: none"> ▪ Sound restrictions apply. See Footnote (1) ▪ Shall not be located within 150 feet of residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses 	
<i>Bathroom Accessories, Display & Retail Sales</i>	P
<i>Beauty Shop (Massage Therapy)</i>	PS
<ul style="list-style-type: none"> ▪ Massage therapy performed by a state licensed massage therapist. 	
<i>Beauty Shop Equipment, Retail Sales</i>	P
<i>Beer, Ale & Wine Distributor, Wholesale, Retail & Storage</i>	P
<i>Beverages, Wholesale, Retail & Storage</i>	P
<i>Biomedical, Medical Research Office &/or Laboratory</i>	PS
<ul style="list-style-type: none"> ▪ Testing and Research shall not involve the use of live animals. 	
<i>Blueprinting</i>	P
<i>Boats, Retail Sales</i>	P
<i>Book, Stationary & Greeting Cards</i>	P
<i>Bookbinders, Commercial</i>	P
<i>Building Materials, Retail Sales</i>	P
<i>Burglar Alarm Equipment Sales & Service</i>	P
<i>Burglar Alarm Watching Service</i>	P

LAND USE	USE TYPE
Business Machines, Distribution & Retail Sales, Repair & Service, Storage & Wholesale	P
Butchers' Supplies, Retail & Wholesale	P
Candy & Ice Cream Store	P
Carpet, Rug & Furniture Cleaners	P
Car Wash, Closed	PS (1)
<ul style="list-style-type: none"> Hours of operation shall not occur between the hours of 9:00 p.m. and 7:00 a.m. (14 hours per day – permitted outdoor use) Sound restrictions apply. See Footnote (1) Closed wash bays located within 200 feet of a residential use existing as of the date of this PUD approval and as depicted on Exhibit 8.0, Existing Residential Uses must be oriented away from all residential uses and districts as approved by the Planning and Development Department through the Site Plan Review Process in accordance with the Development Review Approval Section of the Phoenix Zoning Ordinance. 	
Civic	P
Clothing Alteration	P
Clothing Manufacturing, Wholesale & Retail Sales	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
Clothing, Wholesale, Retail & Distribution	P
Coffee, Wholesale, Retail & Storage	P
Commercial Parking Garages	PS
<ul style="list-style-type: none"> Parking structure ramps which promote the movement of vehicles from one level to the next shall not be loaded with parking stalls unless located central to the core of the parking structure. Parking structures located within 150 feet from a major arterial, freeway or residential use existing as of the date of this PUD approval shall incorporate building design features and proportions (horizontal banding, cornice treatment; window scale, proportion and mullion treatment; vertical projections). Also see Parking Section for Commercial Parking Garage Standards. 	
Commercial Parking Lots	P
Confectioners, Wholesale & Retail	P
Contractors' Office with Inside Storage of Materials Only	P
Congregate Care Facility	P
Convenience Store with or Without Gasoline Pumps & Automated closed Car Wash as accessory	PS (1)
<ul style="list-style-type: none"> Hours of operation for car wash shall not occur between the hours of 9:00 p.m. and 7:00 a.m. (14 hours per day – permitted outdoor use) Open wash bays must be oriented away from all residential uses existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses and as approved by the Planning and Development Department through the Site Plan Review Process in accordance with the Development Review Approval Section of the Phoenix Zoning Ordinance. Any gas pump or car wash structure shall not be 	

LAND USE	USE TYPE
constructed within 75 feet of any residential use existing as of the date of this PUD approval.	
<ul style="list-style-type: none"> Sound restrictions apply. See Footnote (1) 	
Conveyors, Retail Sales	P
Copy Center	P
Cultural Institutions	P
Curios, Wholesale & Retail	P
Dancing, Theatrical or Music Studio	P
Daycare	P
Day Spa	P
Delicatessen & Catering Establishment	P
Dental Laboratories	P
Dental Supplies, Retail & Wholesale	P
Dolls, Repairing	P
Draperies, Manufacturing	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
Drawing Materials, Retail & Wholesale	P
Drugs, Wholesale Storage	P
Dry Cleaning & Laundry	P
Dry Goods, Wholesale & Storage	P
Electric Equipment, Retail Sales & Repair	P
Emergency Medical Care Facility (24 hour)	P
Engravers	P
Exhibition Hall	P
Family Game Center, Indoor	P
Farmers Market	P
Feed, Retail & Sales Office	P
Financial Institutions	P
Fire Protection Equipment & Supplies, Retail sales & Service	P
Florist, Retail & Wholesale	P
Food & Beverage Vendor Cart as accessory use	PS
<ul style="list-style-type: none"> This use must be conducted on private property and not within any established and dedicated public right-of-way. Any food or beverage vendor cart shall not be located within 100 feet of any residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses. 	
Frozen Foods, Wholesale Storage & Distribution	P
Furniture, Repairing & Refinishing	P
Furniture, Retail & Wholesale	P
Galleries & Studios	P
Gas Regulating Equipment, Sales & Service	P
Gift, Novelty & Souvenir Shop	P
Glass Shops, Custom	P
Guns, Retail Sales, &/or Repairs	P
Grocery	P
Gymnasiums, Private or Commercial	P
Health / Fitness	P
Hobby, Stamp & Coin Shop	P
Home Furnishings	P
Hospital / Medical Campus	P
Hotel Equipment, Supplies & Retail Sales	P
Hotel / Resort	P

LAND USE	USE TYPE
<i>Hotel Condominium & Timeshare</i>	P
<i>Jewelers, Manufacturing</i>	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
<i>Jewelers, Retail & Wholesale</i>	P
<i>Laboratory, Testing & Research</i>	P
<i>Laundries</i>	P
<i>Laundry Equipment & Supplies</i>	P
<i>Lawn furniture, New, Sales</i>	P
<i>Lawn Mower Repair Shops</i>	P
<i>Leather Goods: Repairing, Sales, Custom or Handicraft Manufacturing</i>	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
<i>Linen Supply & Laundry Service</i>	P
<i>Lithographers</i>	P
<i>Liquor, Retail, Wholesale & Storage</i>	P
<i>Live Entertainment, Indoor</i>	PS
<ul style="list-style-type: none"> Hours of operation shall not occur between the hours of 2:00 a.m. and 7:00 a.m. (19 hours per day – permitted indoor use). No door or other opening (except fire exits), affiliated with a structure where this use is conducted shall be constructed within 150 feet of any residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses. 	
<i>Live Entertainment, Outdoor</i>	PS or UP (2)
<ul style="list-style-type: none"> Outdoor live entertainment shall not be located within 150 feet of any residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses. Outdoor lighting restrictions apply. See Footnote (2) Hours of operation shall not occur between the hours of 11:00 p.m. and 7:00 a.m. (16 hours per day – permitted outdoor use). Extended hours of operation on an ad-hoc basis, with use permit. 	
<i>Live-Work Units</i>	P
<i>Lockers, Food Storage</i>	P
<i>Locksmith Repair Shop</i>	P
<i>Lodges or Fraternal Associations</i>	P
<i>Machinery Dealers, Retail Sales & Showrooms</i>	P
<i>Machinery Rental</i>	PS
<ul style="list-style-type: none"> No door or other opening (except fire exits) affiliated with a structure where this use is conducted shall be constructed within 300 feet of any residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses. All rental equipment shall be located interior of a building. Equipment shall not be stored or displayed external to the building at any time. 	
<i>Massage Therapy</i>	PS
<ul style="list-style-type: none"> Massage Therapy performed by a state licensed massage therapist. 	
<i>Medical / Dental Clinic</i>	P
<i>Medical Supplies, Retail Sales & Rentals</i>	P

LAND USE	USE TYPE
<i>Messenger Delivery Service</i>	P
<i>Microbrewery, Pub</i>	P
<i>Millinery & Artificial Flower Making</i>	P
<i>Machinery Dealers, Retail Sales & Showrooms</i>	P
<i>Milling Equipment, Showrooms, Retail Sales</i>	P
<i>Mineral Water Distillation & Bottling</i>	P
<i>Monuments, Retail Sales & Display</i>	P
<i>Mortuary</i>	P
<i>Motion Picture Equipment, Retail Sales & Display</i>	P
<i>Motorcycles, Repairing & Sales</i>	P
<i>Musical Instruments, Repairing & Retail Sales</i>	P
<i>Music Studios</i>	P
<i>Newsstand</i>	P
<i>News Dealers</i>	P
<i>News Service</i>	P
<i>Newspaper Printing</i>	P
<i>Novelties, Wholesale</i>	P
<i>Nursing Homes</i>	P
<i>Office</i>	P
<i>Office Service: Stenographic, Letter Prep, Addressing & Mailing</i>	P
<i>Optical Goods, Manufacturing & Sales</i>	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
<i>Orthopedic Appliances, Manufacturing & Sales</i>	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
<i>Outside Retail Food Sales</i>	P
<i>Painters' Equipment & Supplies</i>	P
<i>Shops, Wholesale & Storage</i>	P
<i>Personal Care Home</i>	P
<i>Personal Services</i>	P
<i>Pet Store</i>	P
<i>Pharmacy</i>	P
<i>Photographic Studio, Developing & Printing</i>	P
<i>Photographic Developing & Printing</i>	P
<i>Photo-Engraving Company</i>	P
<i>Physical Therapy Equipment, Retail & Wholesale</i>	P
<i>Plastic Products, Retail & Wholesale</i>	P
<i>Playground Equipment Sales</i>	P
<i>Plumbing Fixtures & Supplies,</i>	P
<i>Display & Retail Sales</i>	P
<i>Pool & Billiard Halls</i>	P
<i>Poster Illustration, Studio</i>	P
<i>Pottery & Ceramics, Wholesale</i>	P
<i>Printers</i>	P
<i>Private Schools</i>	P
<i>Propane Retail Sales (accessory to service stations or convenience store)</i>	UP
<ul style="list-style-type: none"> Securing a use permit in accordance with the provisions of Zoning Administrator Section of the Zoning Ordinance if the rack of propane containers is within 200 feet of any residential use existing as of the date of this PUD approval as depicted on Exhibit 8.0, Existing Residential Uses including undeveloped or residentially R-5 property, day care facility or school property line. The use permit shall 	

LAND USE	USE TYPE
<p>specifically address placement of the racks in order to ensure access is not obstructed.</p> <ul style="list-style-type: none"> Site plan approval in accordance with the Development Review Approval Section of the Zoning Ordinance through the Planning and Development Department for the purpose of assuring continuous pedestrian access to buildings and minimizing view from public streets. The propane shall be sold only in sealed steel containers with a maximum volume of 20 lbs. (4.8 gallons propane). The containers shall be in racks with an aggregate capacity of not more than 12 containers at each location. The rack of containers shall be mounted or anchored to the ground or building, the rack shall not block the view into a store window and in all events may not be more than 41 inches high. Each 20 lb. (4.8 gallon propane) container shall be fitted with a propane service valve (Type I) for safety purposes. Review by the Fire Department and compliance with all pertinent requirements of the Phoenix Fire Code, the National Fire Protection Association Standard No. 58 as required by the Fire Department, and other codes and regulations. Signage shall be limited to product identification on each 20 lb. (4.8 gallon propane) container and to six (6) square feet of identification signs on the storage rack. 	
Radio, Telephone & Television Sales & Service	P
Radio & Television Broadcasting Stations	P
Recording Studio	P
Recreation & Social Clubs	P
Reducing Salons	P
Refrigeration Equipment, Repairs & Sales	P
Residential Multi-family	PS
<ul style="list-style-type: none"> A minimum improved open space area of 20% of the net site area, unless the multi-family residential use is vertically integrated with ground floor retail uses, in which case the minimum improved open space area shall be 5% of the net site area. 	
Restaurant, Bars & Cocktail Lounges	P
Restaurant Equipment, Supplies & Retail Sales	P
Retail / General Merchandise	P
Riding Equipment Sales	P
Saddlery Shops, Custom, Handmade	P
Safes, Repairing & Sales	P
Schools (Prof., Tech., Higher Ed)	P
School Equipment & Supplies Wholesale	P
Sewing Machines, Commercial & Industrial Type, Retail Sales & Repairing	P
Shoe Sales & Alteration Service	P
Sightseeing Tour Companies	P
Signs	PS
<ul style="list-style-type: none"> Subject to standards and guidelines prescribed in Section J, Signs and, Exhibit 14.0, Sign Concept 	
Sign Painters Shops, Not Neon Sign Fabrication	P
Skating Rinks, Indoor	P
Small Animal Grooming	P

LAND USE	USE TYPE
Soda Fountain Supplies, Retail & Wholesale	P
Sound Systems & Equipment Sales	P
Sound Systems, Rentals & Repairs	P
Special School or Training Institution	P
Spices, Wholesale & Storage	P
Sporting Goods, Retail & Wholesale	P
Surgical supplies, Retail & Wholesale	P
Surplus Stores	P
Swimming Pool Commercial, Outdoor	P
Swimming Pool Supplies Retail	P
Tanning Salon, Nail Salon, Barber Beauty Parlor (Massage Therapy as accessory)	P
Telephone Companies, Facilities & Offices	P
Theaters	P
Ticket & Travel Agency	P
Timeshare, Resort	P
Tire Repairing Equipment & Supplies Tools, Retail. Wholesale & Distribution	P
Tortillas, Manufacturing, Retail & Wholesale	PS (3)
<ul style="list-style-type: none"> Manufacturing use restrictions apply. See Footnote (3) 	
Towels, Supply Service	P
Veterinary Clinic & Campus	UP (1)
<ul style="list-style-type: none"> A use permit shall be obtained in accordance with the standards and procedures of Section 307. Some review period of the use permit may be established should a neighborhood protest occur at the use permit hearing. The keeping or boarding of animals must occur within an enclosed building at all times. Sound restrictions apply. See footnote (1). Shall be constructed so that direct unaccompanied access by animals to outside areas of the buildings is not allowed. 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. When located adjacent to a residential district, every building and every outdoor animal exercise run shall be set back at least one hundred feet from any lot line abutting such residential district. A solid masonry wall or fence seven feet in height shall be constructed along the perimeter of all outdoor runs unless otherwise restricted in this Ordinance. Solid waste shall be removed from outdoor exercise areas every five hours at a minimum during time periods when these areas are in use. 	
Veterinarians' Supplies, Retail & Wholesale	P
Video Rental Store	P
Volunteer Community Blood Centers Qualifying by Law as a Nonprofit Entity	P
Watch & Clock Repair	P
Water & Ice Store	P
Water or Mineral, Drinking or Curative, Bottling & Distribution	P
Water Recreation Park, Indoor	P
Water Softening Equipment, Service & Repairs	P

LAND USE	USE TYPE
<i>Window Cleaners' Service</i>	P
<i>Window Display Installations, Studio & Shops</i>	P
<i>Window Glass Installation Shops</i>	P
<i>Wine, Retail, Wholesale & Storage</i>	P
<i>Wireless Communication Facilities</i>	P
<ul style="list-style-type: none"> ▪ Must adhere to the standards for disguised or concealed facilities as set forth within the City of Phoenix Zoning Ordinance. 	

FOOTNOTES:

(1) Sound Restrictions Apply: Maximum permissible amplified sound level (generated from an amplified sound system) shall not exceed 55 dBA at any property line that defines the Algodón Center® PUD. Noise shall be measured with a sound level meter meeting the standards of the American Noise Standards Institute, ANSI S1.4-1961 American Standard Specification for General Purpose Sound Level Meters.” The instrument shall be conducted in accordance with ANSI S1.2-1962 “American Standard Meter for the Physical Measurement of Sound”.

(2) Lighting Restrictions Apply: Outdoor lighting fixtures shall incorporate light cut off shielding as necessary to direct light downward and away from any residential use existing as of the date of this PUD approval as depicted on **Exhibit 8.0, Existing Residential Uses**. Lighting may need to be controlled and mitigated through the use of mature landscape buffers or other shielding techniques as approved by the Planning and Development Department.

(3) Manufacturing Uses subject to following Standards:

- A building devoted to a manufacturing use shall not be located within 150 feet of any residential use existing as of the date of this PUD approval as depicted on **Exhibit 8.0, Existing Residential Uses**.
- Loading docks or bays shall be oriented away from any existing residential use.
- Outdoor storage shall not be permitted within 75 feet of a public street or within 150 feet of any residential use existing as of the date of this PUD approval as depicted on **Exhibit 8.0, Existing Residential Uses**. Storage areas shall be screened with a solid wall between 6-8 feet in height. Total outdoor storage shall not exceed 10% of internal building area.
- Sound restrictions apply. See Footnote (1)
- Outdoor lighting restrictions apply. See Footnote (2)
- See **Development Standards, Parking** for additional loading standards

G. DESIGN EXPECTATIONS & DEVELOPMENT STANDARDS

It is the purpose and intent of the provisions defined within the Algodón Center® PUD to promote the development of a dynamic, high intensity mixed use development. Further, the provisions of the PUD will ensure compatibility with surrounding properties; provide a variety of land uses, services, and employment opportunities; promote new jobs; and generate new tax revenues to the City of Phoenix. While continuing to acknowledge the site's agrarian history through landscape design, Algodón Center's development standards and design guidelines are reflective of the urban mixed-use environment envisioned for the area.

DEVELOPMENT STANDARDS:

The Algodón Center® PUD will fully comply with the URBAN DESIGN PRINCIPLES set forth in Section 507 Tab A, of the Phoenix Zoning Ordinance. This PUD also provides additional supplemental design principles, which are included in the development and landscape standards tables in *italics*.

The inclusion of Development Standards within the Algodón Center® PUD protects not only the adjacent property owners surrounding the property, but also the future property owners within the boundaries of the PUD. These standards also preserve the public health, safety and welfare of the citizens of Phoenix. The standards identified herein pertain to density/intensity, setbacks, height, and building separation. They also promote an appropriate transition and compatibility among the existing and planned land uses adjacent to the development.

Zoning Ordinance Applicability: The intended regulatory applicability of the Zoning Ordinance of the City of Phoenix, Arizona as adopted and periodically amended, is applicable to Algodón Center® except as modified by the Development Standards contained within this Planned Unit Development.

Table 2: DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	
Density and number of dwelling units	Development of residential multifamily uses at a <u>minimum</u> density of 20 dwelling units per gross acres and a <u>maximum</u> of 52.2 dwelling units per gross acres.
Minimum lot width/depth	None
Lot Coverage / FAR	No Maximum
Building Height Exhibit 9.0, Proposed Building Height	70 ft. maximum building height for property within 300 ft. of 99 th Avenue north of Glenrosa Avenue; 250 ft. for all other PUD parcels.
Building setbacks: (minimums measured to public street right-of-way) Exhibit 10.0, Circulation & Street Setbacks	Arterials & Freeways 30 ft. Local or Collector Streets: 20 ft. Single User, 0 ft. Vertical Mixed-Use Rear /Interior building setbacks: None
Building Separation	Building Separation shall be per the Unified Building Code.

This request does not propose any development standard modifications to the areas outside the PUD in the existing CP/GCP.

The Algodón Center® PUD proposes a permitted height of 250 feet, stepping down to 70 feet for property located within 300 ft. of 99th Avenue right-of-way north of Glenrosa Avenue. This height is consistent with other approvals and developments along the Loop 101/Agua Fria corridor. (**Exhibit 11.0, Approved Area Heights.**)

LANDSCAPE DESIGN GUIDELINES & STANDARDS:

Algodón Center® is being developed on land previously used for cotton farming and other agricultural uses. Landscaping at the Major entries is based on an agrarian theme. Trees, shrubs, and ground cover will be installed in formal rows to recall the rows of crops that were planted in the fields where Algodón Center® will be developed. The landscape theme changes from the formal entries to an informal, "park like" character along the streets.

A pedestrian path system located adjacent to all arterial and collector streets will run throughout Algodón Center®. Open space and retention basins adjacent to the path system will be landscaped with broad canopy trees planted in clusters to shade the path and with masses of shrubs, ground covers, lawn and landscaped berms.

It is the philosophy of these guidelines to establish an attractive, high quality landscape character for the individual Lots that is harmonious with the "park-like" character. All landscape and parking areas of each Lot shall be landscaped with an attractive combination of trees, shrubs, ground cover and lawn/decomposed granite that appropriately relates to the overall landscape character of Algodón Center®. Owners are encouraged to utilize an evergreen plant palette and lawn. Landscaping should create a "good neighbor" image with evergreen plants and berming that screen unsightly areas and highlight attractive views. All plant material shall be irrigated by an automatic underground irrigation system.

Table 3: LANDSCAPE STANDARDS

LANDSCAPE STANDARDS <i>(design guidelines in italics)</i>	
General Landscape Requirements	<p>1) See Exhibits 12.0 to 12.2 for general layout, and locations.</p> <p>2) <i>Individual lot landscape designs are part of a larger landscape character instead of stand-alone statements. No design should dominate the landscape. Instead, the landscape of individual lots should interweave with Common Areas to give Algodon a sense of place.</i></p> <p>3) All portions of the development site not occupied by buildings, structures, vehicle access and parking areas, loading and unloading areas and approved storage areas shall be landscaped in accordance with the provisions of this Section. Future building pads within a phased developed Lot may continue to be farmed, improved with temporary landscaping along the street frontage, or otherwise maintained in a dust free manner.</p> <p>4) No part of any Landscape Area shall be used for any other such use as parking or display, except for required on site retention areas or when such use is shown on the landscape plan.</p>
Exhibit 12.0, Landscape Concept, Exhibit 12.1, Streetscape Concept and Exhibit 12.2 Streetscape Concept	

LANDSCAPE STANDARDS <i>(design guidelines in italics)</i>	
	<p>5) All plant materials shall be planted so that at maturity the edge of the plant will be no closer than three (3) feet to any fire hydrant or fire suppression device.</p> <p>6) All mechanical equipment, electrical meters and similar utility devices shall be screened from public view with appropriate plantings.</p> <p>7) All plant materials shall be irrigated by an appropriate automatic underground irrigation system. All irrigation systems shall be designed, constructed and maintained to promote water conservation and prevent water overflow or spray onto Streets, sidewalks or parking areas. Landscape irrigation and domestic water services to each site shall be metered separately. Each irrigation service point of connection shall have a reduced pressure back flow prevention device installed and maintained in accordance with the requirements of the City of Phoenix or approved equivalents.</p> <p>8) A minimum of seventy-five percent (75%) of all landscape areas at maturity shall be planted with living shrubs, vegetated ground cover, and/or turf.</p> <p>9) Turf area shall be limited to a maximum of 40%.</p>
Streetscape	<p>1) A landscaped setback shall be established and maintained along all Street frontages:</p> <ul style="list-style-type: none"> ▪ 20 ft. average (single user) ▪ 0 ft. (mixed use building located on property line) <p>2) Planting Quantity:</p> <ul style="list-style-type: none"> ▪ One (1) tree for every twenty (20) feet of Street frontage. ▪ Five (5) shrubs shall be planted for each tree. <p>3) Planting Size:</p> <ul style="list-style-type: none"> ▪ 60% of trees shall have a 2 inch caliper, and ▪ 40% shall have a 1 inch caliper. <p>4) Additional Requirements for Landscaping Located within the rights-of-way:</p> <ul style="list-style-type: none"> ▪ Turf is prohibited. ▪ Plant materials utilized must be included on the most recent edition of the Phoenix Active Management

LANDSCAPE STANDARDS <i>(design guidelines in italics)</i>	
	Area Low Water Using Plant List.
Perimeter Property Landscape Lines (rear, sides, not adjacent to a street)	<p>1) A landscaped setback shall be established and maintained along all perimeter property lines not adjacent to a street:</p> <ul style="list-style-type: none"> ▪ 10 ft. continuous ▪ 20 ft. area created by two ten (10) foot Landscape Areas on each side of the property line. ▪ 0 ft. Vertical Mixed-Use <p>2) Planting Quantity:</p> <ul style="list-style-type: none"> ▪ One (1) tree for every twenty (20) feet of Street frontage. ▪ Five (5) shrubs and/or groundcover shall be planted for each tree <p>3) Planting Size:</p> <ul style="list-style-type: none"> ▪ 60% of trees shall have a 2 inch caliper, and ▪ 40% shall have a 1 inch caliper.
Parking Lot Landscaping	<p>1) Ten percent (10%) of the surface parking lot, shall be landscaped. Landscaping shall be dispersed throughout the parking area.</p> <p>2) All parking areas shall be screened from view from adjacent streets and lots to a minimum height of three (3) feet above the nearest adjacent paving grade by means of a combination of walls, undulating berms and landscaping consisting of minimum 5-gallon shrubs. Shrubs used for screening shall be of an evergreen variety.</p> <p>3) Landscape Planters:</p> <ul style="list-style-type: none"> ▪ At ends of each row of parking and for every ten (10) parking spaces. ▪ Each landscape island shall contain one (1) tree (60% 2 inch caliper, 40% 1 inch caliper) and five (5) shrubs (5 gallon). <p>4) Parking Structures:</p> <ul style="list-style-type: none"> ▪ A minimum fifteen (15) foot landscape area shall be located around the perimeter of the structure. ▪ The landscape area adjacent to the parking structure shall contain one (1) tree (60% 2 inch caliper, 40% 1 inch caliper) and five (5) shrubs (5 gallon) for every twenty five (25) feet of structure perimeter.
Landscaping adjacent to Buildings	<p>1) Required for all building facades within one hundred (100) feet of the right-of-way or adjacent to public entries to the building.</p>

LANDSCAPE STANDARDS <i>(design guidelines in italics)</i>	
	<p>2) Width & Area:</p> <ul style="list-style-type: none"> ▪ A minimum five (5) foot landscape area shall be provided. ▪ Length shall be equal to sixty per cent (60%) of the length of the building façade. ▪ Designed to avoid vehicle overhang. ▪ Landscaping shall include one (1) tree placed twenty (20) feet on center (60% 2 inch caliper, 40% 1 inch caliper) or equivalent groupings with five (5) shrubs (5 gallon).
Retention Areas	<p>1) Where required, all retention areas shall be completely landscaped with trees, shrubs and lawn.</p> <p>2) The landscaping shall provide erosion protection while allowing for unrestricted flow to retention areas.</p> <p>3) Lawns: Turf is encouraged in retention areas.</p> <ul style="list-style-type: none"> ▪ Perimeter Property Landscape Areas containing large lawn areas shall blend to create a “park-like” feel of a common area. ▪ <i>Lawn areas should physically adjoin outdoor spaces, sidewalks, curbs and shrub/ground cover areas to avoid the creation of small isolated islands of lawn. Connecting lawn areas from Lot-to-Lot and extending lawn into other landscape areas of the site without visual barriers is encouraged to create larger, more unified lawn areas that also serve to visually unify the streetscape and landscaping of the individual Lots.</i> ▪ Borders shall be a minimum six (6) inch wide and concrete. <p>4) Granite Chunk may be used for erosion protection, storm water management or aesthetic applications.</p> <ul style="list-style-type: none"> ▪ Maximum size of chunk rock shall be 8 inches in diameter unless erosion or drainage conditions require larger. ▪ Rip Rap must be chunk rock that matches or compliments the stone used within the Landscape Area and

LANDSCAPE STANDARDS <i>(design guidelines in italics)</i>	
	<ul style="list-style-type: none"> grouted in place. ▪ River rock is prohibited. <p>5) <i>Landscape grading shall complement the contours found in the landscape easement.</i></p> <ul style="list-style-type: none"> ▪ <i>Grading shall be accomplished without sharp transitions or unnatural shapes.</i> ▪ Maximum allowable slope is 3:1. All slopes must be gently rounded with varying side slopes and blend subtly with adjacent properties. ▪ Landscape grading must be accomplished without interrupting established drainage swales or drainage easements.

APPROVED PLANTINGS:

The plants included in the following list are inherently compatible with the character of Algodón Center®. Any species not contained herein may not be planted or installed within Algodón Center®.

**Indicates plants that are not on Arizona Department of Water Resources Low Water Use Plant List and prohibited for use in a public right-of-way. However, these plants may be used in on site Landscape Areas of individual parcels.*

Table 4: APPROVED PLANTINGS LIST

TREES	
Acacia spp.	Acacia
Bauhinia congesta Anacacho	Anacacho Orchid Tree
Caesalpinia cacalaco	Cascalote
Cercidium spp.	Palo Verde
Cercis spp.	Redbud
Chamaerops humilis	Mediterranean Fan Palm
*Chitalpa x Tashkentensis ‘Pink Dawn’	Chitalpa
Dalbergia sissoo	Sissoo Tree
*Ficus microcarpa ‘Nitida’	Indian Laurel Fig
*Fraxinus spp.	Ash
Geijera parviflora	Austrian Willow
Gleditsia triacanthos	Honey Locust
*Jacaranda mimosifolia	Jacaranda
Olea europea var. Swan Hill	Swan Hill Olive
Olea europea ‘Wilsonii’	Wilson’s Fruitless Olive
Olnea tesota	Ironwood
Phoenix dactyifera	Date Palm
Pinus spp.	Pine

Pistacia chinensis	Chinese Pistache
Pithecellobium spp.	Texas Ebony
Prosopis spp.	Mesquite
*Prunus hybrids	Flowering Plum
Pyrus calleryana ‘Bradford’	Bradford Pear
*Pyrus kawakamii	Evergreen Pear
Quercus spp.	Oak
Rhus lancea	Africa Sumac
Schinus mole	California Pepper Tree
Schinus terebinthifolius	Brazilian Pepper Tree
Sophora secundiflora	Texas Mountain - Laurel
*Trachycarpus fortunei	Windmill Palm
Ulmus parvifolia cv. ‘Sempervirens’	Evergreen Elm
Vitex agnus - castus	Chaste Tree

SHRUBS	
*Buxus microphylla japonica	Japanese Boxwood
Caesalpinia	Bird of Paradise
Calliandra californica	Baja Red Fairy Duster
*Carissa spp.	Natal Plum
Cassia spp.	Cassia
Chrysatinia mexicana	Damianta
Convolvulus cneorum	Bush Morning Glory
Cordia boissieri	Anacahuita
Cordia parvifolia	Little Leaf Cordia
*Euonymus spp.	Hibiscus
*Euphorbia rigida	Gopher Plant
*Euryops pectinatus	Golden Euryops
*Hibiscus spp.	Hibiscus
*Ilex vomitoria	Yaupon
Juniper chinensis	Juniper
Justicia spigera	Mexican Honeysuckle
Leucophyllum spp.	Texas Sage
*Lagerstroemia indica	Cape Myrtle
*Ligustrum spp.	Privet
Myrtus communis	True Myrtle
Nandina domestica	Heavenly Bamboo
Nerium oleander varieties	Oleander
Penstemon spp.	Penstemon
*Photinia spp.	Photinia
*Pittosporum spp.	Pittosporum
Plumbago capensis	Cape Plumbago
Plumbago scandens	Plumbago
Pyracantha spp.	Pyracantha
*Raphiolepis	Raphiolepis
Ruellia brittonia	Ruellia
Ruellia peninsularis	Ruellia
Tecoma spp.	Yellow Bells
Tecomaria spp.	Cape Honeysuckle
Thevetia peruviana	Yellow Oleander
Xylosma congestum	Xylosma

GROUNDCOVERS	
Asparagus densiflorus cv. 'Sprengeri'	Sprenger Asparagus
*Carissa spp.	Natal Plum
Convolvulus mauritanicus	Ground Morning Glory
Dalea spp.	Indigo Bush
Lantana montevidensis	Trailing Lantana
*Liriope	Lilly Turf
Rosmarinus offiinalis	Prostrate Rosemary
Ruellia brittoniana 'Katie'	Katie Ruellia
*Trachelospermum spp.	Vinca
Teucrium chamaedrys 'Prostrata'	Germander
*Vinca spp.	Vinca
Wedelia trilobata	Yellow Dots

VINES	
Antigonon leptopus	Coral Vine
Bougainvillea spp.	Bougainvillea
Callaeum macroptera	Yellow Orchid Vine
Campsis radicans	Common Trumpet Creeper
Jasminum mesnyi	Primrose Jasmine
Lonicera japonica	Honeysuckle
Macfadyena unguis - cati	Cat's Claw
Mascagnia lilacina	Purple Mascagnia
Podranea ricasoliana	Pink Trumpet Vine
Pyracantha spp.	Pyracantha
Rosa banksiae	Lady Banks Rose
Solanum jasminoides	Potato Vine

ACCENTS	
Agave spp.	Agave
Cereus spp.	Cereus
Cycas revoluta	Sago Palm
*Dietes spp.	Fortnight Lily
Hesperaloe parviflora	Red Yucca
Nolina spp.	Bear Grass
Pedilanthus macrocarpus	Lady Slipper
*Philodendron selloum	Splitleaf Philodendron
*Strelitzia spp.	Bird of Paradise
Yucca spp.	Yucca
LAWNS	
Cynodon dactylon 'Hybrid'	Hybrid Bermuda
Lolium perenne	Perennial Rye Grass

PARKING STANDARDS:

Refer to the Off-Street Parking and Loading Standards Section of the Phoenix Zoning Ordinance with the following exceptions:

Table 5: PARKING STANDARDS

PARKING STANDARDS (Design Intent in Italics)	
Parking Spaces	Surface parking space and drive aisle dimensions for all land uses using perpendicular parking shall be eight and one-half (8 1/2) feet wide by eighteen (18) feet deep
Loading, General	<p>Loading areas/docks shall not be located within 60 feet of an existing residential district or use.</p> <p>All loading areas/docks shall be screened with a solid masonry wall to a minimum of 6 feet in height and a double row of minimum 5-gallon shrubs to completely screen the loading areas and delivery vehicles. Shrubs used for screening shall be of an evergreen variety.</p>
Refuse / Storage Enclosures	<p>Wall finishes to match on-site development. Frames of gates / doors to be constructed of metal.</p> <p>Decorative metal (decking material) is prohibited.</p>
Parking Structures	<p>The portions of a parking structure visible above grade should be integrated with the form and materials of the site structures. These features will assure efficiency and minimize the visual impact to the surrounding uses.</p> <p>Parking structure ramps which promote the movement of vehicles from one level to the next shall not be loaded with parking stalls unless located central to the core of the parking structure. The parking structure must maintain the appearance of level parking decks to promote design compatibility with the project.</p> <p>The exterior design treatment of an above grade parking structure should reflect building design features and proportions (horizontal banding, cornice treatment; window scale, proportion and mullion treatment; vertical projection). The incorporation of design features and proportions utilized within adjacent buildings will promote design integration while diminishing the typical physical design features of a parking structure.</p>

LIGHTING PLAN:

The Algodón Center® PUD shall comply with lighting standards as defined within the Environmental Performance Standards and the Guidelines for Design Review Section of the Phoenix Zoning Ordinance.

H. SUSTAINABILITY

True to the intent of a PUD, the Algodón Center® reflects the region's unique environmental challenges by implementing practices that respond to the area by including innovative architectural design, energy efficient buildings, and pedestrian-friendly developments. The PUD provides an innovative, compatible and sustainable development that creates a sense of place.

The "Leadership in Energy and Environmental Design" (LEED) Green Building Rating System is presently a voluntary standard for developing high-performance sustainable buildings. Developers of the Algodón Center® are strongly encouraged to incorporate current LEED standards for New Commercial Construction (LEEDNC) within the project. Key project areas to be reviewed in accordance with a LEED building certification include Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality and Design Innovation. The Algodón Center® recognizes this trend to formulate design goals and a basis of methodology for building elements and environmental systems.

The Algodón Center® PUD encourages sustainability through the implementation of the following sustainability principles, or as approved by the Planning and Development Department. Furthermore, the Long Family recognizes that sustainability methods are continually improving and evolving over time. They encourage state-of-the-art sustainability methods and products as the project is phased.

PROVIDE THERMAL COMFORT FOR ALL USERS

- Minimum 50% (measured at 12:00pm on summer solstice) shade of all public sidewalks and private walkways by means of vegetation or shade structures;
- Shade open space areas and public spaces;
- Shade parking lots;
- Shade building entrances; and
- Building form articulations that stimulate the flow of air around pedestrian areas.

ENERGY EFFICIENCY IN BUILDING DESIGN AND LONG TERM OPERATION

- Building designs that respond to the harsh southwest climate by incorporating materials and design methods suitable for the region;
- Orientation of buildings to recognize the value of human comfort zones, and surrounding buildings with appropriate landscaping and shading;
- Orientation of buildings and fenestration design to maximize solar benefits while minimizing the negative impacts of heat gain;
- Encourage solar collection technologies for providing and storing energy as well as heated water systems for individual buildings;
- Strive to reduce project energy loads by addressing passive design elements (i.e. daylight, natural ventilation, solar mass properties) and active design elements (i.e. environmental conditioning methods, systems);
- Incorporate green roof landscape treatments where appropriate; and
- Strive for effective water usage and conservation methods in buildings by using low flow plumbing fixtures, energy efficient appliances and HVAC systems using minimal amounts of process water.

WATER & SOIL CONSERVATION MEASURES

- Capture gray water discharge from development facilities and re-use for landscape irrigation;
- Utilize "Smart" irrigation control systems;
- Locate plant material in or near storm water drainage swales or basins to maximize water benefit for landscape areas;
- Use low water use plant materials within rights-of-way;
- Provide turf grass in retention basins to filter stormwater runoff before recharge; or
- Provide slope stabilizing plant material where appropriate to limit erosion.

I. INFRASTRUCTURE

CIRCULATION SYSTEM:

The Algodón Center® PUD proposes a comprehensive internal street network that is planned and coordinated with the existing street network in the area. (Exhibits 13.0, Street Sections and 13.1, Street Sections.)

99th Avenue

99th Avenue, an arterial street, borders the west property line and will provide the major north/south movement for the areas located on the west side of the Loop 101/Agua Fria. Major access points with median breaks, full turn movements and signalization are proposed along 99th Avenue, including Thomas Road, Indian School Road, Osborn Road and Campbell Avenue. Additional right-in, right-out access points may be provided along 99th Avenue.

A half street of 70 feet is proposed for the east half of 99th Avenue, which will include a 12 foot wide half median, 3 travel lanes, a landscape strip, and a 5 foot wide setback sidewalk.

Thomas Road

Thomas Road is an arterial street which makes up the southern border for the Algodón Center®. The street is fully constructed east of the Loop 101/Agua Fria including a major access point on 93rd Avenue, the eastern boundary of this PUD request. Full street improvements, including median breaks, full turn movements and signalization will need to occur on Thomas Road west of the Loop 101/Agua Fria. A major access point will also be constructed at 97th Avenue.

A half street of 65 feet is proposed for the north half of Thomas Road, which will include a 7 foot wide half median, 3 travel lanes, a landscape strip, and a 5 foot wide setback sidewalk.

Indian School Road

Partial street improvements exist on Indian School Road, primarily within ADOT ROW. Ultimate construction for

Indian School Road, a designated Major Arterial Street, includes full lane construction, median breaks and signalization. Major access points into the interior of the Algodón Center® will be at both 93rd and 97th Avenues.

A full street of 110 feet is proposed for Indian School Road, which will include a 12 foot wide turn lane, 4 travel lanes, a landscape strip, and a 5 foot wide setback sidewalk on each side.

93rd / 97th Avenue

93rd Avenue is partially constructed at Thomas Road extending north to approximately 1300 feet as part of the first phase of the Algodón Medical Office Park. Ultimately, 93rd Avenue will extend further north past Indian School Road. Ultimate 93rd and 97th Avenue improvements will include a full street of 60 feet, which will include a 10 foot wide turn lane, 2 travel lanes, a landscape strip, and a 5 foot wide setback sidewalk on each side.

97th Avenue will extend from its current alignment from the south through the property and connecting to Indian School Road. Osborn Road will provide access in an east/west direction through the property. Glenrosa Avenue will provide an additional east/west access point and will connect with 97th Avenue.

Light Rail Alignment

The Maricopa Association of Governments (MAG) plans and finances the regional transportation system. MAG's responsibilities include the preparation of the regional transportation plan (RTP), which provides an overall plan for all transportation modes over the next two decades. An update to the MAG RTP was adopted by the MAG Regional Council in July of 2006. The 2006 RTP update designates a planned light rail / high capacity corridor extending from downtown Phoenix along Interstate 10 to 79th Avenue. The 2006 RTP update also shows a continuation of this future rail corridor to Westgate City Center. As of March of 2011, the City of Phoenix shows the light rail line extending north from the proposed 79th Avenue station to Thomas Road and then running west.

The continuing development of Algodón Center® combined with the future extension of rail service between downtown Phoenix and Westgate City Center could present a unique opportunity for addressing the future transportation needs of the City and region at the same time. As continuing development limits opportunities for developing new rail corridors that will serve a vital function in addressing future transportation needs, the Long Family proposes to *reserve* an illustrative corridor extending more than 1.5 miles in length through Algodón Center® to recognize the potential for a future light rail line and station. See **Exhibit 10.0, Circulation and Street Setbacks** for an illustrative location of the proposed light rail corridor. In addition to addressing regional transportation needs, accessibility to multiple modes of transportation combined with a user-friendly pedestrian network could foster the development of a destination mixed-use urban center.

Pedestrian Connectivity

Algodón Center®'s planned roadway network forms the basic backbone for the pedestrian network. All perimeter streets and internal collectors will include an adjacent 5-foot sidewalk separated from the curb by a landscape strip, providing opportunities for shaded walkways along the sidewalks. All internal local streets will include 5-foot sidewalks attached to the curb. Additionally, sidewalk connections will be provided from each of the buildings to the primary sidewalks along the roadways as they are developed, providing a comprehensive and connected sidewalk network throughout the development.

GRADING AND DRAINAGE:

The proposed development will provide retention for the 100-year, 2-hour storm event per the City of Phoenix design guidelines. Each individual parcel shall provide retention for the adjacent public street frontage. The retention areas will be limited to a maximum of 3-feet of water depth and graded with maximum side slopes of 3:1. Retention areas provided on individual parcels may be either by retention basins or underground storage. All retention facilities will be drained within 36-hours of a

major storm event as required by the City of Phoenix Drainage Design Manual.

WATER SERVICES:

The proposed development will utilize existing City of Phoenix water mains to provide potable water service and fire protection to the site. The site is located within two City of Phoenix service areas: Zone 0 and Zone 1. The area west of the Loop 101/Agua Fria freeway and the area east of the Loop 101/Agua Fria freeway and south of the Osborn Road alignment are each located within Zone 0. The remaining balance of the site is located within Zone 1. For the area south of the Osborn Road alignment on the east side of the Loop 101/Agua Fria, an existing 16-inch water main in 93rd Avenue will provide service. For the area north of the Osborn Road alignment, a proposed water main will need to be extended from 91st Avenue to 93rd Avenue in the Osborn Road alignment and then extended north in 93rd Avenue to loop into the existing 12-inch water main located within Indian School Road. Additionally, a proposed water main will need to be extended north of Indian School Road in the 93rd Avenue alignment, then extended east in the Campbell Avenue alignment to loop into the existing 12-inch water main within 91st Avenue.

The area west of the Loop 101/Agua Fria freeway will be serviced by the water mains within Zone 0 of the City of Phoenix water service area. A water main will be extended within the 97th Avenue alignment north from Thomas Road to Glenrosa Avenue. The water main will then turn west and intersect the existing 16-inch water distribution main in 99th Avenue. This water main will service the areas east and west of the 97th Avenue alignment up to Glenrosa. The water main extension will be sequenced with each phase of development. The size of the main will be as determined within the Water Master Plan for the project. Lots and parcels adjacent to 99th Avenue may receive water service by tapping the 16-inch distribution main in 99th Avenue directly if service from 97th Avenue water main is not feasible.

WASTEWATER:

The proposed development will utilize several existing sewer mains to provide sanitary sewer service to the site. An existing 18-inch sewer main located on the east side of the Loop 101/Agua Fria freeway will provide service for the areas west and east of the 93rd Avenue alignment for the property east of the Loop 101/Agua Fria. In addition, the existing 8-inch sewer main located within 93rd Avenue will provide service for the area north of Thomas Road in the first phase of the Algodón Medical Office Park. Additional sewer mains may be provided within 93rd Avenue based on the sewer demands calculated within the Wastewater Master Plan for the area.

West of the Loop 101/Agua Fria, a sewer main will be extended in the 97th Avenue alignment from the existing 18-inch sewer main located in Thomas Road to provide sewer service to the areas east and west of the 97th Avenue alignment. Also, there may be a requirement to extend a sewer main in the Osborn Road alignment utilizing the existing 15-inch sewer stub on the existing sewer main in 99th Avenue. This will be based upon the capacity and depth as the master wastewater plan is developed. An existing 18-inch sewer main in Indian School Road will be extended east to the 97th Avenue alignment. The sewer main will then be extended north in the 97th Avenue alignment to service the areas east and west of the 97th Avenue alignment. Also, there may be a requirement to extend a parallel sewer main in 99th Avenue to service the area east of 99th Avenue and west of 97th Avenue depending upon the ability to service from the 97th Avenue sewer main extension. This will also be based upon the capacity and depth as the master wastewater plan is developed. Internal sewer main sizes and manhole spacing will be as required by the City of Phoenix wastewater design manual.

Parcels fronting the east side of the Loop 101/Agua Fria on the southside of Indian School Road west of 93rd Avenue may connect direct into the existing sewer in the adjacent ADOT right-of-way.

J. SIGNS

Algodón Center® has over 13,000 linear feet of freeway frontage. Under the existing Phoenix Zoning Ordinance, Freeway Identity Signs are allowed with a one hundred (100) foot spacing between signs, potentially allowing up to one-hundred and thirty (130) signs at up to 250 square feet in area each. This PUD provides a substantially redesigned signage program, emphasizing form instead of quantity. The result is a substantial reduction in total amount of both the area and quantity of signage, and a substantial increase in spacing between freeway signs.

The sign plan is attached as **Exhibit 14.0, Sign Concept**. This plan provides a new design philosophy for design and marketing signage that is competitive with Glendale sign allowances in nearby projects.

This sign plan will allow for flexibility for development over many years, while maintaining the level of quality and design intent initiated more than 10 years ago. This also provides an avenue to encourage the creative development of signage that is vibrant, charismatic and potentially unique in its approach.

INDEX OF EXHIBITS

Exhibit 1.0, Vicinity Map2

Exhibit 2.0, Surrounding Use & Approvals3

Exhibit 3.0, PUD Area Legal Description.....3

Exhibit 4.0, Existing Site Conditions Map.....3

Exhibit 5.0, Existing General Plan Land Use4

Exhibit 6.0, Existing Zoning Plan5

Exhibit 7.0, Proposed Zoning Plan5

Exhibit 8.0, Existing Residential Uses6

Exhibit 9.0, Proposed Building Height..... 11

Exhibit 10.0, Circulation & Street Setbacks..... 11

Exhibit 11.0, Approved Area Heights 11

Exhibit 12.0, Landscape Concept..... 12

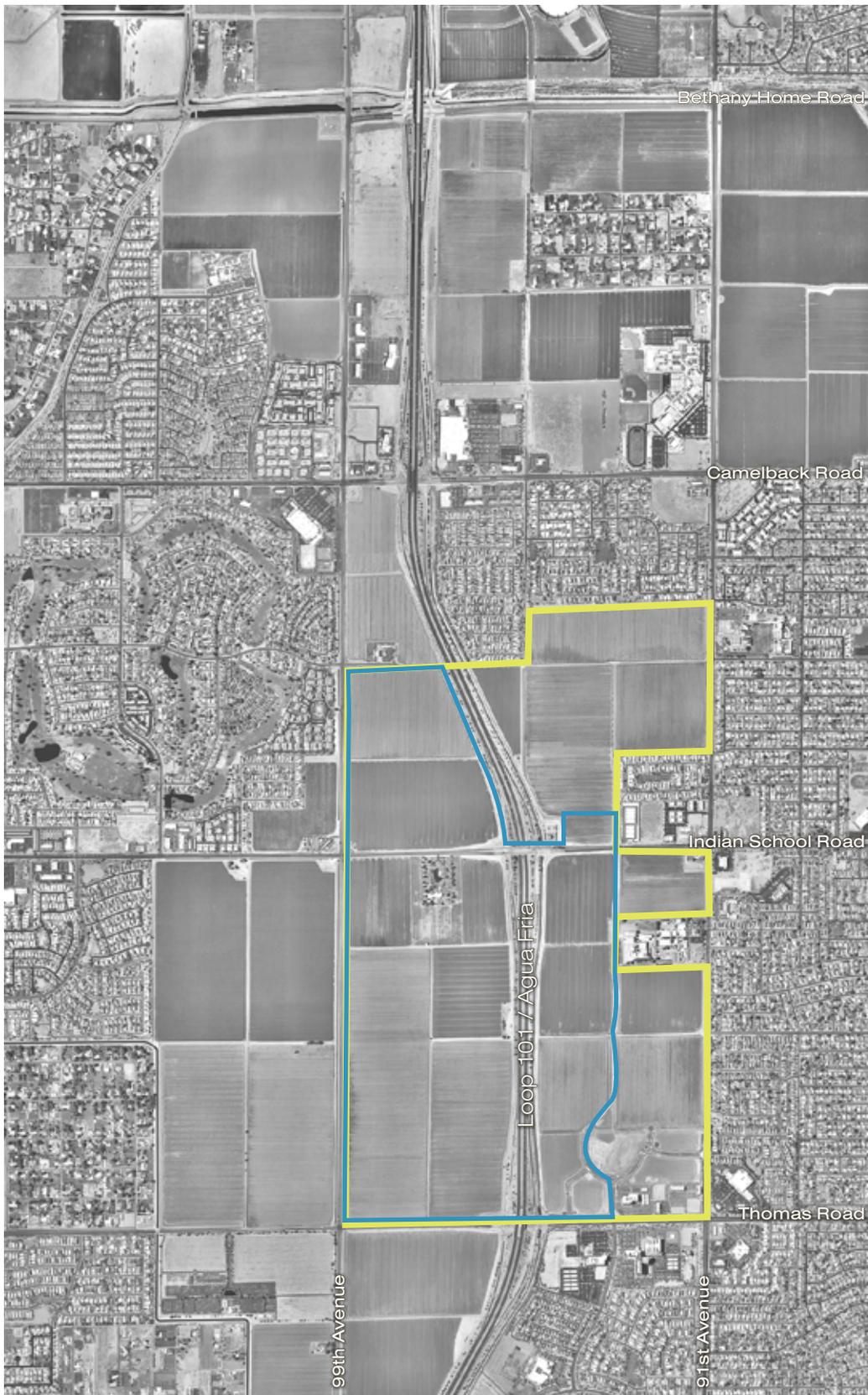
Exhibit 12.1, Streetscape Concept..... 12

Exhibit 12.2, Streetscape Concept..... 12

Exhibit 13.0, Street Sections 17

Exhibit 13.1, Street Sections 17

Exhibit 14.0, Sign Concept 20



Key

-  PUD PCD
-  PCD Boundry

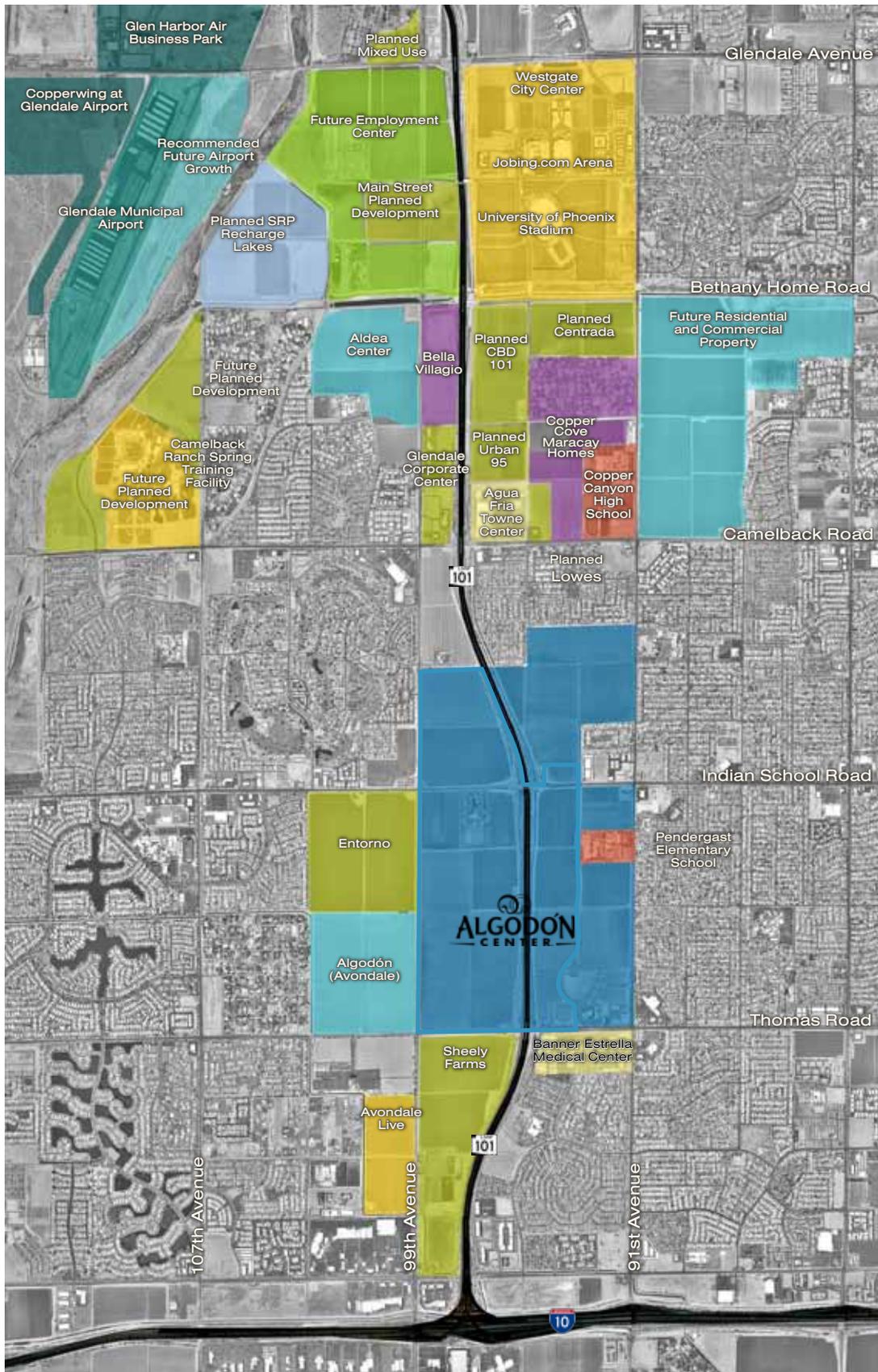


Vicinity Map



Exhibit 1.0
4/25/2011

PCD major amendment
planned unit development

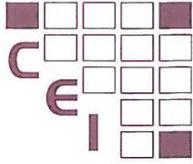



**Surrounding
Use & Approvals**



Exhibit 2.0
4/25/2011

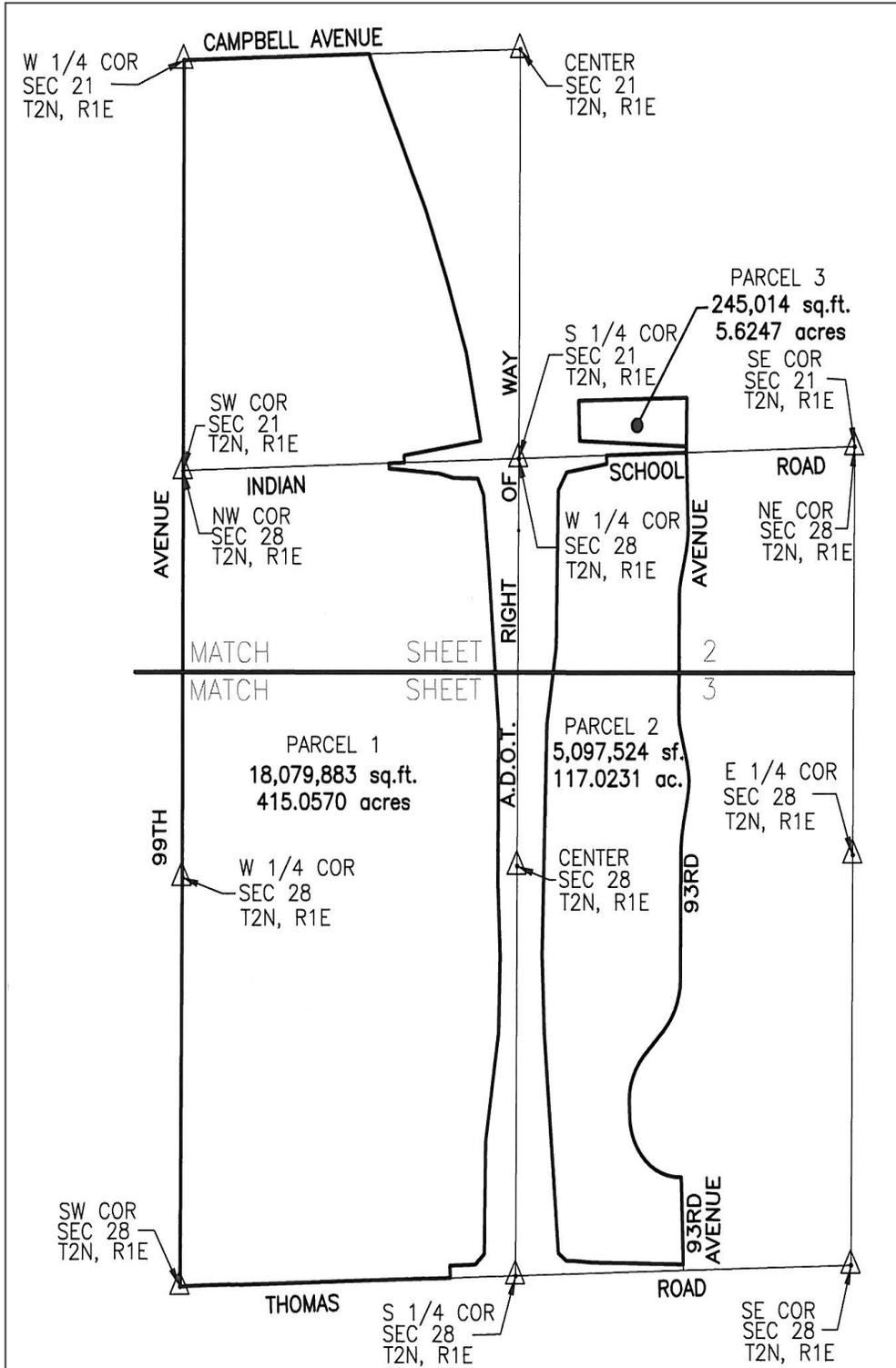
PCD major amendment
planned unit development



Clouse Engineering, Inc.

ENGINEERS ■ SURVEYORS

1642 E. Orangewood Ave. ■ Phoenix, Arizona 85020 ■ TEL (602) 395-9300 ■ FAX (602) 395-9310



1"=1000'
#000101
04/06/11



PUD Area Legal Description



Exhibit 3.0
4/25/2011

PCD major amendment
planned unit development

LEGAL DESCRIPTION
For Parcel 1
April 16, 2011

That portion of the West half of Section 28 and the Southwest quarter of Section 21, Township 2 North, Range 1 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona described as follows:

Beginning at the Southwest corner of said Section 28 marked by a Maricopa County Highway Department brass cap in a handhole;

Thence North 00 degrees 18 minutes 04 seconds East along the West line of the Southwest quarter of said Section 28 a distance of 2,638.00 feet to the West quarter corner of said Section 28 marked by a Maricopa County Highway Department brass cap in a handhole;

Thence North 00 degrees 08 minutes 18 seconds East a distance of 2638.37 feet to the Northwest corner of said Section 28, said point also being the Southwest corner of said Section 21;

Thence North 00 degrees 03 minutes 05 seconds East along the West line of said Southwest quarter 2646.32 feet to the Northwest corner of said Southwest quarter (West quarter corner of Section 21);

Thence North 88 degrees 27 minutes 01 seconds East along the North line of said Southwest quarter (East-West mid-section line) 1461.01 feet to a point on the Westerly right-of-way line of the Agua Fria Freeway (Loop 101) from which the center of Section bears North 88 degrees 27 minutes 01 seconds East, 1197.34 feet;

Thence continuing along said right-of-way as follows;

South 22 degrees 27 minutes 19 seconds East, 95.60 feet;

Thence South 24 degrees 15 minutes 37 seconds East, 1000.05 feet;

Thence South 20 degrees 15 minutes 34 seconds East, 501.60 feet;

Thence South 18 degrees 30 minutes 04 seconds East a distance of 476.28 feet;

Thence South 11 degrees 18 minutes 42 seconds East a distance of 580.30 feet;

Thence South 81 degrees 01 minutes 13 seconds West a distance of 614.97 feet;

Thence leaving said Westerly right of way line South 01 degrees 41 minutes 34 seconds East a distance of 47.00 feet to a point on the South line of said Southwest quarter of Section 21;

Thence along said South line South 88 degrees 18 minutes 26 seconds West a distance of 119.99 feet;

Thence leaving said South line South 01 degrees 41 minutes 34 seconds East a distance of 35.00 feet to a point on the Westerly right of way line of the Agua Fria Freeway (State Route Loop 101)

Thence along said Westerly right of way line as follows:

South 85 degrees 16 minutes 27 seconds East a distance of 402.52 feet;
Thence South 76 degrees 26 minutes 16 seconds East a distance of 114.02 feet;
Thence South 88 degrees 40 minutes 48 seconds East a distance of 190.26 feet;
Thence South 23 degrees 17 minutes 15 seconds East a distance of 117.28 feet;
Thence South 05 degrees 20 minutes 43 seconds East a distance of 484.94 feet;
Thence South 04 degrees 19 minutes 58 seconds East a distance of 1003.19 feet;
Thence South 00 degrees 14 minutes 28 seconds West a distance of 1000.00 feet;
Thence South 02 degrees 02 minutes 58 seconds East a distance of 500.40 feet;
Thence South 01 degrees 23 minutes 13 seconds West a distance of 500.10 feet;

Thence South 08 degrees 22 minutes 16 seconds West a distance of 707.11 feet;
Thence South 00 degrees 45 minutes 26 seconds West a distance of 725.40 feet;
Thence South 46 degrees 45 minutes 27 seconds West a distance of 99.71 feet;
Thence South 88 degrees 30 minutes 13 seconds West a distance of 200.00 feet;
Thence South 01 degrees 29 minutes 47 seconds East a distance of 80.00 feet to
to a point on the South line of said Southwest quarter of Section 28 from which the South quarter
corner of said Section 28 bears North 88 degrees 30 minutes
13 seconds East a distance of 516.49 feet;

Thence South 88 degrees 30 minutes 13 seconds West a distance of 2133.03 feet
to the **Point of Beginning**.

Note: The above described parcel contains 18,079,883 square feet or 415.0570 acres more or less.

LEGAL DESCRIPTION
For Parcel 2
April 16, 2011

A portion of "Algodon Medical Office Park" as recorded in Book 978 of Maps, Page 34, records of Maricopa County and "Map of Dedication for 93rd Avenue Alignment", as recorded in Book 983 of Maps, Page 31, records of Maricopa County and a portion of the East half of Section 28, Township 2 North, Range 1 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona described as follows:

Commencing at the Southeast corner of said Section 28 marked by a City of Phoenix brass cap in a handhole;

Thence South 88 degrees 30 minutes 33 seconds West along the South line of said East half of Section 28 a distance of 1,325.00 feet;

Thence North 01 degrees 29 minutes 27 seconds West a distance of 39.07 feet to a Point on the Easterly right of way line of the Agua Fria Freeway (State Route Loop 101) and the **Point of Beginning**;

Thence along said Easterly right of way line as follows:

North 89 degrees 02 minutes 12 seconds West a distance of 722.40 feet;

Thence North 85 degrees 22 minutes 31 seconds West a distance of 140.80 feet;

Thence South 88 degrees 30 minutes 33 seconds West a distance of 60.00 feet;

Thence North 52 Degrees 22 Minutes 47 Seconds West a distance of 82.85 feet;

Thence North 04 Degrees 23 Minutes 29 Seconds West a distance of 1421.54 feet;

Thence North 02 Degrees 02 Minutes 58 Seconds West a distance of 500.40 feet;

Thence North 01 Degrees 23 Minutes 13 Seconds East a distance of 1500.30 feet;

Thence North 08 degrees 12 minutes 39 seconds East a distance of 504.88 feet;

Thence North 00 Degrees 53 Minutes 32 Seconds East a distance of 1020.28 feet;

Thence North 29 Degrees 22 Minutes 34 Seconds East a distance of 130.03 feet;

Thence North 80 Degrees 17 Minutes 59 Seconds East a distance of 323.16 feet;

Thence leaving said easterly right of way line, North 01 Degrees 41 Minutes 44 Seconds West a distance of 55.00 feet to a point on the North line of said East half of Section 28 from which the North quarter corner bears South 88 degrees 18 minutes 16 seconds West a distance of 691.80 feet;

Thence North 88 degrees 18 minutes 16 seconds East along said North line a distance 634.13 feet to a point from which the Northeast corner of said Section 28 bears North 88 degrees 18 minutes 16 seconds East a distance of 1325.93 feet said point also being a point on the centerline of that particular water and sewer easement as described in Book 983 of Maps, Page 31, records of Maricopa County, Arizona;

Thence along said centerline as follows;

South 01 degrees 41 minutes 39 seconds East a distance of 496.48 feet to the beginning of a tangent curve whose center bears South 88 degrees 18 minutes 21 seconds West a distance of 500.00 feet;

Thence along the arc of said curve through a central angle of 14 degrees 49 minutes 21 seconds and an arc length of 129.35 feet;

Thence South 13 degrees 07 minutes 42 seconds West a distance of 188.55 feet to the beginning of a tangent curve whose center bears South 76 degrees 52 minutes 18 seconds East a distance of 500.00 feet;

Thence along the arc of said curve through a central angle of 12 degrees 52 minutes 31 seconds and an arc length of 112.36 feet;

Thence South 00 degrees 15 minutes 11 seconds West a distance of 776.99 feet to the beginning of a tangent curve whose center bears South 89 degrees 44 minutes 49 seconds East a distance of 500.00 feet;

Thence along the arc of said curve through a central angle of 14 degrees 23 minutes 30 seconds and an arc length of 125.59 feet;

Thence South 14 degrees 08 minutes 19 seconds East a distance of 200.61 feet to the beginning of a tangent curve whose center bears South 75 degrees 51 minutes 41 seconds West a distance of 500.00 feet;

Thence along the arc of said curve through a central angle of 26 degrees 05 minutes 36 seconds and an arc length of 227.71 feet;

Thence South 11 degrees 57 minutes 17 seconds West a distance of 150.00 feet to the beginning of a tangent curve whose center bears South 78 degrees 02 minutes 43 seconds East a distance of 1000.00 feet;

Thence along the arc of said curve through a central angle of 11 degrees 42 minutes 25 seconds and an arc length of 204.33 feet to a point on the centerline of 93rd Avenue as described in said Book 978 of Maps, Page 34, records of Maricopa County, Arizona;

Thence along said centerline as follows;

South 00 degrees 14 minutes 52 seconds West a distance of 815.18 feet to the beginning of a tangent curve whose center bears North 89 degrees 45 minutes 08 seconds West a distance of 500.00 feet;

Thence along the arc of said curve through a central angle of 43 degrees 16 minutes 58 seconds and an arc length of 377.71 feet;

Thence South 43 degrees 31 minutes 50 seconds West a distance of 230.37 feet to the beginning of a tangent curve whose center bears South 46 degrees 28 minutes 10 seconds East a distance of 400.00 feet;

Thence along the arc of said curve through a central angle of 45 degrees 01 minutes 17 seconds and an arc length of 314.31 feet;

Thence South 01 degrees 29 minutes 27 seconds East a distance of 100.00 feet to the beginning of a tangent curve whose center bears North 88 degrees 30 minutes 33 seconds East a distance of 400.00 feet;

Thence along the arc of said curve through a central angle of 90 degrees 00 minutes 00 seconds and an arc length of 628.32 feet;

Thence South 01 degrees 29 minutes 27 seconds East a distance of 560.93 feet to the **Point of Beginning**.

Note: The above described parcel contains 5,097,524 square feet or **117.0231** acres more or less.

LEGAL DESCRIPTION
For Parcel 3
April 16, 2011

That portion of the Southeast quarter of Section 21, Township 2 North, Range 1 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona described as follows:

Commencing at the Southeast corner of said Section 21 marked by a brass cap in a handhole;

Thence South 88 degrees 18 minutes 16 seconds West along the South line of the Southeast quarter of said Section 21 a distance of 1,325.93 feet;

Thence North 00 degrees 34 minutes 45 seconds East a distance of 40.03 feet to the **Point of Beginning**;

Thence North 87 degrees 41 minutes 05 seconds West a distance of 847.80 feet;

Thence North 01 degrees 41 minutes 44 seconds West a distance of 260.70 feet;

Thence North 88 degrees 42 minutes 19 seconds East a distance of 858.22 feet;

Thence South 00 degrees 34 minutes 45 seconds West a distance of 314.24 feet to the **Point of Beginning**.

Note: The above described parcel contains 245,014 square feet or 5.6247 acres more or less.

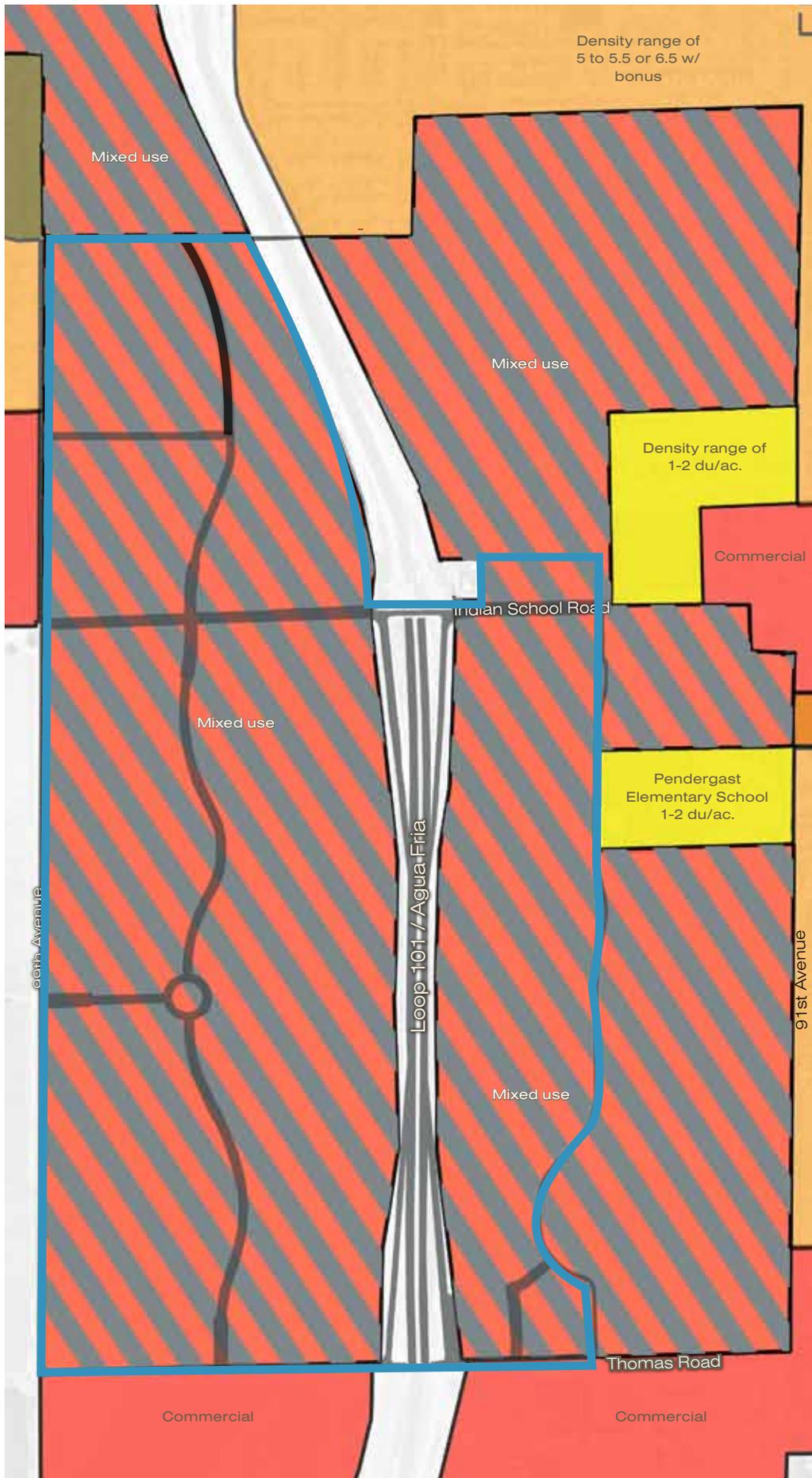


Existing Site Conditions Map



Exhibit 4.0
4/25/2011

PCD major amendment
planned unit development



City of Phoenix
Land Use Designations

-  Industrial & Commercial
-  Commercial
-  Low Density Residential
-  Residential



Existing General
Plan Land Use



Exhibit 5.0
4/25/2011

PCD major amendment
planned unit development



City of Phoenix Zoning Designations

CP/GCP
Commerce Park/General Commerce Park option

C-1
Commercial / Neighborhood Retail

C-2
Commercial / Intermediate Commercial

C-3
Commercial / General Commercial

PSC
Planned Shopping Center

S-1
Ranch or Farm

R1-8
Single Family Residential

R1-6
Single Family Residential

R-2
Multiple Family Residential

R-3
Multiple Family Residential

Zoning Overlays

SP
Special Permit

PCD
Planned Community District

HR
High Rise and High Density

* Use permit for 80' maximum building height

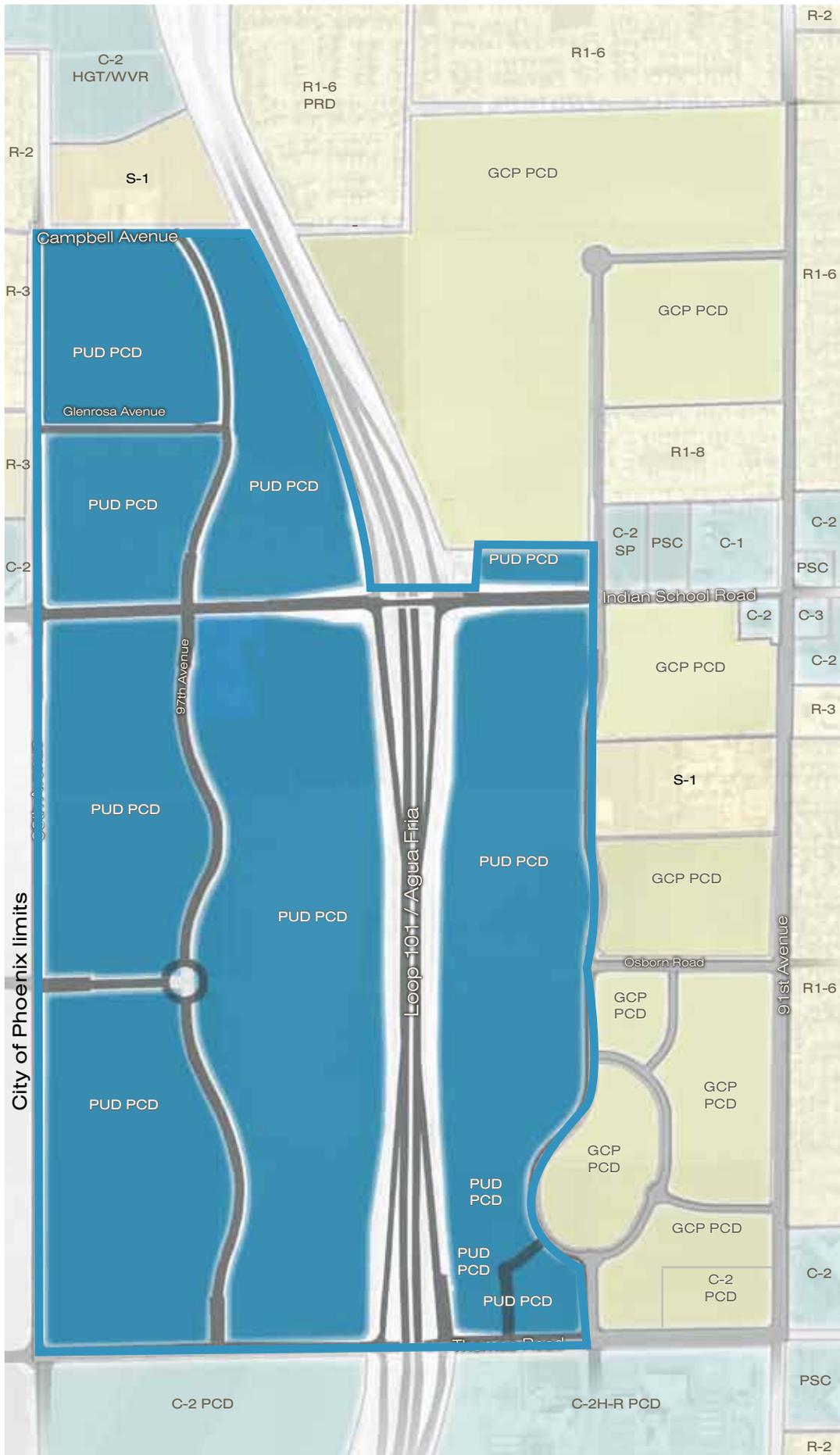


Existing Zoning Plan



Exhibit 6.0
4/25/2011

PCD major amendment
planned unit development



City of Phoenix Zoning Designations

- PUD**
Planned Urban Development
- CP/GCP**
Commerce Park/General Commerce Park option
- C-1**
Commercial / Neighborhood Retail
- C-2**
Commercial / Intermediate Commercial
- C-3**
Commercial / General Commercial
- PSC**
Planned Shopping Center
- S-1**
Ranch or Farm
- R1-8**
Single Family Residential
- R1-6**
Single Family Residential
- R-2**
Multiple Family Residential
- R-3**
Multiple Family Residential

Zoning Overlays

- SP**
Special Permit
- PCD**
Planned Community District
- HR**
High Rise and High Density

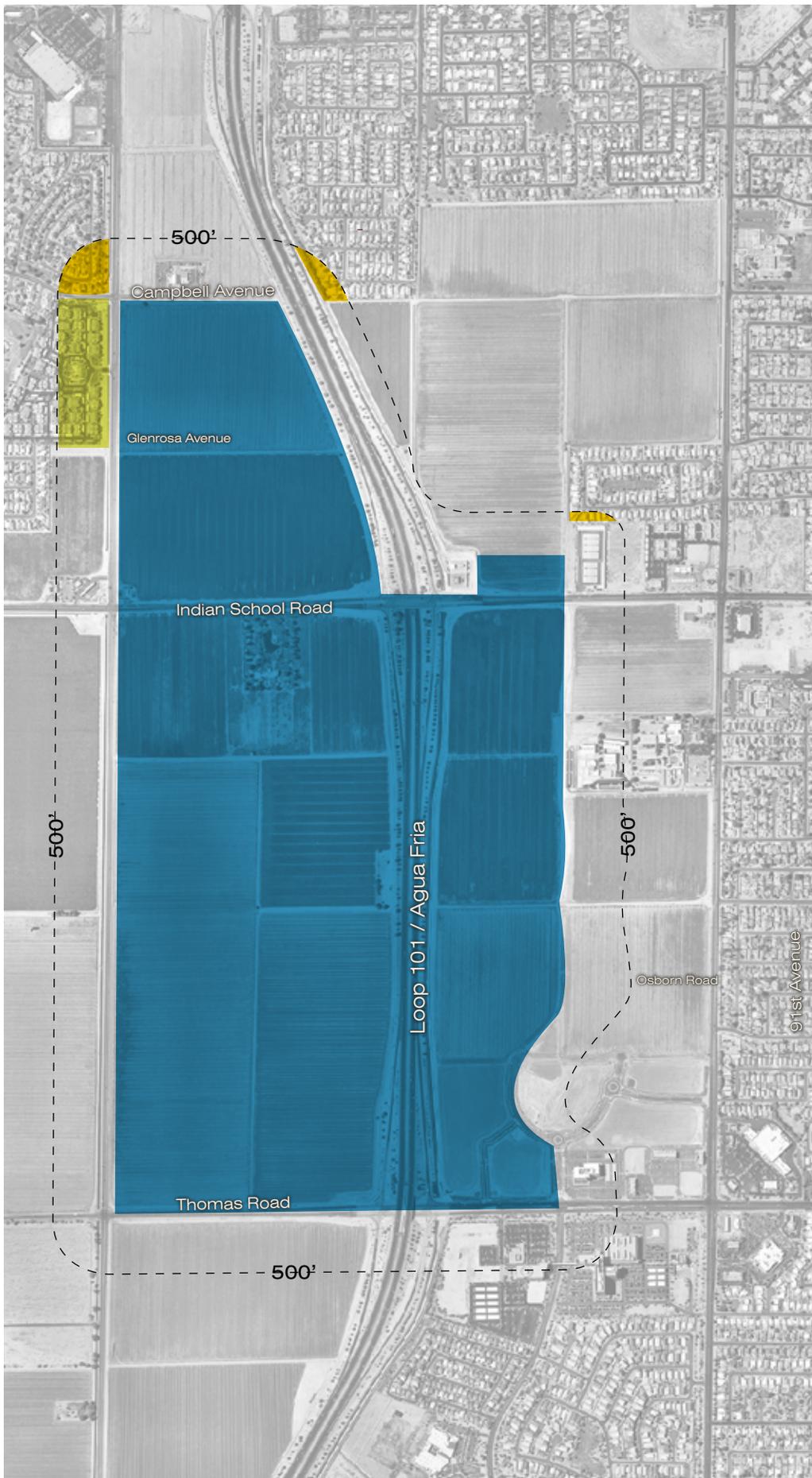


Proposed Zoning Plan



Exhibit 7.0
4/25/2011

PUD major amendment
planned unit development

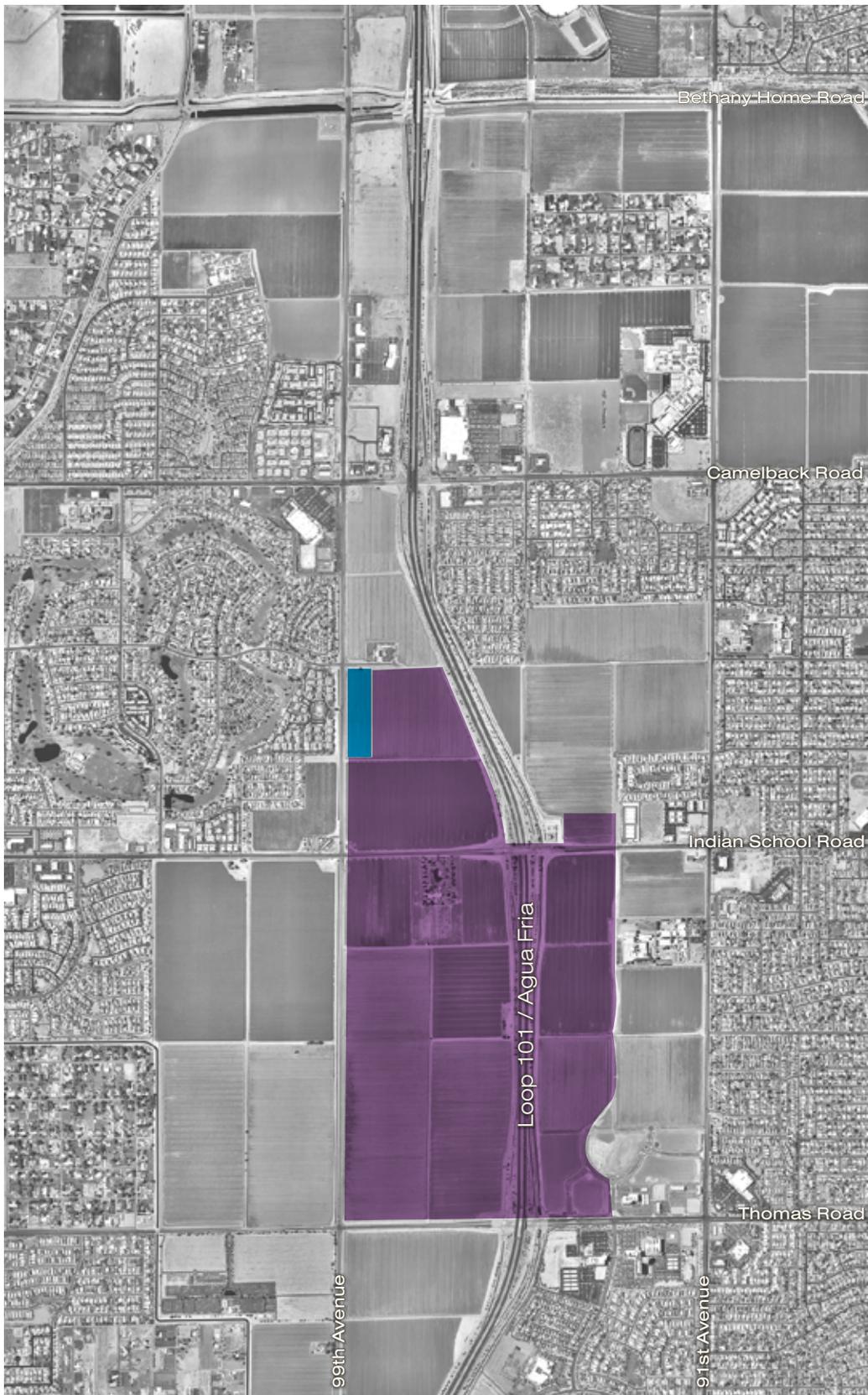


- PUD Boundry
- Multi-Family Residential
- Single-Family Residential


Existing Residential Uses (within 500ft)



Exhibit 8.0
4/25/2011



Key

250'

30'

70 ft. within 30 feet of 99th Ave

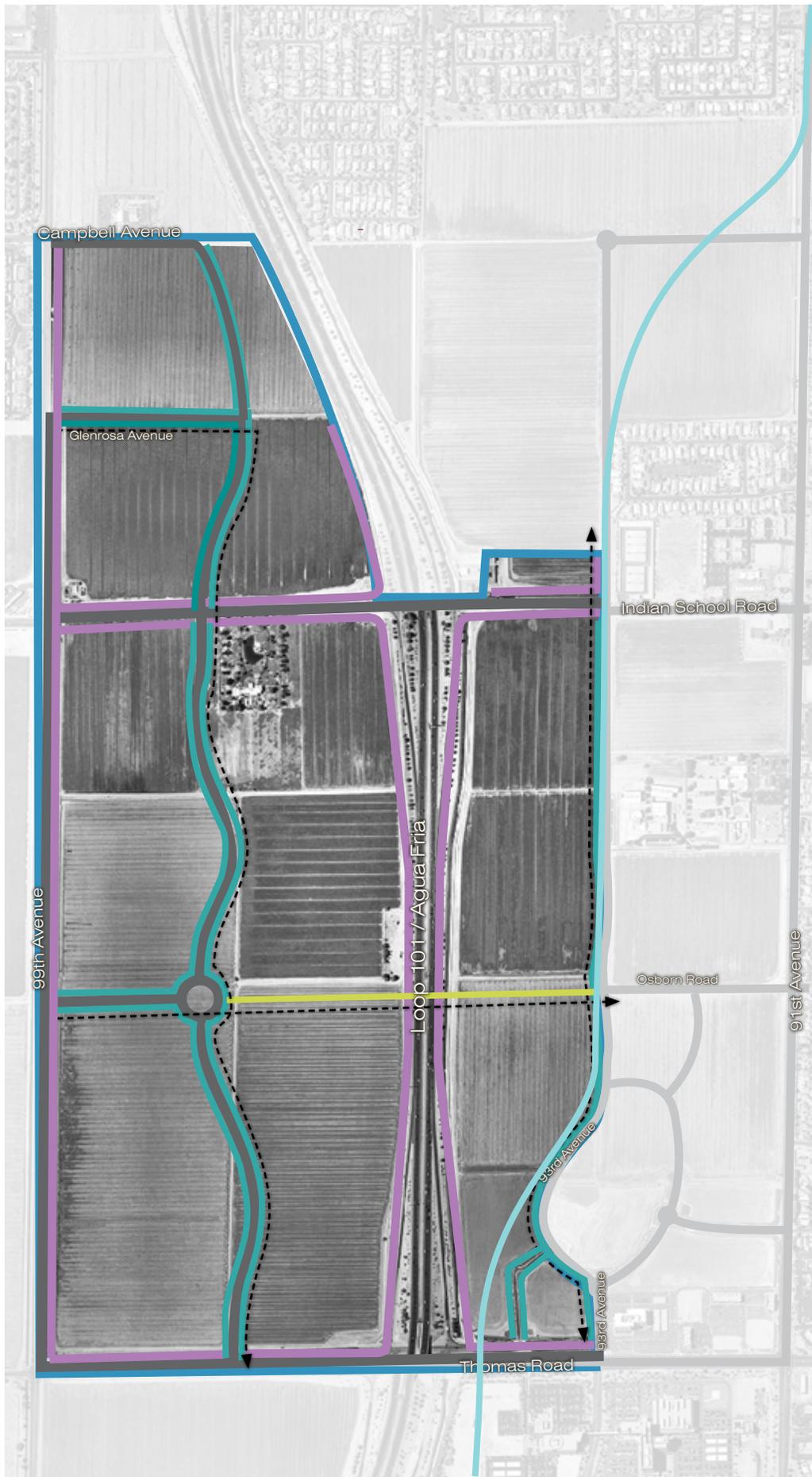


Proposed Building Height



Exhibit 9.0
4/25/2011

PCD major amendment
planned unit development



Key

30' setback at arterial streets and freeway

20' setback at local or collector streets
0' setback with mixed use

— — — — —
Pedestrian Corridor
(may be located on either side)

— — — — —
potential pedestrian connection - overpass

— — — — —
proposed Light-Rail route

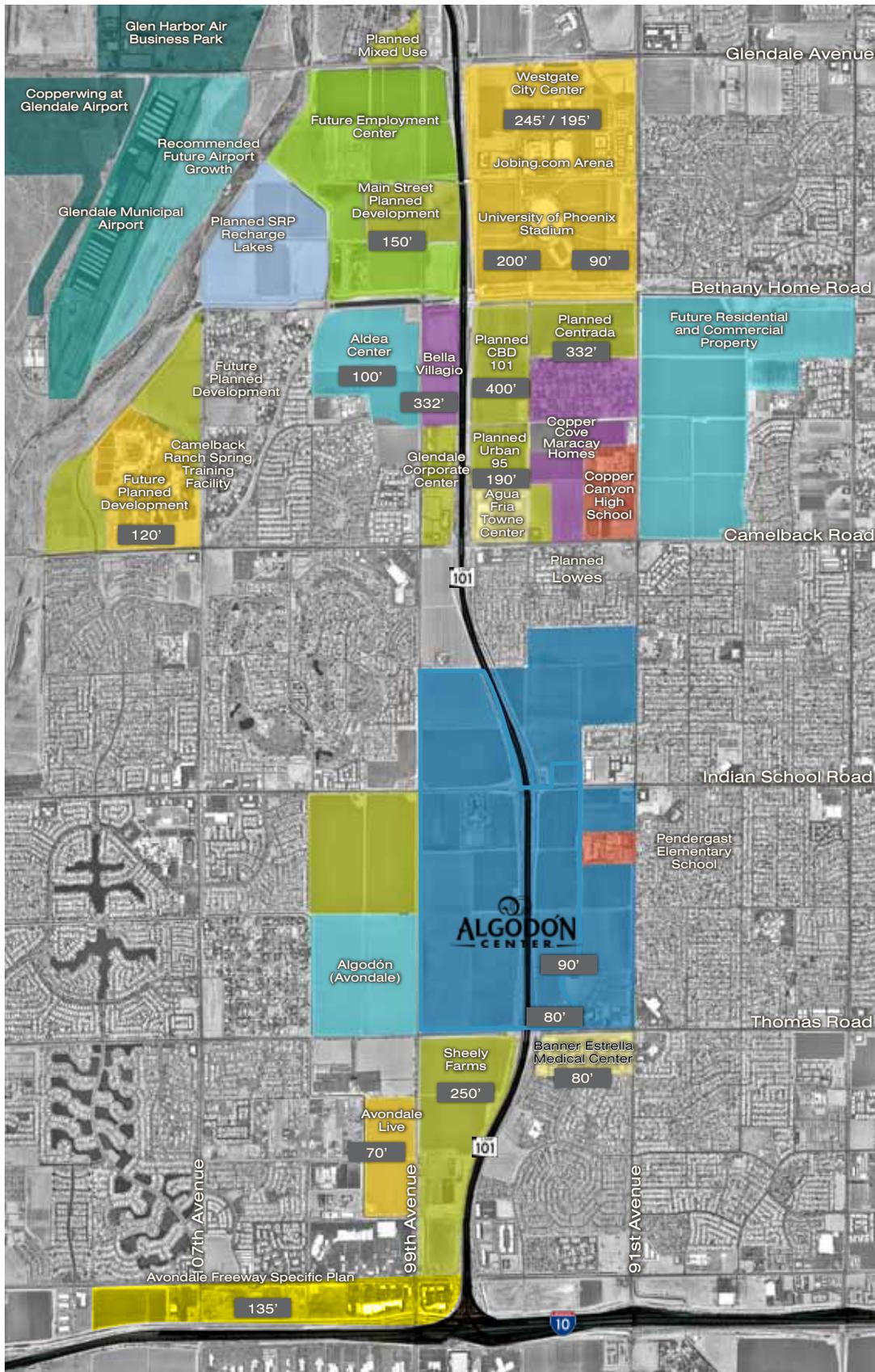


Circulation & Street Setbacks



Exhibit 10.0
4/25/2011

PCD major amendment
planned unit development



Approved Area Heights

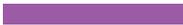


Exhibit 11.0
4/25/2011

PCD major amendment
planned unit development



Landscape Zones

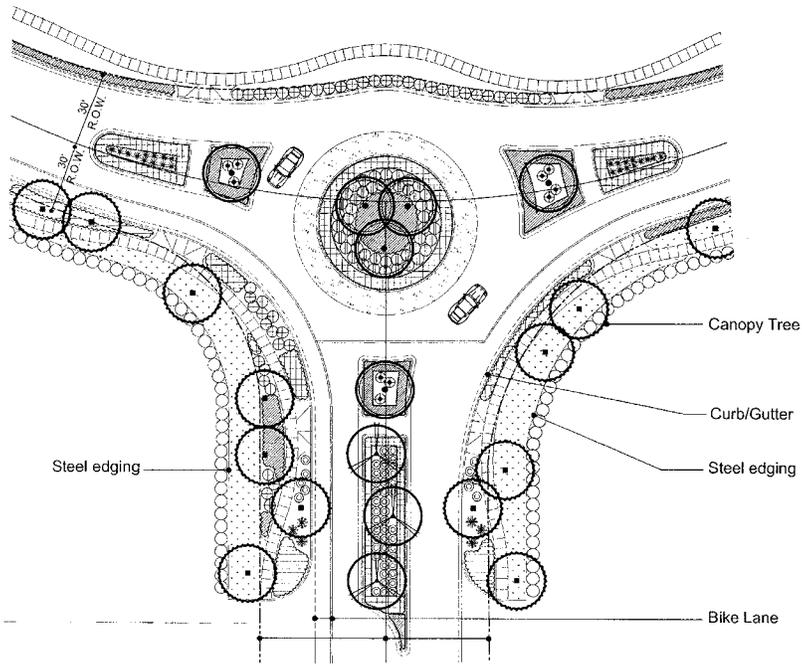
-  Round-A-Bout Landscape Theme
-  Main Entry Feature Landscape Theme
-  Arterial Street Landscape Theme
-  Collector Street Landscape Theme



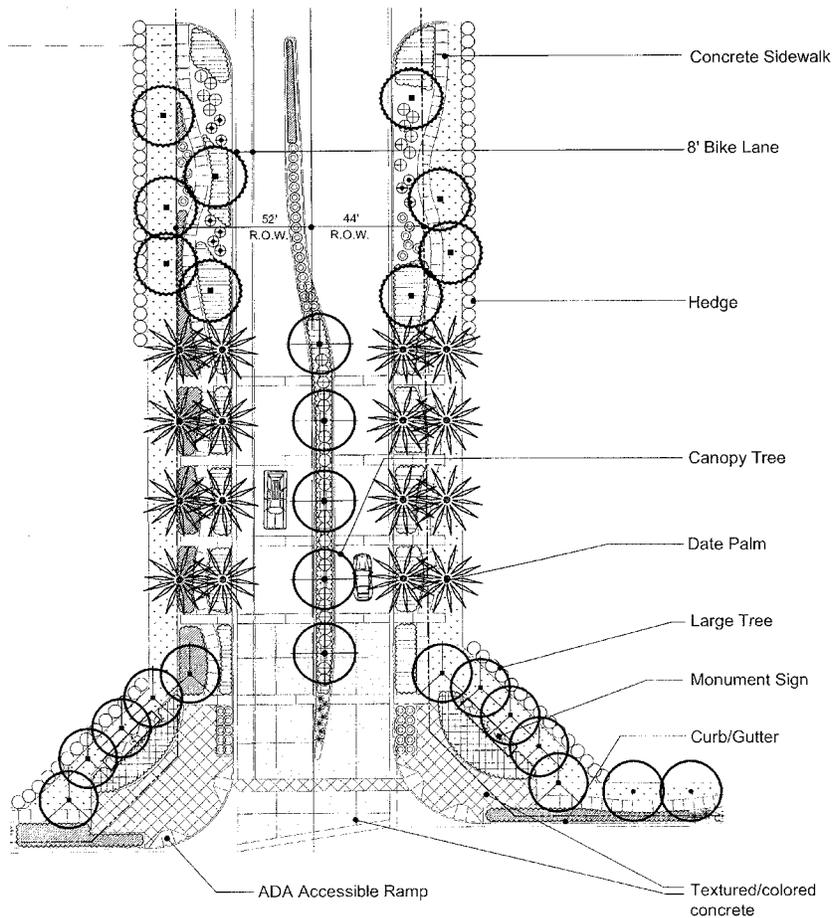
Landscape Concept



Exhibit 12.0
4/25/2011



1 Round-A-Bout Landscape Theme

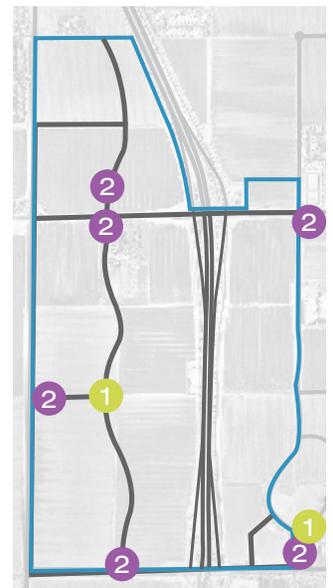


2 Main Entry Feature Landscape Theme

Landscape Zones

Round-A-Bout Landscape Theme

Main Entry Feature Landscape Theme



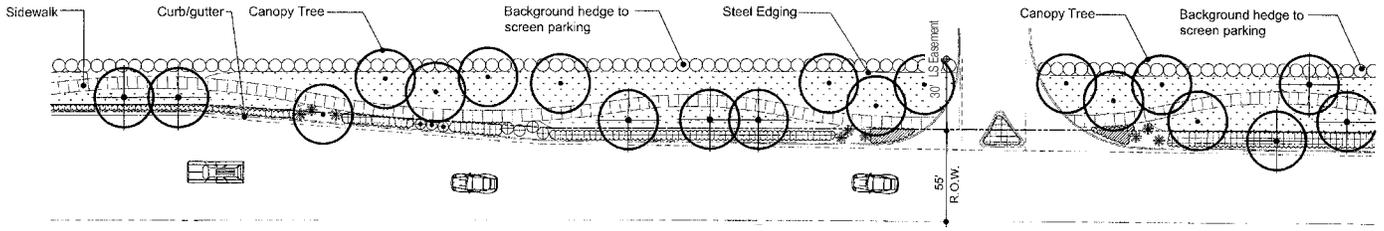
Reference Site Plan



Streetscape Concept

Exhibit 12.1
4/25/2011

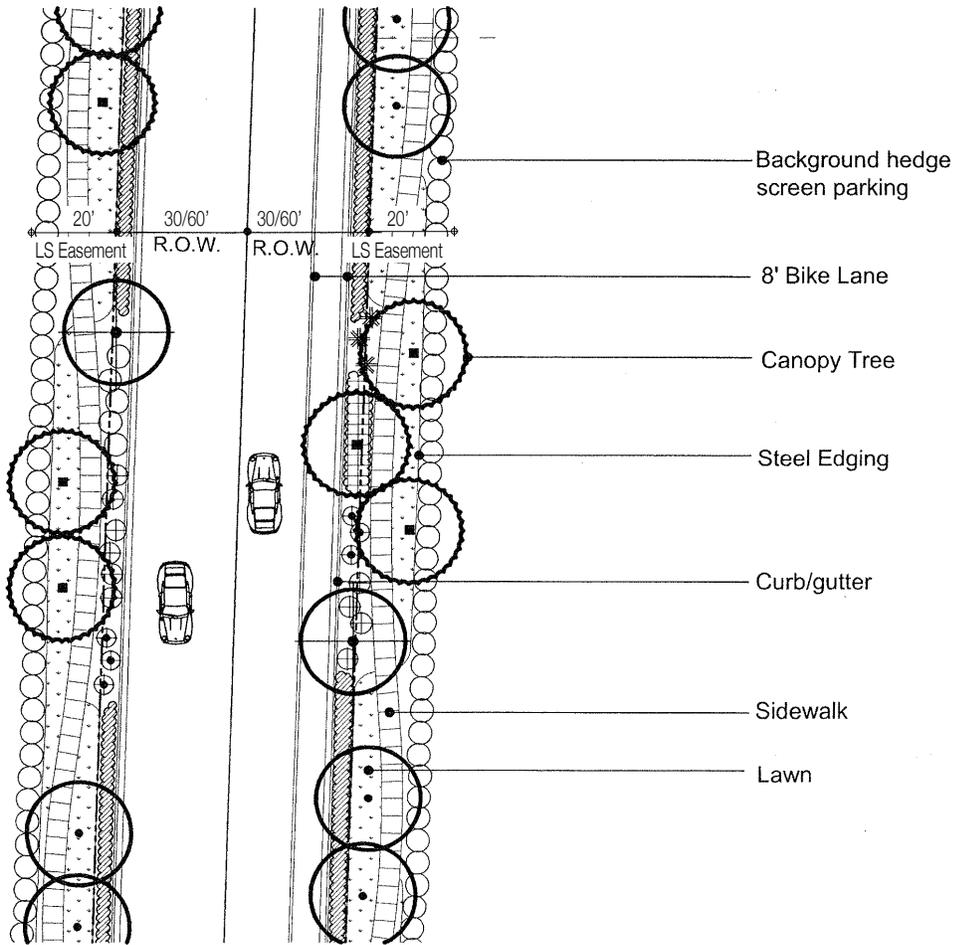
PCD major amendment
planned unit development



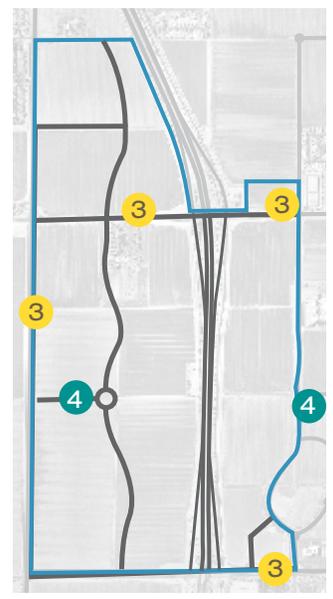
3 Arterial Street Landscape Theme

Landscape Zones

- Arterial Street Landscape Theme
- Collector Street Landscape Theme



4 Collector Street Landscape Theme

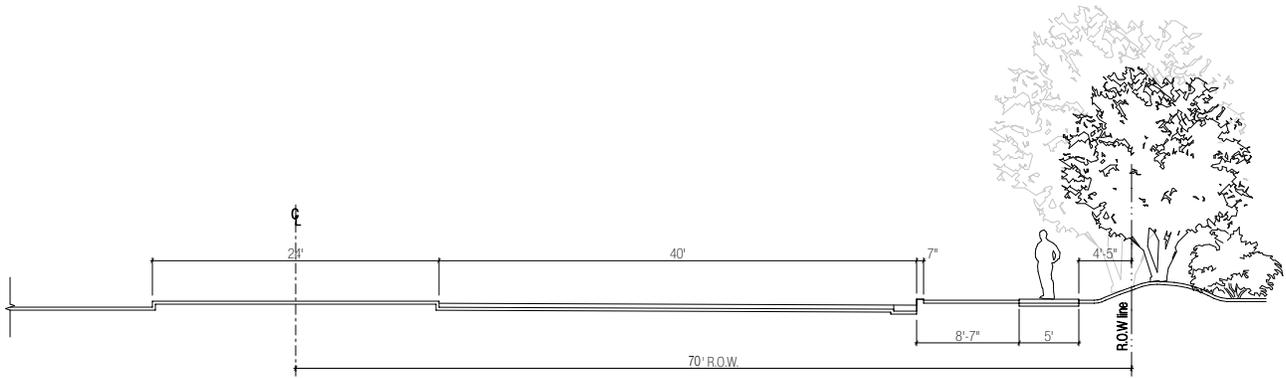


Reference Site Plan

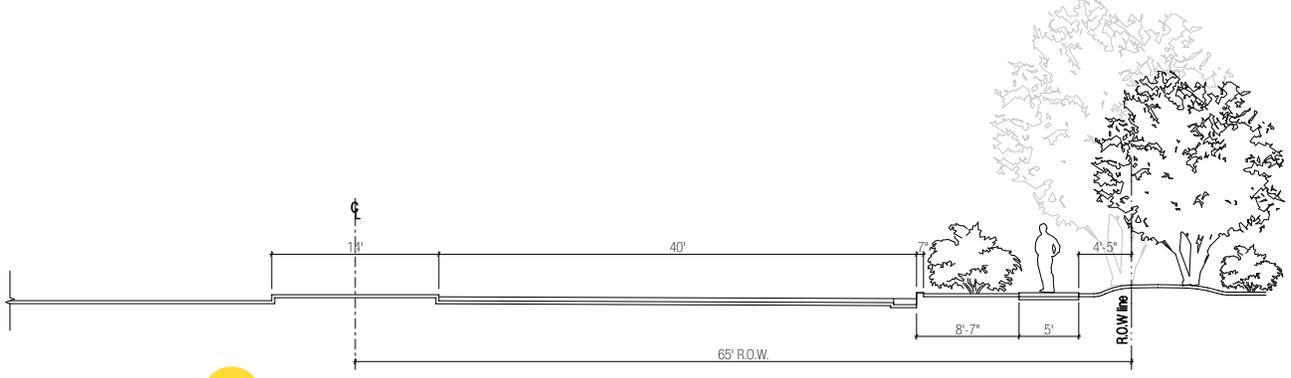


Streetscape Concept

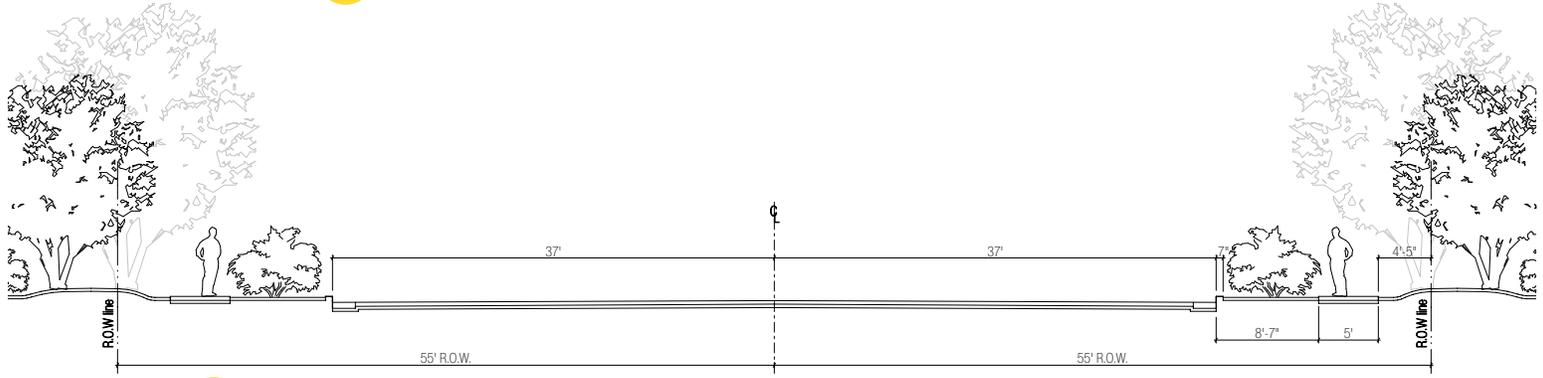
Exhibit 12.2
4/25/2011



3a Section at 99th Avenue - Arterial Street Landscape Theme



3b Section at Thomas Road - Arterial Street Landscape Theme



3c Section at Indian School Road - Arterial Street Landscape Theme

General Notes:

1. A minimum of 50% live ground cover will be provided in all landscape and retention areas.
2. Trees a min. of 24" box in size will be provided in tracts on arterial streets.
3. Plant material from Arizona State Water Resources Plant List for all right-of-way and City required planting (perimeter, parking lot and retention areas) will be utilized.
4. No turf will be installed in the public right-of-way.
5. An association, including all property owners in the development, will be formed and have responsibility for maintaining all common areas noted as 'Tract' or 'Easements' includint private streets, landscape areas, and drainage facilities in accordance with approved plans.
6. Owners of property adjacent to public rights-of-way will have the responsibility for maintaining all landscaping located within the rights-of-way, in accordance with approved plans.



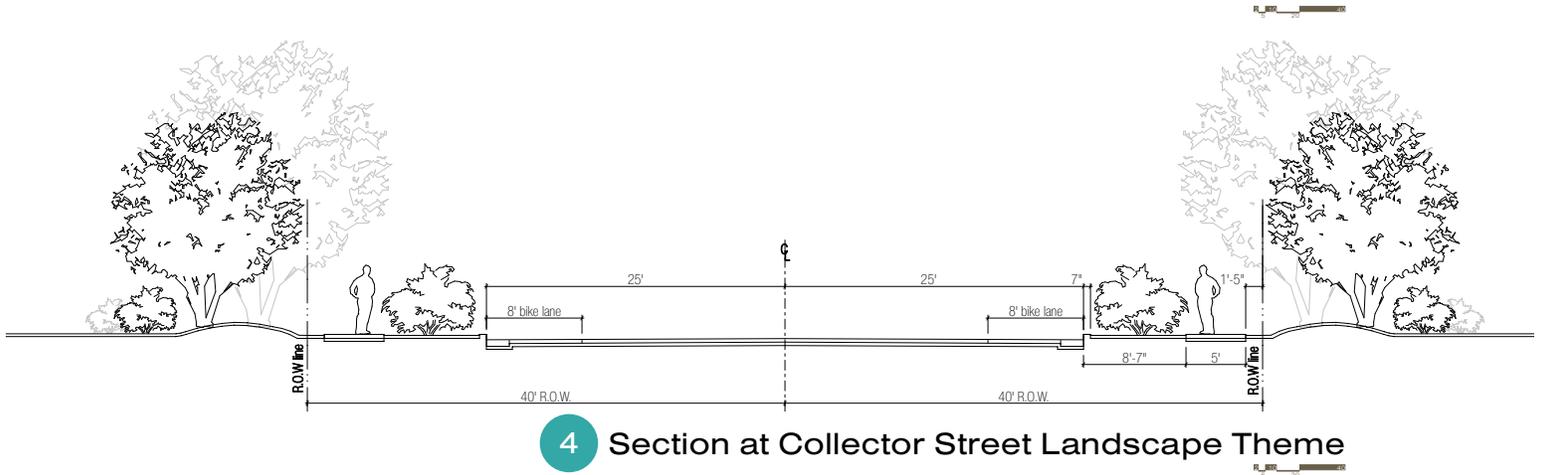
Reference Site Plan



Street Sections

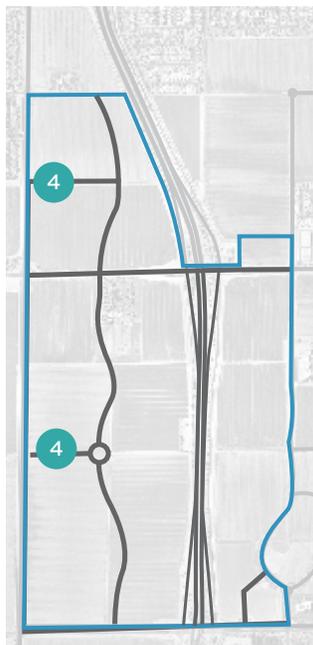
Exhibit 13.0
4/25/2011

PCD major amendment
planned unit development



General Notes:

1. A minimum of 50% live ground cover will be provided in all landscape and retention areas.
2. Trees a min. of 24" box in size will be provided in tracts on arterial streets.
3. Plant material from Arizona State Water Resources Plant List for all right-of-way and City required planting (perimeter, parking lot and retention areas) will be utilized.
4. No turf will be installed in the public right-of-way.
5. An association, including all property owners in the development, will be formed and have responsibility for maintaining all common areas noted as 'Tract' or 'Easements' including private streets, landscape areas, and drainage facilities in accordance with approved plans.
6. Owners of property adjacent to public rights-of-way will have the responsibility for maintaining all landscaping located within the rights-of-way, in accordance with approved plans.



Reference Site Plan



Street Sections

Exhibit 13.1
4/25/2011

PCD major amendment
planned unit development



Controlling Sign Approvals

ALGODON CSP
ZA 490-08-05
Rev. 2/12/09

ALGODON CSP
ZA 490-08-05
Rev. 2/12/09

ALGODON
CENTER PUD
Z-19-B-00-5

ALGODON CSP
ZA 490-08-05
Rev. 2/12/09

W Indian School Rd

Agua Fria Fwy

N 91st Ave



ALGODÓN
— CENTER® —

Algodón Center LLLP
Phoenix, Arizona

Compiled by
JRC Design
April 15, 2011

Introduction	1	4. Retail Tenant Building Signage	7
A. Signage Intent	2	4.1 Projecting Signs (Flag Mounted)	7
B. Allowable Signs	2	4.2 Awning Canopy Signs	8
C. Project Signage Types		4.3 Custom Cabinets	8
1. Permanent Signs	2	4.4 Roof Signs	8
1.1 Project Identity Landmark (Freeway)	2	4.5 Shingle/Arcade Signs	8
1.2 Project Identity Landmark/Sponsorship (Freeway)	2	4.6 Window Signage/Graphics	8
1.3 Freeway Parcel Identification Pylons	3	5. Temporary Signs	
1.4 Primary Project Identification/Monumentation	3	5.1 Freeway Project Land Sales Signs	9
1.5 Secondary Project Identification/Monumentation	4	5.2 On Site/Individual Parcel Sales Signs	9
1.6 Project Directional/Directory Signs	4	5.3 Developer/Contractor Information Signs	9
1.7 Project Banners	4	5.4 Developer/Contractor Trailer Graphics	9
2. Parcel/Tenant Identification Signage		5.5 Developer/Contractor Directionals	9
a) Freestanding Signage Frontage Requirements	4	5.6 Banners	9
b) Corner Parcel Standards	4	a) Temporary Events	9
c) Single Tenant User Standards	5	b) Grand Openings/Business Identification	9
d) Multi-Tenant Standards	5	c) Parking Lot Banners/Graphics	
e) Electronic Reader Boards (On-Site Advertising)	5	5.7 Inflatables	9
2.1 Freestanding Project Identification	5	5.8 Projected Signs/Graphics	9
(Less Than 12 Acres)		D. Signage District Master Plans and Matrices	
2.2 Freestanding Project Identification	5	Project Identity Landmark and Freeway Parcel ID	10
(12 to 50 Acres)		Typical Sign Location Plans	
2.3 Freestanding Project Identification	5	Hierarchy	
(50 Acres or More)		Project Identity Landmark and Project Parcel ID	11
2.4 Public / Quasi Public / Institutional Facilities	5	Typical Sign Location Plans	
2.5 Menu Boards (all uses) See Section D	5	Hierarchy	
2.6 On-Site Parcel Directionals	5	Project Freestanding Signs - Matrix	12
2.7 Electronic Message Panels	6	Tenant Freestanding Signs - Matrix	13
3. Office/Commercial Tenant Building Signage		Building / Tenant Signs	14
3.1 Wall Signs Below Fifty-six (56) Feet	6	Temporary Signs	15
3.2. Wall Signs Above Fifty-six (56)	6	Sign Location Map	
3.3 Aerial View Signs	7	Hierarchy/Design Options	
		Matrix	16
		E. Design, Color & Materials Palettes	17



Introduction

The word *Algodón* is Spanish for cotton – as the Center is being developed on cotton fields that have been farmed for over 70 years in the far west edge of Phoenix. Avondale is directly west of 99th Avenue and Glendale just a few miles north.

Algodón Center®* is a master-planned commerce park located in the west valley between Campbell Avenue on the west side of the Loop 101/Agua Fria Freeway, Meadowbrook on the east side of the Loop 101/Agua Fria Freeway, down to Thomas Road on the south, and 91st Avenue to 99th Avenue east to west. The Center's topography, with the Loop 101/Agua Fria Freeway bisecting it in half, makes this a unique site in Phoenix, and provides highly desirable qualities for development. Algodón Center contains over 853 acres of commercial parcels which vary in size from a few to more than 100 acres each. Algodón Center is anticipated to be developed in phases and over many years.

Algodón Center is using this section of the PUD to request a new design philosophy and approach from the City of Phoenix for the use of identity and marketing signage that is competitive with Glendale sign allowances in nearby projects. This new philosophy will allow uses within Algodón Center that are competitive within the marketplace.

These provisions in the PUD will enable the creation of a vibrant, dynamic, and creative signage and sponsorship program appropriate for Algodón Center along the freeway, and where appropriate, within its "boundaries". The PUD provides creative options to enhance a visitor's experience within the site, and will open up possibilities for design and marketing within the project. This will help make Algodón Center competitive with neighboring projects, such as Westgate, Villa Bellagio, Cardinal Stadium and Jobing.com Arena. The signs will create a contextual link between the "over-the-top" personality and design allowances for Westgate and the proposed edgy urban environment it touts, with the more suburban, mixed use, slightly slower paced business community that buffers residential.

Algodón Center has several access points off major roads and the Loop 101/Agua Fria Freeway. Freeway access is located at Indian School Road and Thomas Road.

*Algodón Center and the Cotton Bolls logo are registered trademarks of Algodón Center LLLP.

A. Signage Intent

The main objective of the signage program is to allow for flexibility for development over many years, while maintaining the level of quality and design intent initiated more than 10 years ago. The PUD will also create the avenue to encourage the creative development of signage that is vibrant, charismatic and potentially unique in its approach. A general framework is provided to ensure that the designs are appropriate for the project as a whole. Signage should not only include text that identifies the name of the business but also incorporates the use of graphics and forms that provide identity, where appropriate, for commercial clients.

As this project is primarily a suburban type of land use and tenant mix, signs will engage the vehicular visitor first from the freeway, then through the arterial street system and finally through internal signage with a neighborhood type atmosphere. Long distance recognition and viewing opportunities will be accomplished by large-scale project and major tenant recognition with appropriate size to allow for safe driving along freeway and city streets.

Exterior to the site signs shall generally conform to the requirements of Section 705 of the Phoenix Zoning Ordinance, except where modified by the regulations contained herein. Interior signs on private parcel sites, lots, or private streets will not be regulated by the city, unless otherwise specified herein, except to the extent that electrical permits may be required by the City of Phoenix. All signs shall be regulated by the Signage Design Guidelines under the sole discretion of the Master Developer and/or its Assignee and the construction rules as adopted by the City of Phoenix.

This section shall not apply to signs erected or maintained by a governmental body including, but not limited to, traffic signs, warning signs, railroad crossing signs, and signs of a noncommercial nature required by public laws, ordinances, or statutes.

B. Allowable Signs

These provisions are also meant to ensure a consistency in signage that protects the properties within the overall development for the uses and tenants' unique identities.

Applications for signage that would otherwise require special use permits, design review or a comprehensive signage package approval for their use shall not require an amendment to this PUD. Instead, they will be reviewed

and approved by the Master Developer and/or its Assignee.

The following signs, as well as signs otherwise permitted by the City of Phoenix, shall be permitted.

- Facia-mounted Signs
- Full Color Printed Media Signs
- Blade Signs (arcade types)
- Banners - site, street and project
- Painted Wall Signs (murals and tromp l'oeil)
- Window Graphic Signs
- Projecting Signs
- Electronic Message Center
- Kinetic Signs
- Sculptural Signs
- Exposed Neon Signs
- Marquee Signs
- 3D Extensions
- Aerial View Signs
- Awning | Canopy Signs
- Roof Signs
- Electronics (sponsorship signs)
- Off-Premise Signs

C. Project Signage Types

1. Permanent Signs

1.1 Project Identity Landmark (Freeway)

This landmark design may consist of one or multiple elements in composition, which will establish itself as an urban icon as the gateway to the project from both north and south along the Loop 101/Agua Fria Freeway.

1.2 Project Identity Landmark / Sponsorship (Freeway)

a) Project Landmark

This landmark design may consist of one or multiple elements in composition similar in design to sign type

1.1, and will establish itself as an urban icon along the Loop 101/Agua Fria Freeway.

- Landmarks are restricted to a maximum of one-hundred and ten (110) feet in height.
- Maximum signage area is limited to twelve-hundred (1200) square feet per sign face. Of that maximum, six-hundred-seventy-two (672) square feet may be for electronic components per display face.
- Electronic message panels are allowed. (See section 2.7 for standards for electronic components.)
- 30° Maximum angle between sign faces. Backside area between primary sign faces may be utilized for signage but may not be in the form of electronic message panels.

b) Project Sponsorship

Sponsorship signs (promoting products or services by entities selected by the Master Developer and/or its Assignee) may be for both on and off-site businesses. On-site promotions may include businesses, products, events, or services within the project, identify specific locations within the district, promote the project through for sale or lease information, or provide wayfinding to the project, or provide public service announcements.

All sponsorship signs along the freeway shall follow these standards:

- Panels shall be oriented to the Loop 101/Agua Fria Freeway.
- Each of these types of advertisements will have a maximum allowable square footage of six-hundred-seventy-two (672) square feet per display face, maximum of two (2) sides.
- Shall be turned off from 12 am (midnight) until dawn.

1.3 Freeway Parcel Identification Pylons

A maximum of fifteen (15) additional freeway signs may be located on either side of the Loop 101/Agua Fria Freeway. They will provide regional freeway identity for Algodón Center projects and parcel tenants. Signs may be either multiple or single tenant in design. Multiple tenant signage shall be limited to four (4) tenants maximum. These signs may include sponsorship (electronic) message panels, allocated by the Master Developer and/or its Assignee.

Electronic message panels may be incorporated in combination with multiple tenant panels and may show sales, products and other advertising elements that are available on the entire Algodón Center development. They are not restricted to specific parcel products.

Freeway signs shall only be located on a property with freeway frontage and a minimum of twelve (12) acres. Such signage must be within three hundred (300) feet of, and must be oriented with a Loop 101/Agua Fria Freeway viewing angle.

- Algodón Center logo shall be positioned at the top with a minimum 5'0" x 8'-9" (or 43.75 s.f.).
- Height is restricted to a maximum of fifty-four (54) feet as measured from grade.
- Maximum signage area is limited to four-hundred (400) square feet for tenant panels and electronics exclusive of Algodón Center logo .
- Spacing between signs incorporating electronic message panels shall be a minimum of seven-hundred and fifty (750) feet between other such signs.
- Spacing between signage without electronic message panels shall be a minimum of three-hundred (300) feet.
- Spacing between signs incorporating electronic messaging panels and signs without such panels shall be a minimum of three-hundred (300) feet.

1.4 Primary Project Identification/Monumentation

Primary identification will occur as defined by the Signage Matrix. These elements are to be located at primary intersections on Indian School Road, and at all four corners of the project at Thomas and 91st and 99th Avenues, and at the property edge on 91st Avenue, south of Meadowbrook Avenue.

Monuments will be designed to integrate with the sites' walls, street lights, and wayfinding elements. They are sized to vehicular scale, and will support the overall visual character of the development.

These signs shall identify the project or parcel by use secondary in association with the Algodón Center identity. (Medical Office Park, Technology Center, Business Park, etc.) Parcels with fifty (50) or more acres are allowed to use their corporate identity with "Algodón Center" as the secondary message with Master Developer's and/or its Assignees approval.

- Height is restricted to a maximum of nine (9) feet.
- Maximum signage area is limited to one-hundred and fifty (150) square feet, including the immediate background, to provide competitive signage opportunities to adjacent projects.

1.5 Secondary Project Identification/ Monumentation

Secondary identification along 99th Avenue and 91st Avenue, Indian School Road, Osborn Road and Glenrosa Avenue will occur as defined in the Signage Matrix. Smaller in scale than the primary monuments, these signs will also be designed to integrate with the Center's site walls, street lights, and wayfinding elements.

They are sized to vehicular scale, and will support the overall visual character of the development while smaller in scale that delineates secondary entrances into the overall project.

- Height is restricted to a maximum of seven (7) feet.
- Maximum signage area is limited to one-hundred (100) square feet, including the immediate background, to provide competitive signage opportunities to adjacent projects.

1.6 Project Directional/Directory Signs

In general, the signage will be at vehicular scale and follow the sizes and heights for community roadway standards and as defined in the Signage Matrix (Section D).

This type of signage is allowed once off the main roadways. Vehicular and pedestrian oriented directionals can be used to along 93rd and 97th Avenues, Osborn Road, Glenrosa Avenue, 92nd Avenue, Algodón Way, Pinchot, and any future internal arterial type of roads within the Center.

Wayfinding and directional signage shall be seamlessly integrated with the overall project identity signage design, using colors and materials that are appropriate for their signage type and use.

- All wayfinding signage will be primarily free-standing post and panels in form, or attached to street lighting/furnishings.
- Height shall be limited up to a maximum of eight (8) feet in height.

- Sign area shall be limited up to a maximum of forty (40) square feet in area.
- This type of signage can also include private street signs in larger developments.

1.7 Master Developer Project Banners

Developer Banners are allowed throughout the project on major and minor streets and roadways, multi-use parking lots, storefronts and public spaces. Banners are incorporated into the development to provide color, seasonal graphics and developer/project identity and promotions.

Banners are allowed Vinyl, nylon, fabrics with silk-screened, painted, printed, vinyl or other semi-permanent graphic applications.

2. Parcel/Tenant Identification Signage

This is project/tenant identification for all individual parcels of either single owner/user facilities or multiple buildings with shared parking, ingress and egress locations that are not adjacent to the Loop 101/ Agua Fria Freeway.

Signs and locations are not shown on the Project Sign Location Plan as they are specific to the individual parcel, its architectural design, materials and tenant type and needs. Standards and restrictions are identified in the signage matrix under Tenant Freestanding Signs.

a) Freestanding Signage Frontage Requirements

This section sets forth the number and type of monument signs permitted on individual development parcels in Algodón Center in addition to building signage.

- If such a parcel has more than one street front, the signage for each street shall be calculated separately depending on the length of each frontage.
- If such a parcel contains a corner, the frontage of that corner parcel shall not be included in the calculation of the street frontage for signs described in this section.
- Any development parcel may display one (1) primary identification sign for the first three hundred (300) feet, or portion thereof, of frontage and one (1) additional primary identification sign for each additional full three hundred (300) feet of frontage.

- Two (2) secondary identification signs can be substituted for one (1) primary, based on the spacing of one-hundred and fifty (150) feet between any other identification signs on the parcel.
- All signs for corner parcels must comply with the visibility triangle restrictions at driveways as per the City of Phoenix standards.
- There shall be a minimum distance of one hundred (100) feet between the nearest Algodón Center Project Identification Monument and any adjacent parcel monument signage.

b) Corner Parcel Standards

Developments which are typically planned for corners at primary or secondary entry points to the project may have, in addition to the Algodón Center Project Identification Monumentation:

- Parcels with less than one hundred (100) feet of frontage on either street may display one (1) secondary freestanding sign per street front.
- Parcels with at least one hundred (100) feet but less than three hundred feet ($\geq 100'$ but $< 300'$) of frontage (per street) may have one (1) primary freestanding sign on each street front, or two (2) secondary signs per street front.

c) Single Tenant User Standards

For single tenant parcel with more than one street front, the signage for each street shall be calculated separately depending on the length of each frontage.

- Single tenant parcels with less than one hundred (100) feet of frontage may display one (1) secondary identification sign.
- Single tenant parcels with between one hundred (100) and three hundred (300) feet of frontage may display one (1) primary identification sign.
- Single tenant parcels with more than three hundred (300) feet of frontage may display the same number and sizes of signs as a multiple-use parcel with the same frontage.

d) Multi-Tenant Standards

For multi-tenant parcels with more than one street front, the signage for each street shall be calculated separately depending on the length of each frontage.

- Multi-tenant parcels with less than one hundred (100) feet of frontage may display one (1) multi-tenant secondary identification sign.
- Multi-tenant parcels with between one hundred (100) and three hundred (300) feet of frontage may display one (1) multi-tenant primary identification sign
- Multi-tenant parcels with more than three hundred (300) feet of frontage may display one (1) primary and one (1) secondary sign for each additional full one-hundred fifty (150) feet of frontage.
- For developments fifty (50) acres or greater, the primary signage shall be increased to a maximum height and size as outlined in the matrix to provide competitive signage opportunities to adjacent projects. Spacing requirements remain the same.

e) Electronic Reader Boards (On-Site Advertising)

The signs permitted as previously outlined for individual parcels may each contain up to a maximum of one hundred (100) square feet of animated message panel if square footage allows, and with written approval of the Master Developer and/or its Assignee. Frequency of change in the message and any animation of the panel, and other restrictions shall follow the standards as outlined in section 705.C.13 of the City of Phoenix sign code, adopted and approved in 2010.

2.1 Freestanding Project Identification (Less Than 12 Acres) See Section D

2.2 Freestanding Project Identification (12 to 50 Acres) See Section D

2.3 Freestanding Project Identification (50 Acres or More) See Section D

2.4 Public / Quasi Public / Institutional Facilities

Individual parcel developments located along primary/arterial roadways adjacent to the project are allowed freestanding monumentation signage in addition to building signage.

2.5 Menu Boards (all uses) See Section D

2.6 On-Site Parcel Directionals
See Signage Distribution Matrices

2.7 Electronic Message Panels

Electronic message panels are allowed in all permanent signage categories for the project with written approval of the Master Developer and/or its Assignee and as outlined in the signage matrix. Also defined as Sponsorship signs, which is the specific promotion of products or services by entities selected by the Master Developer and/or its Assignee, integrated with the project's identification.

- Illumination shall utilize the standard brightness level for readability based on the time and effect of the weather. Video technology in signs will use automatic level controls to reduce light levels at night and under cloudy and other darkened conditions, in accordance with the following:
 - a) All electronic, digital, or video display unit signs will have installed ambient light monitors, and will at all times allow such monitors to automatically adjust the brightness level of the sign based on ambient light conditions.
 - b) Maximum brightness levels for electronic, digital, or video display signs will not exceed 342 nits when measured from the signs face at its maximum brightness, between sunset and 12am (midnight), as those times are determined by the National Weather Service.
 - c) Written certification from the sign manufacturer will be provided at the time of application for a building permit certifying that the light intensity of the sign has been preset not to exceed the illumination levels established by this PUD, and that the preset intensity level is protected from end user manipulation by password protected software or other approved method.
- The static sign copy shall be displayed for a minimum duration of eight (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. No part of the sign structure or cabinet may move or rotate.
- Timing for off-site advertisements and public service announcements shall be limited to up to twenty (20) minutes of each hour, leaving the balance of forty (40) minutes to on-site and Algodón Center messages. A minimum of twenty-

five (25) messages per hour shall be allocated to the marketing of Algodón Center or its uses.

- Signs shall not include animated, flashing, scrolling, intermittent or full-motion video elements. Transition time between differentiated graphics shall not be considered "scrolling".
- Signs shall be extinguished from 12 am to sunrise.

3. Office/Commercial Tenant Building Signage

All signage types allowed in current city signage ordinance, plus those outlined below are allowed for tenant identification, if appropriate to the architectural design, and theme of the tenant. Signage concepts exceeding these regulations will require the written approval by the Master Developer and/or its Assignees.

3.1 Wall Signs Below Fifty-six (56) Feet

Tenant identification signs should be designed to fit the building elevation architecture and overall environment in scale, placement and style. Designs should complement the building color and finishes but should provide contrast for readability, and project's level of quality.

All office/commercial/campus and corporate facility parcels shall create tenant criteria programs for review and approval by the Master Developer and/or its Assignee that meet the following standards:

- Commercial/Office buildings shall create a tenant signage criteria of designated locations in a maximum of controlled horizontal areas. Signage locations need not be located within tenant's leased space within the building.
- Each business/tenant shall be allowed a maximum of one and one-half (1 1/2) square footage for each one (1) linear foot of business elevations.
- Buildings with elevations located adjacent to the freeway shall be allowed two (2) square feet per linear foot of the buildings freeway elevation only.
- Calculations from one elevation are not transferred to another.
- Signs on the rear elevations of buildings shall be allowed the same ratios as noted above, per elevation.

3.2. Wall Signs Above Fifty-six (56) Feet

For all buildings greater than fifty-six (56) feet in height and requesting signs at the upper level, signage

shall be allowed by right based on the following criteria:

- Master Developer and/or its Assignees written approval of the parcel's tenant signage criteria.
- The area of a wall sign erected over fifty-six feet in height shall not exceed one percent (1%) of the area of the overall elevation to which it is attached. This area shall not be counted against the wall signage which may be placed on the building below fifty-six feet.
- A wall sign erected over fifty-six (56) feet in height shall be placed in the top ten percent (10%) of the wall to which it is attached and shall not exceed eighty percent (80%) of the width of the building face to which it is attached.
- Signs shall be limited to a maximum of two (2) tenants per building and a maximum of four (4) signs per building. Signage shall be restricted to either identification of the building or two tenants at the discretion of the Master Developer and/or his Assignee.

3.3 Aerial View Signs

For single use parcels of twenty five (25) acres or more that are designated as major tenants of the development, one aerial view sign is allowed in addition to others permitted. These signs may be painted on, or otherwise applied directly to, the roof of building associated with the uses under the following conditions:

- The sign shall not be visible from the ground.
- The signs shall not be larger than one thousand (1000) square feet.
- The signs shall identify the facility only by name or logo.
- Aerial view signs shall not be animated, or illuminated.

4. Retail Tenant Building Signage

All signage types allowed in current city signage ordinance, plus those outlined below, are allowed for tenant identification, if appropriate to the architectural and tenant's business. All signs shall be calculated as tenant's signage allotment unless noted otherwise.

- Tenant identification signs should be designed to fit the storefront architecture and overall environment. Designs should complement the building color and finishes but should provide contrast for readability, and level of quality.
- Minimum allowed signage shall be fifty (50) square feet, and a maximum of based one and one-half (1.5) square feet per lineal foot of building frontage.
- Signage is allowed on the back side of retail tenant space when visible to other parking areas, primary or internal streets. Square footage shall be limited to one (1) square foot per each lineal foot of building elevation.
- Measures will be taken to use the most energy efficient and sustainable type of lighting sources.

All storefront lighting should be baffled and concealed when ever possible. Where fixtures are exposed, they should contribute to the overall composition of the store front(s). All exposed lighting fixtures and their intensity shall be subject to approval by the Landlord prior to applying for a signage permit.

Tungsten and halogen sources over seventy (70) watts and incandescent sources over one-hundred and fifty (150) watts will be fully shielded from any adjacent single family residential neighborhood.

4.1 Projecting Signs (Flag Mounted)

Projecting signs are those that hang or project more than twelve (12) inches from the building surface, and are typically perpendicular to the facade.

These signs are allowed only for retail oriented parcels and shall follow these standards:

- These signs are encouraged to be creative and relate thematically to the establishment of which it's advertising.
- Projecting signs must be mounted a minimum of nine (9) feet above finished floor/sidewalk area and may not project into any public rights of way.
- Signs must be mounted to the building and can not project off a building or piece of architecture more than seventy-two (72) inches or as appropriate for the design of the building and the tenant location, identity standards and its relevance to the site and project.

4.2. Awning | Canopy Signs

- Both types are typically mounted parallel with the building/street frontage. Algodón Center is allowed signage and graphics on any and all surfaces if the structure has been approved in the architectural review process. After thought applications of awning and/or canopies are not allowed.
- Awnings (non-rigid surfaces) shall be printed, silk screened, factory painted graphics on cloth type materials. Vinyl or plastic bases materials may use high performance vinyl applied in the field.
- Canopies (rigid surfaces) may have hanging, surface mounted, top mounted or projecting letters off all surfaces of the structure.

4.3 Custom Cabinets

Creative designs and forms are encouraged. Unless part of a nationally registered and/or trademarked logo, rectangular shaped designs are prohibited without Owner's overriding approval.

These sign types are multiple layered and sided in design with a mix of opaque, translucent backgrounds and various types of lettering, and illumination methods, fabricated as single units.

Custom signs may be internally, externally, indirectly, or a combination of for illumination. When cabinet signs are used, the background surface(s) adjacent to the sign should be illuminated as well to provide definition of the signs form.

4.4 Roof Signs

Signs which break the silhouette of the roof line or are mounted on the slope of peaked roof, will be only allowed with Master Developers and/or its Assignees approval.

Roof signs will only be allowed on retail oriented user buildings where the architecture theme and structures provides for an appropriate application and is a single use structure for parcels with twenty-five (25) acres or more.

4.5 Shingle/Arcade Signs

Retail and or main-street type of developments may have shingle/arcade signs that advertise a business and help signify its entry for customers along covered pedestrian walkways.

- Each business will be allowed one shingle/ arcade sign per patron entry point and can only be mounted at the entry.
- Signs will be mounted under an arcade, canopy or awning depending upon the architectural design.
- Signs will be limited to six (6) square feet and the lowest point must be mounted a minimum of eighty (80) inches above grade.
- Signs may have graphics on both sides so as to allow its reading from either direction. These signs do not count against tenant's signage allotment.

4.6 Window Signage/Graphics

Window signs shall not exceed thirty percent (30%) of each window area located on the ground floor of a building. Window areas separated by mutins or mullions shall be considered as one continuous windowpane.

Window signage intent should be to augment the display of merchandise and be scaled proportionately to the architecture and the physical window opening.

Incidental signage is also included in this area and is for the suite identification, use of credit/debit cards, hours of operation etc. These signs do not count against tenant's signage allotment.

5. Temporary Signs

5.1 Freeway Project Land Sales Signs

Site, sale and lease information along the Loop 101/ Agua Fria Freeway for Algodón Center information. These signs are controlled exclusively by the Master Developer and/or its Assignee for use in sales and marketing of development parcels.

- One (1) sign per parcel.

5.2 On Site/Individual Parcel Sales Signs

Site, sale and lease information within and along perimeter and interior roadways.

- For parcels with less than twelve (12) acres, one sign per street frontage;
- For parcels with more than twelve (12) acres, additional square footage and height is allowed per the matrix (See Section D).

5.3 Developer/Contractor Information Signs

On site information and safety signage as required by the city and or contractor.

- For parcels with less than twelve (12) acres, one sign per construction traffic entry;
- For Parcels with twelve (12) acres or more, two (2) signs per construction traffic entry.

5.4 Developer/Contractor Trailer Graphics

On site identification, phone number and information of site's developer/contractor.

5.5 Developer/Contractor Directionals

On site directional and information during construction.

5.6 Banners

Standards - All Signs for grand openings or temporary business identification while awaiting permanent signage, pennants, streamers or other such devices shall be subject to the following safety standards and requirements:

- Banners shall be attached to a solid structure in a secure manner.
- Banners shall have a minimum clearance of eight (8) feet above grade when placed above an area open for the common or general use of the public.
- Banners shall be vented as required to ensure they will withstand wind pressure from any direction applied to the projected exposed area.
- Banners shall not project above the roof line.

a) Temporary Events

Such signs shall be erected no more than two (2) days prior to the event and shall be removed no more than one (1) day after the event. Total duration of use for such signs not to exceed five (5) days.

Such signs are limited to no more than four (4) events at any one (1) single site in a calendar year.

b) Grand Openings/Business Identification

Temporary business identification is limited to one (1) sign per street front.

Such signs shall be erected for a period not to exceed thirty (30) days.

Permits for grand openings shall be issued only if a valid building permit for construction or alteration

of the building or suite for that location has been issued, or a valid application for a certificate of occupancy has been made for the address in question.

c) Parking Lot Banners/Graphics

Banners and graphics throughout the year can be seasonal and or tenant oriented without a time limit.

5.7 Inflatables - Primarily used in retail applications, these signs are oriented for on-site to advertise temporary events, speciality vendor promotions. Inflatables shall be:

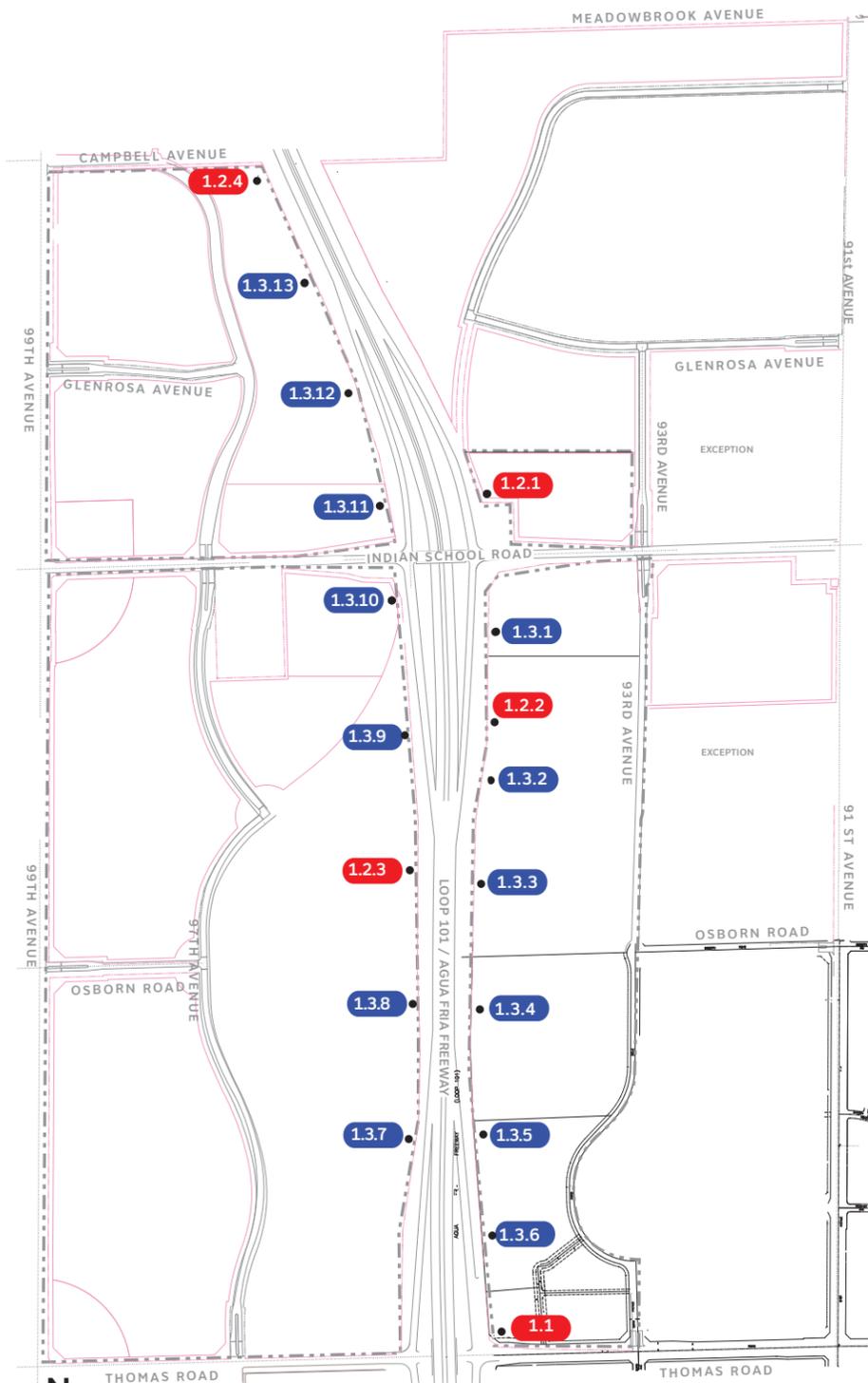
- Equipped with a rapid deflation device.
- Located in a manner that does not block or make inoperable doors, vents, emergency access windows or other openings serving occupants of a building.
- Restrained, attached, or held in place by a cord, rope, cable or other tethering method to the ground that is engineered to be sound.
- Inflatables shall not extend into or over the rights-of-way or be located on rooftops.
- No floating or flying type of inflatables, or helium filled over a five-hundred (500) square feet will be allowed.
- Total duration of use for such signs not to exceed five (5) days.

5.8 Projected Signs/Graphics (light created) –These signs are oriented for on-site to advertise temporary events, speciality vendor promotions. Total duration of use for such signs not to exceed five (5) days.

Illumination may be innovative and incorporate a variety of lighting types, such as neon tubes, fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights, and wall washes or similar techniques.

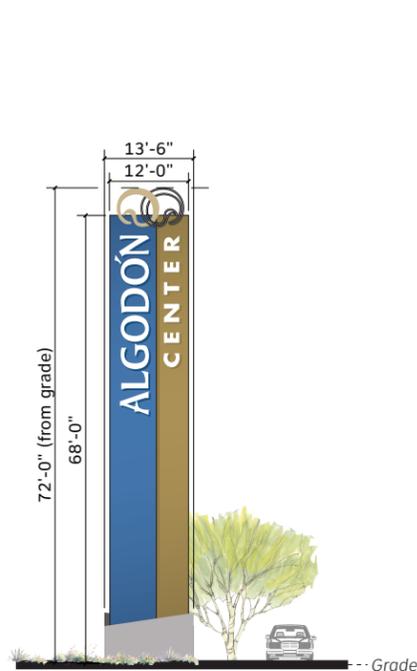
D. Signage District Master Plans

Project Identity Landmarks and Freeway Parcel ID Pylons Typical Sign Location Plans



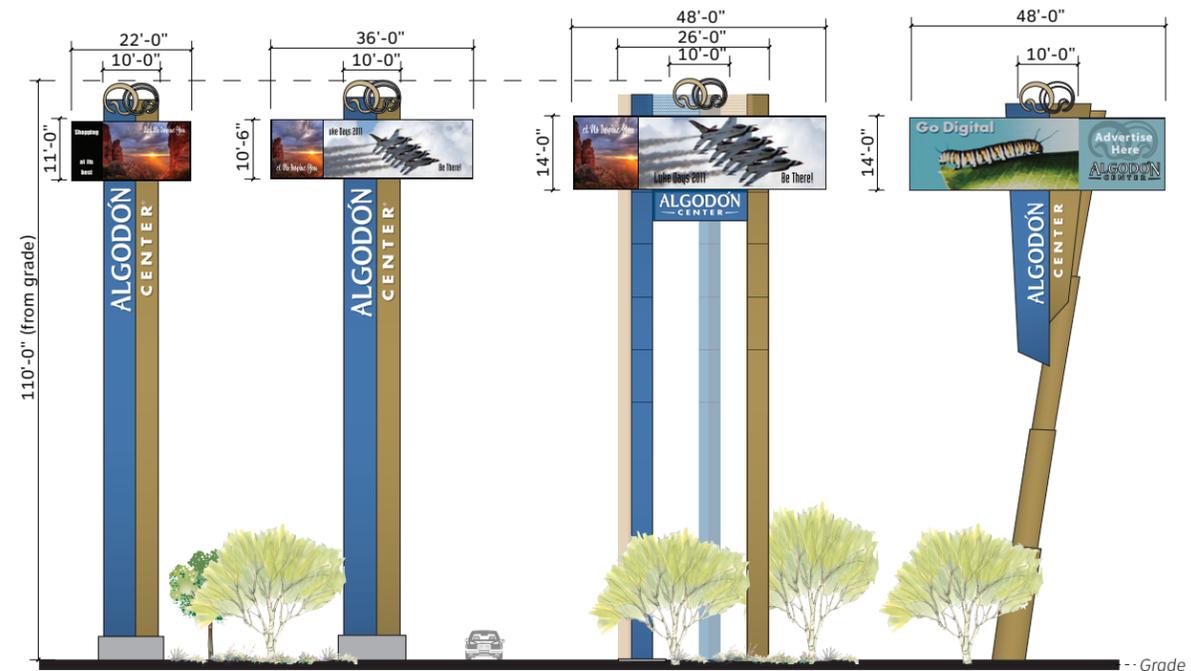
Note: Sign locations are typical and are based on the proposed Interior road alignments. Road alignments and signage locations may change as the project develops. Numbers missing and/or out of sequence are controlled by the Algodon Comprehensive Signage Package.

Hierarchy/Design Options



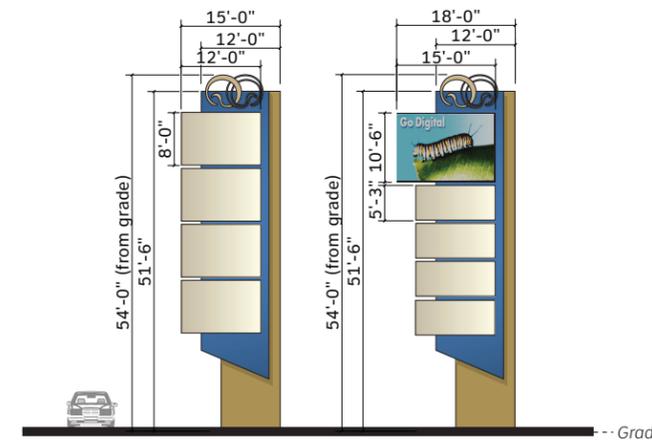
1.1 - Project Identity Landmark
Scale: 1"=24'-0"

This landmark design may consist of one or multiple elements in composition, which will establish itself as an urban icon as the gateway to the project from south along the Loop 101/Agua Fria Freeway.



1.2 - Project Identity Landmark/Sponsorship w/Electronics
Scale: 1"=30'-0"

This landmark design may consist of one or multiple elements in composition similar in design to sign type 1.1, and will establish itself as an urban icon along the Loop 101/Agua Fria Freeway.



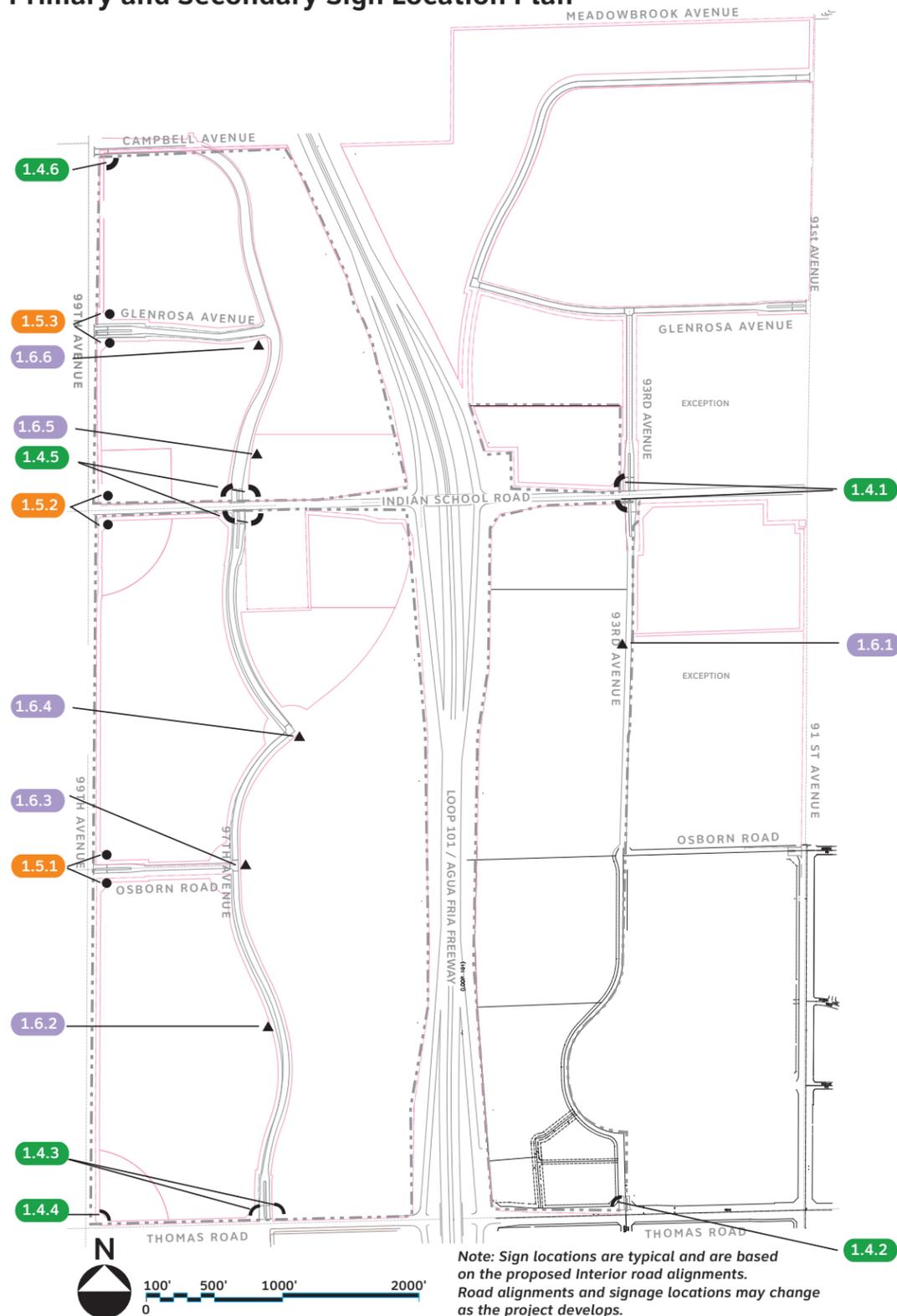
1.3 - Project Parcel ID Pylon 1.3 - Project Parcel ID Pylon w/Electronics
Scale: 1"=24'-0"

A maximum of fifteen (15) additional freeway signs may be located on either side of the Loop 101/Agua Fria Freeway. They will provide regional freeway identity for Algodon Center projects and parcel tenants. Signs may be either multiple or single tenant in design. Multiple tenant signage shall be limited to four (4) tenants maximum. Six (6) of the eighteen (18) freeway signs may include sponsorship (electronic) message panels to be allocated by the Master Developer and/or its Assignee.

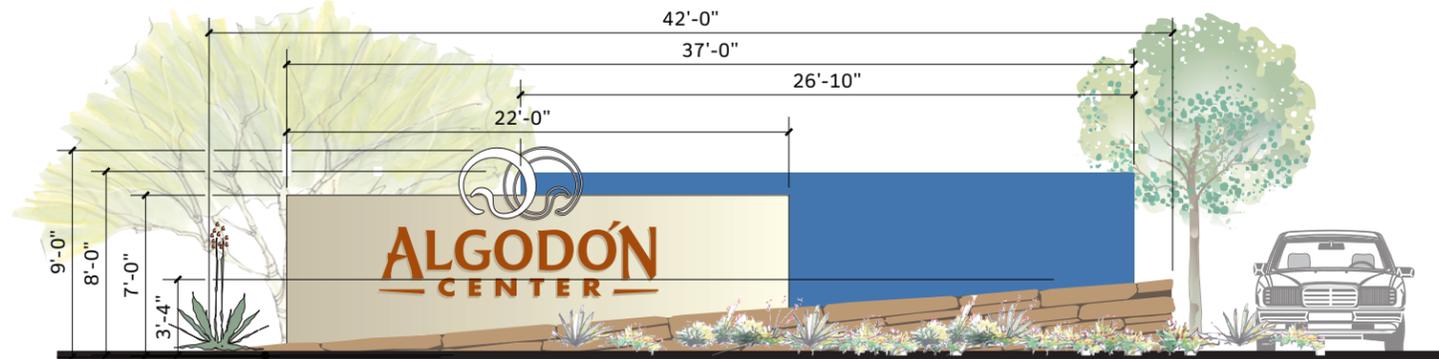
Electronic message panels may be incorporated in combination with multiple tenant panels and may show sales, products and other advertising elements that are available on the entire Algodon Center development. They are not restricted to specific parcel products.

D. Signage District Master Plans (cont'd)

Project Identification Primary and Secondary Sign Location Plan

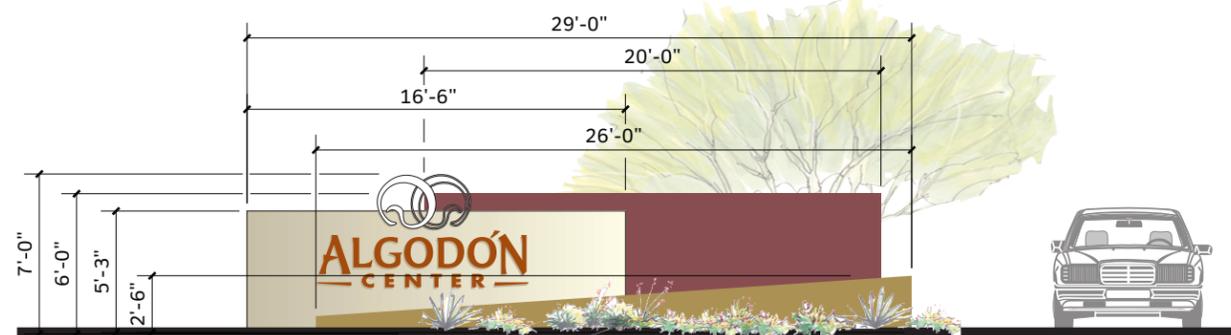


Hierarchy



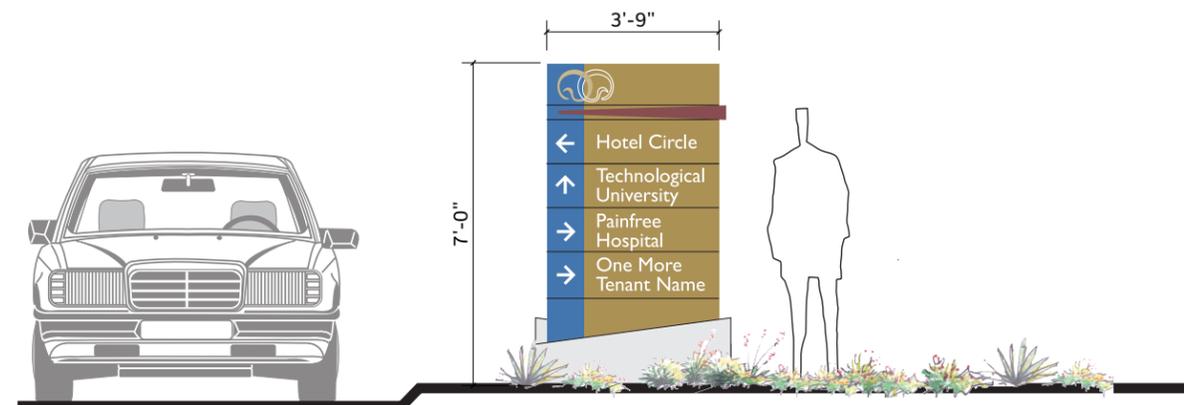
1.4 - Primary Project Identification/Monumentation
Scale: 1/8"=1'-0"

Primary identification will occur as defined by the Signage Matrix. These elements are to be located at primary intersections on Indian School Road, and at all four corners of the project at Thomas and 91st and 99th Avenues, Campbell and 99th Avenue, south of Meadowbrook Avenue. Monuments will be designed to integrate with the sites' walls, street lights, and wayfinding elements. They are sized to vehicular scale, and will support the overall visual character of the development. These signs shall identify the project or parcel by use secondary in association with the Algodón Center identity. (Medical Office Park, Technology Center, Business Park, etc.) Parcels with fifty (50) or more acres are allowed to use their corporate identity with "Algodón Center" as the secondary message with Master Developer's and/or its Assignees approval.



1.5 - Secondary Project Identification/Monumentation
Scale: 1/8"=1'-0"

Secondary identification along 99th Avenue and 91st Avenue, Indian School Road, Osborn Road and Glenrosa Avenue will occur as defined in the Signage Matrix. Smaller in scale than the primary monuments, these signs will also be designed to integrate with the Center's site walls, street lights, and wayfinding elements. They are sized to vehicular scale, and will support the overall visual character of the development while smaller in scale that delineates secondary entrances into the overall project.



1.6 - Project Directional/Directory Signs
Scale: 1/4"=1'-0"

This type of signage is allowed once off the main roadways. Vehicular and pedestrian oriented directionals can be used to along 93rd and 97th Avenues, Osborn Road, Glenrosa Avenue, 92nd Avenue, Algodón Way, Pinchot, and any future internal arterial type of roads within the Center. Wayfinding and directional signage shall be seamlessly integrated with the overall project identity signage design, using colors and materials that are appropriate for their signage type and use.

E. Signage Distribution Matrices

USER/SIGN TYPE	SIGN NO.	FUNCTION	LOCATION	QTY	MAX HEIGHT	MAX SIGN AREA	ILLUMINATION	MATERIALS
1. PROJECT FREESTANDING SIGNS								
Algodón Center	1.1	Project Identity Landmark	North and South entry points to the project along the Loop 101/Agua Fria Freeway	1	72'-0" overall	200 s.f. Algodón identification 60 s.f. logo	May include internal, fluorescent, LED and/or neon	Steel framework, aluminum skin with pan channel letters and graphics. Stucco finished base.
Algodón Center	1.2	Project Identity Landmark with sponsorship	Sponsorship for Center on Loop 101 / Agua Fria Freeway	4	110'-0" overall	1200 s.f. 672 s.f. per electronic face 50 s.f. logo	May include internal, fluorescent, LED and/or neon	Steel framework, aluminum skin with pan channel letters and graphics. Stucco finish or stone veneer base. Electronic message component.
Parcel Users 12 acres min.	1.3	Business Identification along freeway	Located along Loop 101 / Agua Fria Freeway	One (1) per parcel	54'-0" overall	400 s.f. tenant area Max. of 4 tenant panels (± electronic message panel) 50 s.f. logo	May include internal, fluorescent, LED and/or neon	Steel framework, aluminum skin with pan channel letters and graphics. Stucco finished base. Electronic message component.
Algodón Center	1.4	Primary Project Identification Monumentation and Site Users Identification	Project's perimeter corners and major off-ramps from Loop 101 / Agua Fria Freeway - single corners, mirror images and multiple corners	6 locations 11 signs	9'-0"	150 s.f.	Internal, edge-lit and external accent ground fixtures	Aluminum box and curved structure with reverse pan-channel letters and pan-channel logo. CMU or concrete base with stucco or stone veneer.
Algodón Center	1.5	Secondary Project Identification Monumentation and Site Users Identification	Secondary entry points along perimeter - single corners, mirror images and multiple corners	3 locations 6 signs	7'-0"	100 s.f.	Internal, edge-lit and external accent ground fixtures	Aluminum box and curved structure with reverse pan-channel letters and pan-channel logo. CMU or concrete base with stucco or stone veneer.
Algodón Center	1.6	Project Directional/Directory to direct to key points within the site for vehicular traffic	At intersections and as needed within the park to provide safe and adequate directional notification	6 ± as Required	8'-0"	40 s.f.	Internal, edge-lit and external accent ground fixtures	Aluminum boxes with changeable name panels. Panels to be either routed with push-through letters or solid with vinyl copy.
Master Developer Project Banners	1.7	Provide color, seasonal graphics and on-site event promotions	Integrated into roadway light standards within the city rights of way (not shown on location plan)	Two (2) per pole	6'-0" Min. 9'-0" clearance to adjacent grade	18 s.f. each	None	Vinyl, nylon, fabrics with silk-screened, painted, printed, vinyl or other semi-permanent graphic applications.
2. PARCEL FREESTANDING SIGNS								
Parcels Users Less than 12 acres	2.1	Freestanding Project Identification and up to 9 tenants	Along parcel frontage (not shown on location plan)	One (1) per street frontage	16'-0"	110 s.f.	Internal illumination	Aluminum individual pan channel letters, sign cabinets with routed metal faces with either back up acrylic or push through letters.
Parcel Users More than 12, but less than 50 acres	2.2	Freestanding Project Identification and up to 9 tenants	Along parcel frontage (not shown on location plan)	One (1) per 300' of frontage	20'-0" (primary) 16'-0" (secondary)	150 s.f. 110 s.f.	Internal illumination	Aluminum individual pan channel letters, sign cabinets with routed metal faces with either back up acrylic or push through letters.
Large Parcel Users More than 50 acres	2.3	Freestanding Project Identification and up to 9 tenants	Along parcel frontage (not shown on location plan)	One (1) per 300' of frontage	35'-0" (primary) 25'-0" (secondary)	225 s.f. 175 s.f.	Internal illumination	Aluminum individual pan channel letters, sign cabinets with acrylic faces

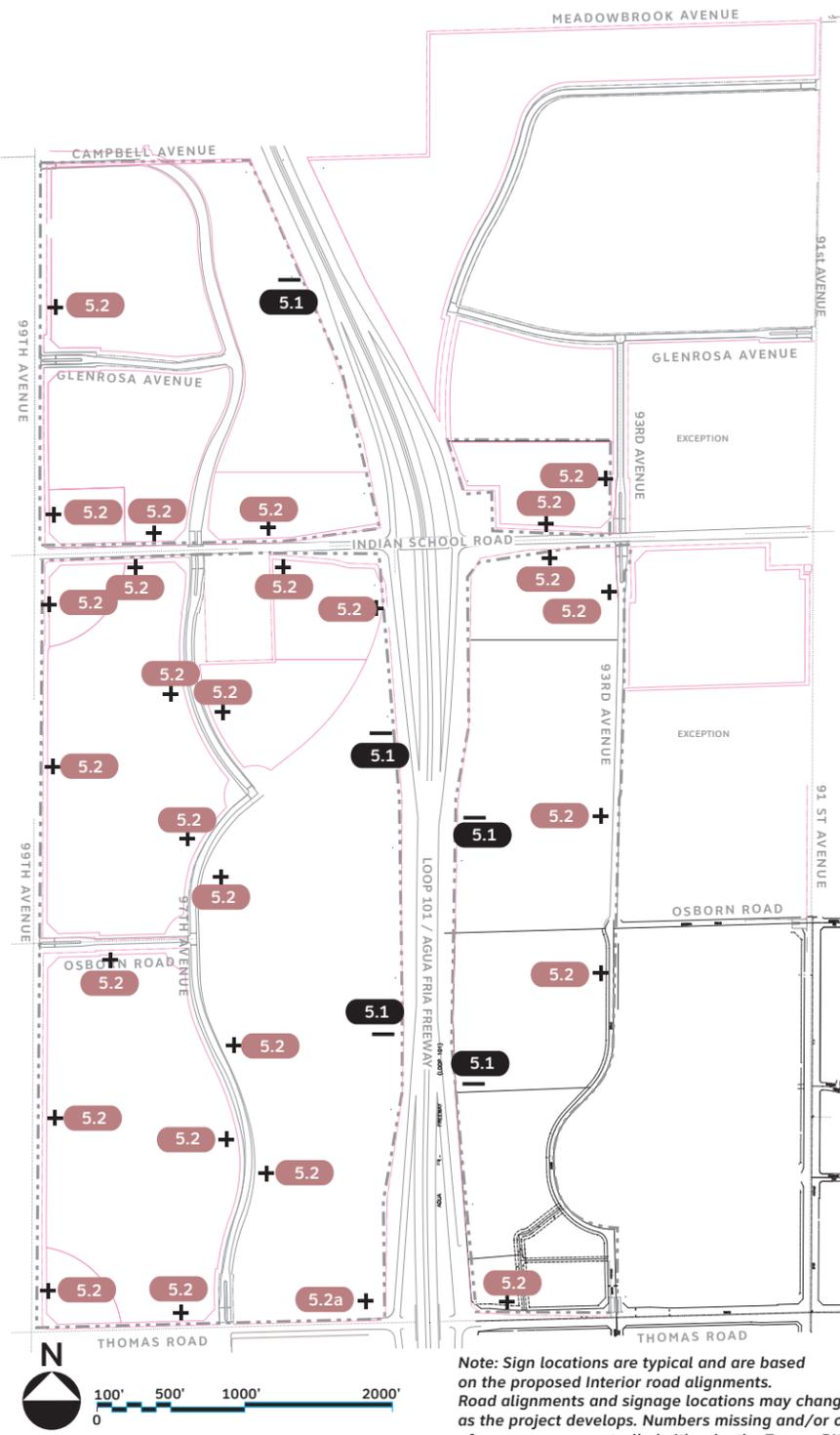
USER/SIGN TYPE	SIGN NO.	FUNCTION	LOCATION	QTY	MAX HEIGHT	MAX SIGN AREA	ILLUMINATION	MATERIALS
Public / Quasi Public /Institutional Facilities	2.4	Freestanding Project Identification	Along parcel frontage (not shown on location plan)	One (1) per street	8'-0"	80 s.f.	Internal or ground mounted	Aluminum individual pan channel letters, sign cabinets with routed metal faces with either back up acrylic or push through letters.
Menu Boards	2.5	Menu Board for Drive-in users for Order taking at drive-thru	Oriented towards drive-through traffic (not shown on location plan)	Two (2) per lane	8'-0" menu board 6'-0" for speaker	80 s.f. 30 s.f. if separate	Internal illumination	Aluminum sign cabinet with acrylic faces
On-site Directionals	2.6	Provide directional information into and around parcels	At entry points/driveway to parcels and within larger or mixed-use projects (not shown on location plan)	As Required	5'-0"	8 s.f.	per the needs of the specific site	Aluminum panels, cabinet with either post and panel design or with integrated base
Electronic Message Panels	2.7	Information needed on a changeable basis	Freeway oriented	One (1) per sign	Per signage criteria of the facility	640 s.f. freeway signs 100 s.f. max roadways	Internal	Latest technology
3 - OFFICE/COMMERCIAL TENANT BUILDING SIGNAGE								
Office/Commercial Located Below 56 feet	3.1a	Major Building/Tenant identification oriented to the freeway	Buildings, parking structures or other facilities with freeway frontage/visible elevations	Per Approved sign package	May be installed at any height following the guidelines for locations	Two (2) s.f. per lineal foot of building frontage, or a maximum of 750 s.f., which ever is less	Internal, external and/or halo or combination thereof	Individual Letters, Custom Cabinets - Aluminum returns and acrylic faces, or metal returns and metal faces, painted or polished finishes.
	3.1b	Building and/or Tenant Identification	1-3 story building - One (1) floor designation 3-5 story building - One (1) lower floor and top floor designation Within designated areas on the elevations to accommodate multiple tenant applications.	Per Approved sign package	May be installed at any height following the guidelines for locations	One and one quarter (1.5) square foot per lineal building elevation	Internal, external and/or halo or combination thereof	Individual letters and logos of pan channel, reverse pan channel, or Master Developer approved custom cabinets - Aluminum returns and acrylic faces, or metal returns and metal faces, painted or polished finishes.
	3.1c	Retail Standard Lettering	Per approved Parcel Signage Program (all elevations visible to vehicular traffic)	Per Approved sign package	May be installed at any height following the guidelines for locations	Minimum 50 s.f. or One and one half (1.5) square foot per lineal building frontage (whichever is more) Overall signage shall not exceed 80% of architectural frontage	Internal, external and/or halo or combination thereof	Individual letters and logos of pan channel, reverse pan channel, Aluminum returns and acrylic faces, or metal returns and metal faces.
All Building/Tenant Types Located Above 56 Feet	3.2	Identification of the building or two (2) occupants per building	Placed in the top ten percent of the wall to which it is attached or 80% of architectural height along the roofline. Width of the sign shall not exceed sixty-five percent (65%) of the facia to which it is attached.	Maximum 4 signs	No limit	1% of the overall building elevation	Internally illuminated or backlit. Such a sign shall include neither flashing lights nor changing messages.	Individual letters and logos of pan channel, reverse pan channel, or Master Developer approved custom cabinets.
Aerial View Sign	3.3	Corporate/tenant identification from above viewing (air travel)	Flat surface of roof	1 per building	NA	One thousand (1000) square feet or ten percent (10%) of the roof surface, whichever is larger	None	Paint, vinyl, plants (gardens), or fabrics.

USER/SIGN TYPE	SIGN NO.	FUNCTION	LOCATION	QTY	MAX HEIGHT	MAX SIGN AREA	ILLUMINATION	MATERIALS
4 - RETAIL TENANT BUILDING SIGNAGE (in addition to standard lettering)								
Projecting Signs	4.1	Tenant Identification	Perpendicular to storefront within leased frontage having visitor/shopping access.	1 per tenant frontage elevation	Shall not break building silhouette more than 15% of overall elevation height	Limited to tenants' square footage allocation	Internal, external or combination thereof	Aluminum formed shapes with opaque faces, or routed panels with acrylic backup or push-thru text and graphic, halo and/or exposed neon accents, bare bulbs - REQUIRES MASTER DEVELOPERS' APPROVAL
Awning/Canopy	4.2	Tenant Identification	Located on all surfaces of awnings Canopies (rigid structures) can suspend from, above and be applied to all vertical faces	1 per window	Must have a clearance of 9'-0" minimum from grade	Shall not exceed for than 50% of all surfaces	External or with down lights	
Custom Cabinets	4.3	Tenant Identification	Tenant leased area for all elevations with visibility to vehicular traffic	1 per tenant frontage elevation	NA	Limited to tenants square footage allocation	Internal, external and/or halo or combination thereof	Typically, aluminum formed shapes with opaque faces, or routed panels with acrylic backup or push-thru text and graphic.
Roof Signs	4.4	Tenant Identification	Breaking the silhouette of the roof line or are mounted on the slope of peaked roof where architecture is appropriate	Per	Proportional to the the building architecture	One (1) square foot per lineal building frontage		
Shingle/Arcade	4.5	Tenant Identification for under canopy walkways	Located adjacent or in front of retail tenants leased space main entry	One (1) per public entry	Must have a clearance of 9'-0" minimum from grade	8 s.f.	Internal, external, halo or none, based on the design of the center	Metals, MDO or combination with either painted, silkscreened, carved or vinyl applied graphics
Window Graphics	4.6	Merchandising area graphics and incidental/store information	Storefront glazing, applied to interior window surface	NA	Recommended along bottom 1/3 of window area	Thirty-five (35%) of storefront window	None	Vinyls - opaque or translucent

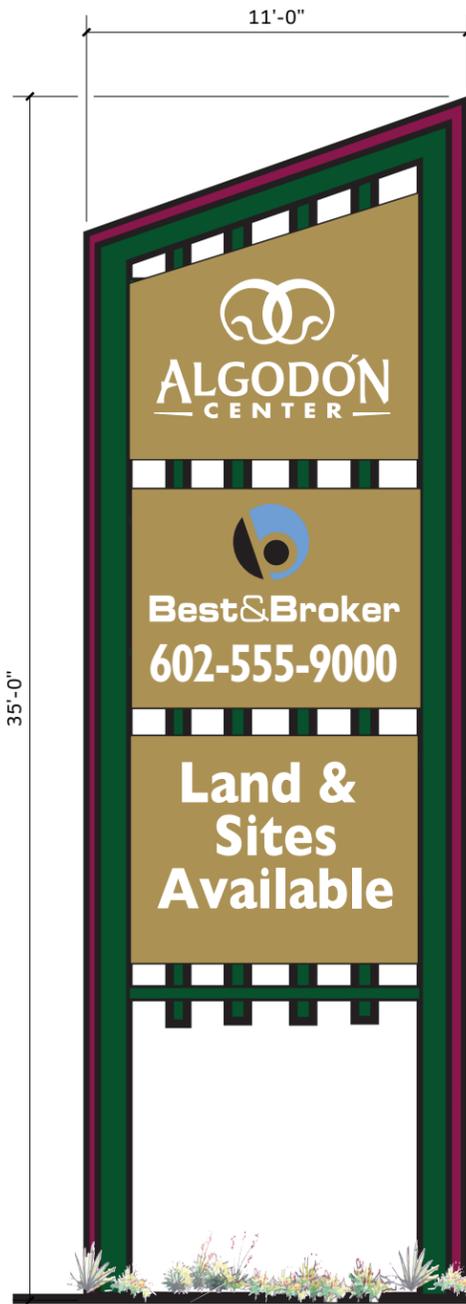
D. Signage District Master Plans (cont'd)

Temporary Site Sign Location Map

Temporary Signage Hierarchy/Design Options



Note: Sign locations are typical and are based on the proposed Interior road alignments. Road alignments and signage locations may change as the project develops. Numbers missing and/or out of sequence are controlled either by the Tanger PUD or the Algodon Comprehensive Signage Package.



5.1 - Temporary Freeway Pylon
Scale: 3/16"=1'-0"



5.2.a 5.2.b 5.2.c



5.2.d 5.2.e 5.2.f

5.2 - Temporary Land Sales Information
Non Freeway Oriented
Scale: 3/16"=1'-0"

E. Signage Distribution Matrices (cont'd)

USER/SIGN TYPE	SIGN NO.	FUNCTION	LOCATION	QTY	MAX HEIGHT	MAX SIGN AREA	ILLUMINATION	MATERIALS
5. TEMPORARY SIGNS (DEVELOPER AND PARCELS)								
Master Developer Land Sales and Marketing Signs	5.1	Freeway Land Sales Information for north and southbound freeway traffic for after construction marketing	Limited to freeway frontage sites with twenty-five (25) acres or more	One (1) per parcel	35'-0"	385 s.f.	External	Steel framework, aluminum faces with paint and/or vinyl copy (Option to fabricate out of wood based on lifespan requirements)
	5.2a	Land Sales Information on-site (internal and arterial street frontages) for after construction marketing	On individual sites with less than twelve (12) acres	One (1) per street	10'-0"	80 s.f.	External	Steel framework, aluminum faces with paint and/or vinyl copy (Option to fabricate out of wood based on lifespan requirements)
	5.2b	Land Sales Information on-site (internal and arterial street frontages) for after construction marketing	On individual sites with twelve (12) acres or more	One (1) per street	16'-0"	160 s.f.	External	Steel framework, aluminum faces with paint and/or vinyl copy (Option to fabricate out of wood based on lifespan requirements)
Site Developer Contractor	5.3a	Information on construction of the site for less than 12 acre parcels	On each parcel under construction (not shown on location plan)	One (1) per entry	6'-0"	48 s.f.	None	MDF plywood, Paint and/or vinyl graphic Use of Banners are prohibited
	5.3b	Information on construction of the site for greater than 12 acre parcels			12'-0"	96 s.f.		
	5.4	Trailer Graphics Name and Phone number of Contractor or sub-contractors on site	Side of each contractor's trailer (not shown on location plan)	One (1) per face Max two (2) faces	6'-0"	120 s.f.	None	Paint or vinyl graphics Use of Banners are prohibited
	5.5	Site directional during construction	Freestanding or wall mounted	As required	6'-0"	16 s.f.	None	MDF plywood, Paint and/or vinyl graphics Use of Banners are prohibited
Tenants - Banners - pennants, streamers, or other similar devices	5.6	Special promotions, events, marketing advertisements and temporary announcements of tenants.	Within leased/owned building frontage	One (1) per street	5'-0"	45 s.f.	Indirect	Vinyl, nylon, fabrics with silkscreened, painted, printed, vinyl or other semi-permanent graphic applications.
Inflatables	5.7	Temporary thematic attention devices for specialized events	On-site	One (1) per event	No higher than building height	500 s.f.	Indirect	Vinyl, nylon, fabrics with silkscreened, painted, printed, vinyl or other semi-permanent graphic applications.
Projected	5.8	Special promotions, events and marketing advertisements	On-site and onto the structure it is being projected onto. No spillage to other structures or open sky unless search light application is requested.	TBD	No higher than building height	None	Direct	Search lights, wall washing, motion pictures, animated events

E. Design, Color & Material Palettes

All signs for both the project identification and tenants/land owners with Algodón Center, are required to comply with these guidelines and must have approval of the Architectural Review Committee, the Master Developer and/or its Assignee, and permits issued by the City of Phoenix prior to fabrication and installation. Signs that are not specifically mentioned in these guidelines, or within the City Sign Code, Section 705 are not allowed. Signs that are not in compliance will be removed at the owner's expense.

Algodón Center Signage -

The permanent identification signs for Algodón Center relate to the planned architectural concepts and design guidelines previously established.

The project's primary identification are freeway pylons which are tall, double-faced signs with a vertically mounted Algodón Center logotype. These signs create a strong design element that identifies the project boundaries along the freeway which is the project's primary exposure to traffic and thus accessibility.

Primary and Secondary Project Identification Monuments are horizontal, multi-layered and made of flagstone, stone and stone veneers, metal and concrete with pan-channel Algodón Center logotype. The horizontal signs are designed to complement the landscaping, creating an overall composition between the man made and natural elements of the site. These signs define the entries to the site and are the public's greeting to the site.

To suggest architectural massing, all signs within the overall project shall be multi-layered, and composed of various materials including aluminum, stone veneers, CMU, and exposed aggregate concrete. Contrasting shapes of rectangles placed against curves against wedges are design elements which provide visual interest and break up large sign expanses.

Tenant Signage

Freestanding tenant monuments, directionals and other site related signs should reflect the individual architectural style, color and material palettes of its project. These signs must also related to the overall character of Algodón Center in being multi-layered and dimensional, varying forms to create strong design elements whether they are single user or multiple

tenant signs. Horizontal signs that are integrated with the landscaping are encouraged where appropriate and adequate areas to provide additional continuity with the project.

Materials shall complement the site and building architecture, used in appropriate applications for the materials' use. It is highly recommended to incorporate stone and/or stone veneers into signage bases when it is used on the building.

Color Palettes -(Applies to all permanent and temporary freestanding signs)

Colors for individual projects within Algodón Center are highly recommended to utilize the same type of deep tonal hues and colors as the will provide continuity to the already established style and quality.

Colors for all signs for Algodón Center utilize deep tonal quality hues and shades established in their overall design guidelines for the development and under the original comprehensive signage program approved in 2001. (Sample below)

The Master Developer and/or its Assignee shall approve all designs, colors and material palettes for proposed signage programs throughout the development. No color shall be overly bright, fluorescent or "safety" signage color that may conflict with traffic regulation type signage.



GAMMAGE & BURNHAM

A PROFESSIONAL LIMITED LIABILITY COMPANY

ATTORNEYS AT LAW

TWO NORTH CENTRAL AVENUE

EIGHTEENTH FLOOR

PHOENIX, ARIZONA 85004-4470

TELEPHONE (602) 256-0566

FACSIMILE (602) 256-4475

RICHARD B. BURNHAM
MICHAEL R. KING
CURTIS ULLMAN
THOMAS J. McDONALD
KEVIN R. MERRITT
KEVIN J. BLAKLEY
JEFFREY J. MILLER
SUSAN L. WATCHMAN
CHRISTOPHER A. WOMACK
LISA T. HAUSER
GEORGE U. WINNEY III
MANJULA M. VAZ
JAMES F. POLESE
MARK H. WAGNER
GREGORY J. GNEPPER
RYAN J. MILLECAM
CAROLYN V. WILLIAMS

GRADY GAMMAGE, JR.
RICHARD K. MAHRLE
MARY B. ARTIGUE
JAMES A. CRAFT
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JOHN R. DACEY
CAMERON C. ARTIGUE
STEPHEN W. ANDERSON
TIMOTHY J. MARTENS
JERRY D. WORSHAM II
ANTHONY J. MEIER
KAY BIGELOW
PATRICIA E. NOLAN
RACHEL R. WEISS
HEATHER J. BOYSEL
JONATHAN A. BENNETT

March 30, 2011

WRITER'S DIRECT LINE

(602) 256-4402

jcorey@gblaw.com

OF COUNSEL:

F. WILLIAM SHEPPARD
DIANE K. GEIMER

VIA HAND-DELIVERY

Jacob Zonn Maryvale Village Planner
City of Phoenix Planning Department
200 West Washington Street, 2nd Floor
Phoenix, Arizona 85003

Re: Neighborhood Meeting Summary
Major PCD Amendment Z-19-B-00-5 & Minor GP Amendments GPA-MV-01-11,

Dear Mr. Zonn:

The project team has made a concerted effort to reach out to the community. We have and will continue to address any questions and/or comments that may arise throughout the rezoning process. The purpose of this correspondence is to provide a summary of the neighborhood outreach conducted to date.

Neighborhood Meeting of January 11, 2011

Pursuant to City of Phoenix procedures for processing Major PCD and Minor GPA Amendment applications, we held a neighborhood meeting at the Pendergast Learning Center, located near the project site, at 3841 N. 91st Avenue on January 11, 2011 at 6:00 p.m. We sent first class letters to all property owners within 600 feet of the project site, as well as the chairperson of registered neighborhood associations within one square mile of the project site, notifying interested parties of the proposed development and the neighborhood meeting. The letter was sent on December 20, 2011 with a copy of the notification list and mailing notice submitted to the Planning Department on December 28, 2011. The attendance sheet for the neighborhood meeting is enclosed with this correspondence for your information and records.

Representatives from the property owner and developer (Jake Long), and Gammage & Burnham (Stephen Anderson & Jenifer Corey), were present at the meeting. Four interested persons were also in attendance. The interested persons in attendance were Loa Anderson, Gary King, Christina Halligan, and Shah Varahamyen. Interested persons in attendance were residents, property owners or owner's representatives from the surrounding neighborhood. Contact information for persons in attendance for the meeting is provided on the enclosed sign-in sheet.

Jake Long and Stephen Anderson provided an overview of the zoning history, the proposed project and the development timetable. Specifically discussed were the following items:

- The purpose of the neighborhood meeting;
- The project's history and development to date;
- The project site's location;
- Existing surrounding uses;
- The project site's existing zoning;
- The purpose of the requested zoning category;
- Information pertaining to the project's site area, maximum building height and setbacks;
- The proposed development plan, including internal site circulation;
- Information regarding initial development stage and future phasing schedules.

Stephen Anderson also provided information regarding future public meetings and hearings where the PCD & GPA amendment applications will be considered, including the informational and formal Maryvale Village Planning Committee Meetings, Planning Commission Hearing and City Council Hearing.

Copies of boards used during the neighborhood meeting are enclosed for your information and records.

Questions and Comments Posed by Meeting Attendees

Questions posed by those attending the meeting pertained to the project's construction schedule, building locations, setbacks, and building heights in the vicinity. Meeting attendees also inquired about dates for the upcoming public hearings.

All questions raised during the meeting were addressed by project team members. .

Comments Submitted by Meeting Attendees

Meeting attendees were encouraged to leave written comment cards. No comment cards were returned.

Meeting Adjournment

The meeting ended at approximately 7:15 p.m.

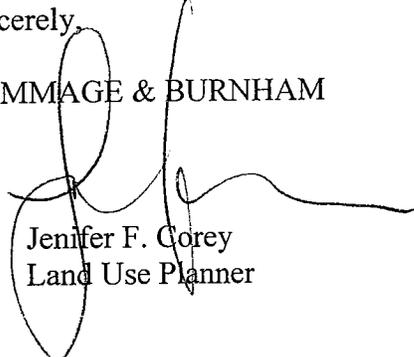
Z-19-B-00-5-5, GPA MV-01-1
Neighborhood Meeting Results
March 30, 2011
Page 3

Please let me know if you have any questions regarding the neighborhood meeting or the development proposal. You are welcome to contact me at (602) 256-4402 or jcorey@gbllaw.com.

Sincerely,

GAMMAGE & BURNHAM

By



Jennifer F. Corey
Land Use Planner

JFC/nrl

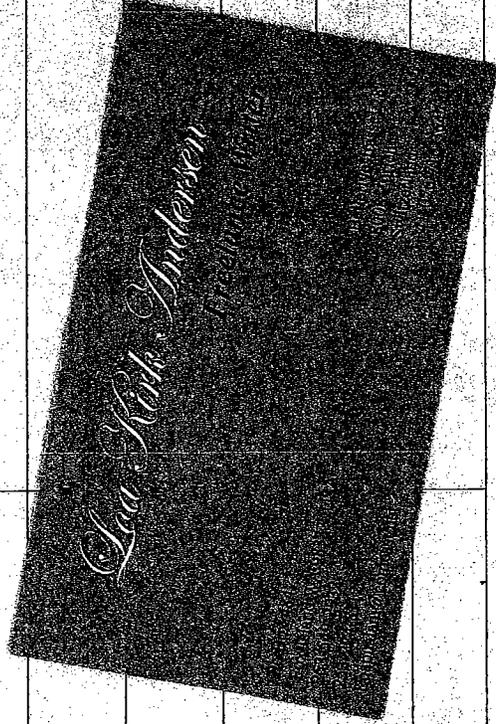
Enclosures: January 11, 2011 neighborhood meeting sign-in sheet
January 11, 2011 neighborhood meeting boards

MAJOR PCD AMENDMENT TO ALGODON CENTER PCD

1st NEIGHBORHOOD MEETING -- JANUARY 11, 2011 6:00 PM
 Pendergast Learning Center -- 3841 N. 91st Ave, Saguaro Room

PLEASE PRINT

NAME	ADDRESS/LOT	TELEPHONE	EMAIL
LOA ANDERSEN LIN FAMILY re Mr. Gene Nymn	(253) 224 9112	602-265-0094	L O A P U A L A M I @DCemcaot.net
Gary King LIN FAMILY	3101 N central Ave #1000	623 772 1900	gking@edlaw.com
Christina Holligan TAMARRON APTS	4410 N. 99th Ave	4 80 620 7549	tamarra@sentinel corp.com
Shah Varghanyan for ETAZI LLC	P50		Shah 9V@yehon.com



City of Phoenix Zoning Designations

CP/GCP
Commerce Park/General Commerce Park option

C-1
Commercial / Neighborhood Retail

C-2
Commercial / Intermediate Commercial

C-3
Commercial / General Commercial

PSC
Planned Shopping Center

S-1
Ranch or Farm

R1-8
Single Family Residential

R1-6
Single Family Residential

R-2
Multiple Family Residential

R-3
Multiple Family Residential

Zoning Overlays

SP
Special Permit

PCD
Planned Community District

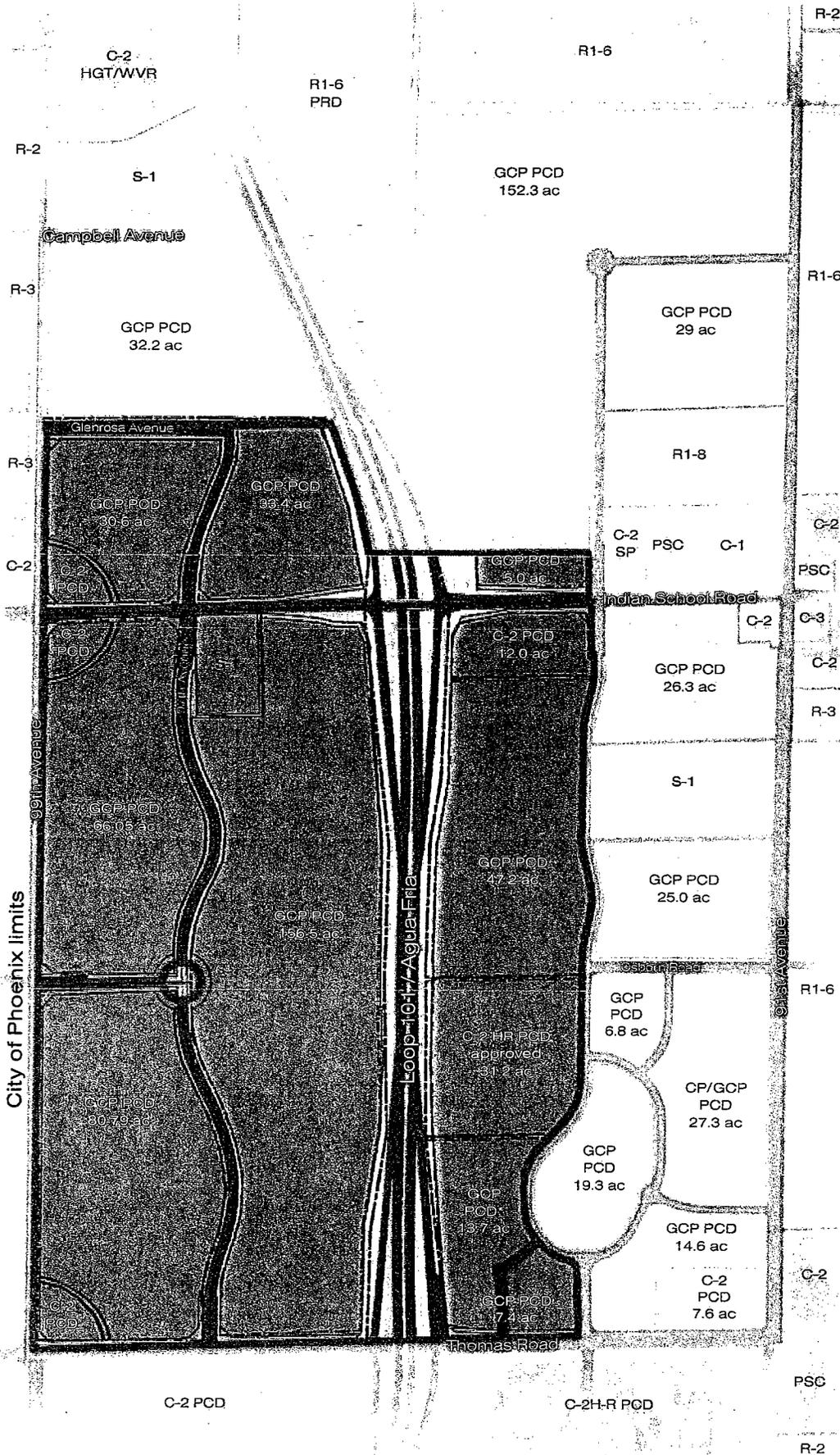
HR
High Rise and High Density

* Use permit for 80' maximum building height



Existing Zoning Plan

Exhibit 7.0
December 2010



PCD major amendment
planned unit development

City of Phoenix Zoning Designations

- PUD
Planned Urban Development
- CP/GCP
Commerce Park/General Commerce Park option
- C-1
Commercial / Neighborhood Retail
- C-2
Commercial / Intermediate Commercial
- C-3
Commercial / General Commercial
- PSC
Planned Shopping Center
- S-1
Ranch or Farm
- R1-8
Single Family Residential
- R1-6
Single Family Residential
- R-2
Multiple Family Residential
- R-3
Multiple Family Residential

Zoning Overlays

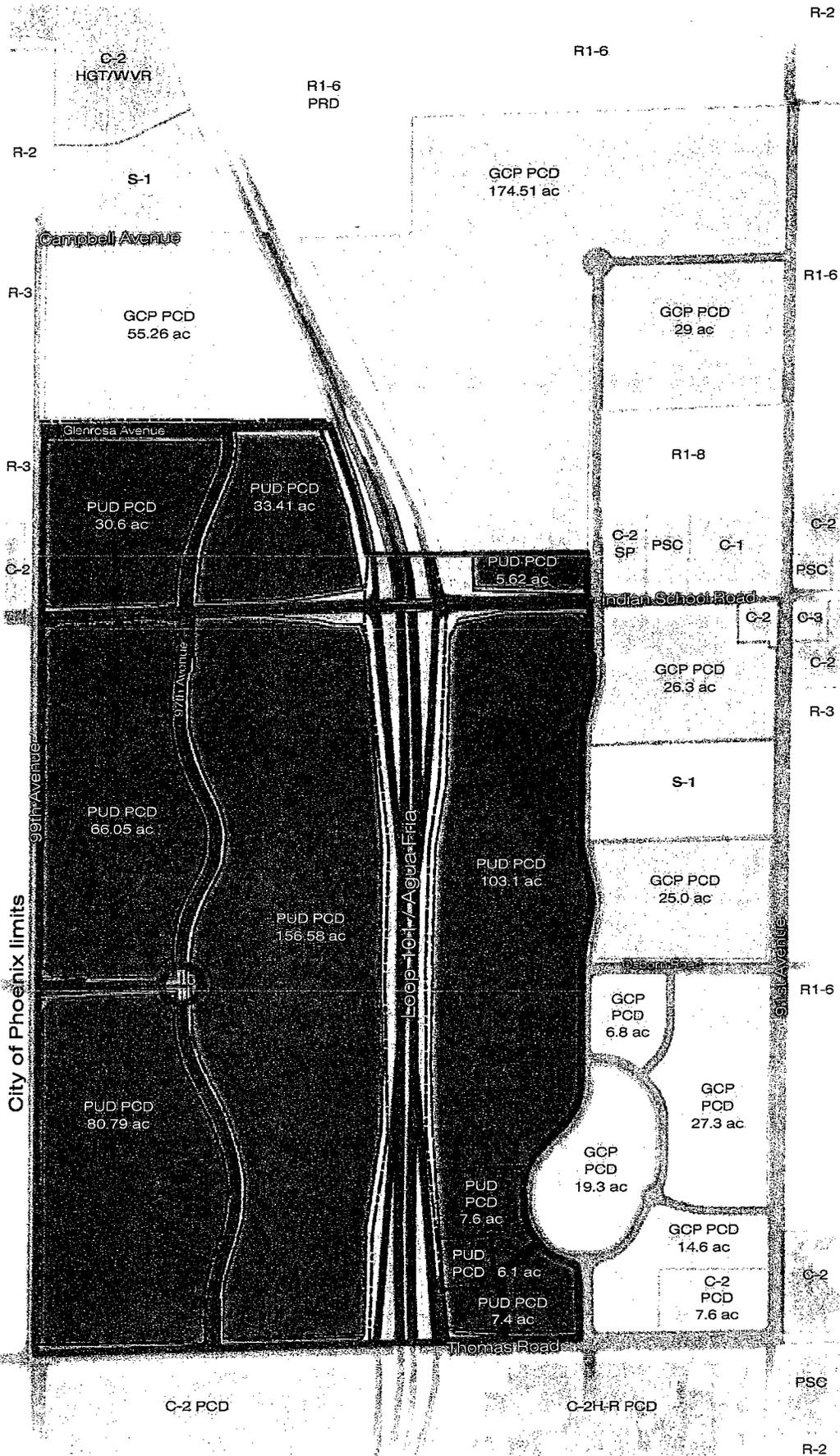
- SP
Special Permit
- PCD
Planned Community District
- HR
High Rise and High Density

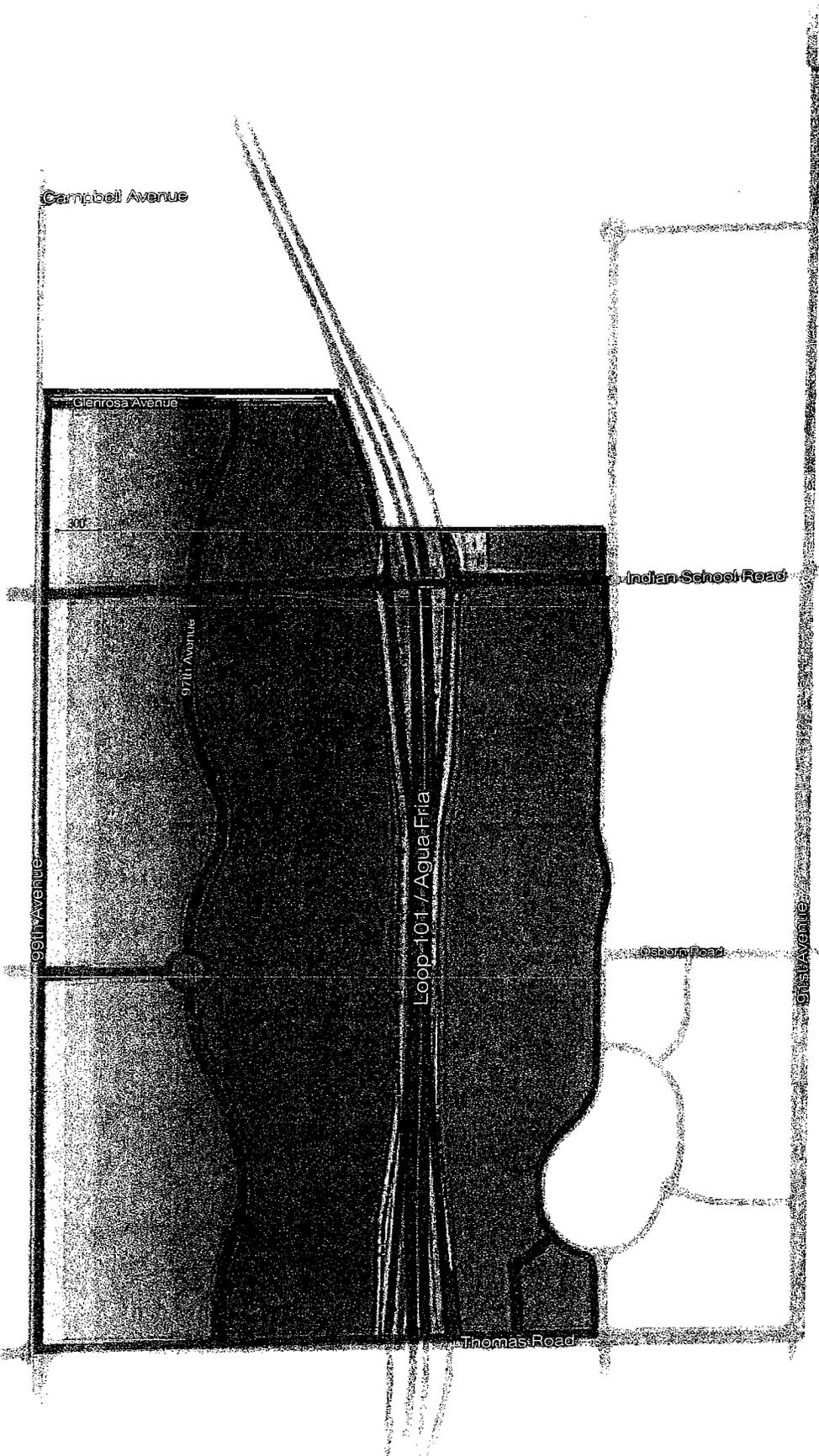


Proposed Zoning Plan

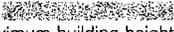
Exhibit 8.0
December 2010

PCD major amendment
planned unit development





Building Height Zones

-  300' wide setback at 2 story maximum height
-  250' maximum building height
-  400' maximum building height



Building Height Zones

Exhibit 10.0
December 2010

PCD major amendment
planned unit development



APPENDIX B

Phoenix City Council Meeting Hearing Minutes

(to follow)



APPENDIX C

Approval Letter & Recorded Ordinance

(to follow)