

CRESCENT HIGHLAND



Southwest Corner of 16th Street and Highland Avenue

**PLANNED UNIT DEVELOPMENT
DEVELOPMENT NARRATIVE
Z-127-14**

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**Planning & Development
Department**



DEVELOPMENT TEAM

Developer:	Crescent Communities Scott Makee / Susana Zak 6400 S. Fiddlers Green Circle, Suite 1600 Greenwood Village, CO 80111 phone 720.360.3684 email smakee@crescentcommunities.com
Applicant/Representative	Withey Morris, PLC Mike Withey / Jessi Thornton 2525 East Arizona Biltmore Circle, Suite A-212 Phoenix, AZ 85016 phone 602.230.0600 fax 602.212.1787 email m@witheymorris.com
Architect / Land Planning:	Todd & Associates, Inc. Gary D. Todd, AIA, LEED® AP James Favata, RA, LEED AP BD+C 4019 North 44 th Street Phoenix, AZ 85018 phone 602.952.8280 fax 602.952.8995 email jfavata@toddassoc.com
Engineer	Bury Inc. Aaron Parenica, P.E. 7047 East Greenway Pkwy, Suite 250 Scottsdale, AZ 85254 phone 602-309-7099 email aparenica@buryinc.com
Landscape Architect	Norris Design Joel Thomas 4450 N 12th Street, Suite 236 Phoenix, AZ 85014 phone 602.254.9600 email jthomas@norris-design.com

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A. PURPOSE AND INTENT

1. PLANNED UNIT DEVELOPMENT

This Planned Unit Development (PUD) is intended to be a stand-alone document of zoning regulations for this particular project. Provisions not specifically regulated by the PUD are governed by the Phoenix Zoning Ordinance. If there are conflicts between specific provisions of this PUD, and the Phoenix Zoning Ordinance or design guidelines, the terms of this PUD shall apply. The PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements. The purpose and intent statements are not requirements that will be enforced by the City.

2. PROJECT OVERVIEW AND GOALS

The Crescent Highland Planned Unit Development (PUD) rezones approximately 5.04 gross acres of land located at the southwest corner of 16th Street and Highland Avenue (the "Property"). See Aerial and Parcel maps in Exhibits 1 and 2. The applicant proposes a mixed use development consisting of multi-family residential and commercial land uses consistent with the General Plan Land Use designation of Residential 15+ du/acre – Higher Density. The Crescent Highland PUD will promote a mixed use development that will integrate retail and residential uses. The development provides new employment and housing opportunities within the Camelback East Village, demonstrates a significant investment in the community, and will have a positive impact on the area.

3. SURROUNDING AREA

The Property is currently zoned R-3 and C-2. To the north is a multi-family residential community zoned R-5 with height and setback variances ; to the south is an office complex zoned C-O; to the east is a multi-family residential community zoned R-3A; and to the west is a multi-family residential community zoned R-4 as shown on the Phoenix Zoning Map in Exhibit 3. The proposed use is consistent with the area and will complement the existing and surrounding land uses. The site is in close proximity to the Camelback East Village Core, which has evolved over the years to a business, retail and residential hub with higher densities, taller buildings and pedestrian-focused amenities.

4. OVERALL DESIGN CONCEPT

The mixed-use project will provide a number of common design elements including thematic streetscape, complementary building materials, and colors compatible to the urban environment. Pedestrian linkages and outdoor spaces will be provided with careful attention to landscaping throughout the site. The project will integrate into the surrounding area developments with regard to use, design, setting, density, and building height. The perimeter design will appeal to both the on-site users and the public traveling on 16th Street and Highland Avenue. The development plan promotes flexibility in uses and design for the retail space while providing consistent development regulations to guide development of the individual suites.

B. LAND USE PLAN

The approximate 5.04 gross acre site is designed to allow for multi-family residential and commercial retail uses. The development plan will promote flexibility in uses and design while providing consistent development regulations to guide development of the suites within the retail space. The proposal is consistent with the General Plan Higher Density Residential 15+ du/acre land use designation. The conceptual site plan for the Property is attached as Exhibit 4. The development will be accessed from parking garage driveway entrances on Highland Avenue and 16th Street. This pedestrian-friendly project will offer the opportunity for potential retail space on the first floor along 16th Street, structured parking and luxury multi-family residential units over the commercial space and wrapping the parking structure.

C. SITE CONDITIONS AND LOCATION

1. ACREAGE

The Property consists of approximately 5.04 gross acres (4.08 net acres). See legal description in Exhibit 5.

2. LOCATION

The Property is located at the southwest corner of 16th Street and Highland Avenue. See vicinity map in Exhibit 6.

3. TOPOGRAPHY

There are no significant topographical or natural features on the Property. The site is generally flat, and mostly vacant land. See context plan and site photos in Exhibit 7.

D. GENERAL PLAN CONFORMANCE

The proposed mixed use development is supported by the following goals, policies and objectives of the General Plan.

GROWTH AREA, GOAL 1, GROWTH: "THE CITY SHOULD MAINTAIN A HIGH QUALITY OF LIFE AND AN ECONOMICALLY HEALTHY COMMUNITY."

"The commute shed (area of the region where most of the people who work in an employment center live) for some existing employment centers eventually will not include residential growth areas at the urban fringe, so urban infill becomes key to employment growth of such centers."

"Future employment growth within any part of the region will be closely linked to the characteristics and growth of the surrounding residential areas located within a 30 to 45 minute commute."

"Future sales tax generation will be more tightly linked to providing retail opportunities close to residential areas and employment areas."

"Plan balanced employment, residential and commercial development to ensure Phoenix receives its fair share of regional sales tax."

High quality developments like the proposed PUD help the city maintain a high quality of life and economically healthy community. The potential commercial component of this development will support the surrounding residential areas and generate future sales tax. The residential component will serve the employment base in the immediate area and reduce overall commute times.

LAND USE, GOAL 2, EMPLOYMENT AND POPULATION BALANCE: "DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE."

“Favor development proposals that improve the existing resident/employment balance when those proposals are consistent with other goals and policies in the General Plan.”

“Focus on expanding housing opportunities in the urban villages within the central commute shed (...Camelback East...) on sites already zoned or as determined appropriate, in accord with the goals and policies of the General Plan through the public hearing process.”

The development will provide new investment in the Camelback East Village. The mixed-use nature of the development will encourage a variety of opportunities, which will help balance the jobs to housing ratio in the Camelback East Village. Additionally, the mix of multi-family residential floorplans provided by the project will support the employment base within the Camelback East Village.

LAND USE, GOAL 3, INFILL: VACANT AND UNDERDEVELOPED LAND IN THE OLDER PARTS OF THE CITY SHOULD BE DEVELOPED OR REDEVELOPED IN A MANNER THAT IS COMPATIBLE WITH VIABLE EXISTING DEVELOPMENT AND THE LONG TERM CHARACTER AND GOALS FOR THE AREA.

“Encourage the development or redevelopment of vacant and underutilized parcels within the urbanized area that is consistent with the character of the area or with the area's transitional objectives.”

The proposed PUD is an infill project surrounded by parcels that have been or are nearly fully developed. This infill project will provide the opportunity for much needed neighborhood shopping and possible dining options, as well as a new mix of residential housing options within the Camelback East Village. The PUD is complimentary to the type of development and uses in the Camelback East Core which is directly adjacent to the PUD on the east of side of 16th Street.

LAND USE, GOAL 4, MIXED LAND USE DEVELOPMENT: “MIXED LAND USE PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS.”

“Strongly encourage within each urban village, mixed-use development projects that include amenities for transit use, ridesharing, bicycling and pedestrian access, which can play a significant role in reducing driving.”

“Ensure that the Zoning Ordinance allows opportunities for mixed-use development including residential, office, retail, and cultural and public facilities at varying levels of intensities, consistent with the components of the urban village model.”

The proposed PUD allows for a variety of land uses within the project which encourages residents to work, dine and shop in close proximity to where they live, thereby reducing the number and length of trips. Additionally, the architectural proximity to the street, pedestrian friendly streetscape and accessibility to bus transit lines along 16th Street and Camelback Road, with a connection to light rail on Camelback Road via a bus line, encourage multi-modal transportation to the development.

LAND USE, GOAL 6, PEDESTRIAN ORIENTED DEVELOPMENT: DEVELOPMENT SHOULD BE DESIGNED OR RETROFITTED, AS FEASIBLE, TO FACILITATE SAFE, CONVENIENT, AND ATTRACTIVE PEDESTRIAN MOVEMENT.

“Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.”

The proposed PUD is designed in a way that is conducive to pedestrian travel by providing access to residential and retail uses from the ground floor and directly adjacent to sidewalks. The property will provide way finding signage, shade structures where appropriate, and clearly marked pedestrian pathways within the parking garage.

LAND USE, GOAL 9, DIVERSE HOUSING MIX: A RANGE OF HOUSING CHOICES, DENSITIES, AND PRICES IN EACH VILLAGE SHOULD BE ENCOURAGED.

“Provide residents an opportunity to live and work in the village of their choice by offering a variety of housing, such as apartments, townhouses, single-family detached homes, accessory units, and mobile homes, to respond to changing family size, health or income.”

“Opportunities for both owner and renter housing in various prices, housing types, densities, and sizes provide greater opportunities for residents to remain in the village close to their families, friends, and jobs.”

The proposed PUD will provide the Camelback East Village employment centers with mix of multi-family residential rental housing options. It will offer a variety of floor plans to accommodate the different household types and income levels of the village's employment base.

LAND USE, GOAL 11, GENERAL PLAN LAND USE MAP AND ZONING CONFORMITY: "ZONING GRANTED SUBSEQUENT TO THE ADOPTION OF THE GENERAL PLAN SHALL BE IN CONFORMITY WITH THE LAND USE CATEGORY SHOWN AND DEFINED ON THE GENERAL PLAN."

The proposed PUD is compatible with the General Plan land use designation for the Property which is Higher Density Residential 15+ du/acre. See general plan map in Exhibit 8. The proposal is for a multi-family residential and commercial mixed-use development which is consistent with the general plan designation.

NEIGHBORHOOD, GOAL 2, COMPATIBLE NEIGHBORHOOD DEVELOPMENT: "NEW DEVELOPMENT...IN OR NEAR RESIDENTIAL AREAS SHOULD BE COMPATIBLE WITH EXISTING USES AND CONSISTENT WITH ADOPTED PLANS."

Policy 1: "Encourage new land uses that are specifically supported by the General Plan."

Policy 3: "Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impacts on the residential properties."

The proposed PUD is compatible with area neighborhoods and is supported by the underlying General Plan land use designation. The proposed commercial retail provides nearby residents with shopping and possible dining options that they can walk to. The mixed-use development is also complimentary to the density and character of the multi-family residential housing existing and proposed at the northwest, northeast, and southeast corners of 16th Street and Highland Avenue.

E. ZONING AND LAND USE COMPATIBILITY

The area has seen dramatic growth and infill over the years including the addition of multi-family residential and commercial uses. This proposed PUD will allow timely development of the site in an appropriate manner to complement the existing area development and uses. See existing zoning map in Exhibit 3.

This infill Property is currently zoned R-3 and C-2. To the north of the eastern portion of the property is a multi-family residential community under construction zoned R-5 with a height of 56-feet and reduced setbacks. Across Highland Avenue to the north of the western portion of the property are three duplexes zoned R-3. To the south is an office complex zoned C-O. To the east is an existing multi-family residential community zoned R-3A with a building height of approximately 40-feet. To the west are existing multi-family residential communities zoned R-4. To the northeast is a commercial property zoned C-2 with height and density waivers to build up to 56-feet. Additionally, there is an existing multi-family residential community at the northwest corner of 16th Street and Campbell Avenue that is zoned R-3A with height and density waivers to allow 60-foot building heights.

This development will help meet the growing market demands of the Camelback East Village employment base, and will provide variety to the existing housing base.

The site is directly adjacent to the boundary of the Camelback East Primary Core Specific Plan (the "Plan"). The northeast corner of 16th Street and Highland Avenue is designated as Core Gradient 2 and the southeast corner of 16th Street and Highland Avenue is designated as Core Gradient 1. The Plan recommends encouraging the placement of high density and high quality residential uses within the Core Center and appropriately located Core Gradient area properties. This PUD is in line with the recommendations of the Plan and complementary to the uses adjacent to this PUD.

The taller building height along 16th Street and the eastern portion of the development will allow for commercial uses on the ground floor and assist in providing a parking structure partially below grade and screened from the street front.

This proposed PUD for multi-family residential and commercial retail is fully compatible with surrounding uses and will bring the opportunity for commercial amenities. See proposed zoning map in Exhibit 9.

F. LIST OF USES

1. PERMITTED USES

Multi-family residential, non-single-family residential and all uses permitted in the C-2 zoning district of the Phoenix Zoning Ordinance, and outdoor recreation uses, outdoor dining, and outdoor alcoholic beverage consumption, except the following uses shall be prohibited:

1. Adult bookstore, adult novelty store, adult theatre, adult live entertainment establishment, erotic dance or performance studio
2. Automobile Rental
3. Bus Terminal
4. Car Wash
5. Chemicals and Drugs, Storage and Distribution
6. Cigarette Service
7. Cleaning and Dyeing Plants
8. Compressed Natural Gas (CNG) Retail Sales, as an accessory use to automobile service stations
9. Guns, Retail Sales and/or Repairs
10. Hospital
11. Hotel or Motel
12. Motion Picture Theatres
13. Nonprofit Medical Marijuana Dispensary Facility
14. Pawn Shop
15. Propane Retail Sales permitted as an accessory use to service stations
16. Public Utility Service Yards
17. Miniature Golf
18. Mortuary
19. Nursing Home
20. Public Storage Garages

2. TEMPORARY USES

Temporary uses shall be subject to Section 708 of the Phoenix Zoning Ordinance.

3. ACCESSORY USES

Accessory uses shall be subject to Section 623 of the Phoenix Zoning Ordinance.

G. Development Standards

It is the purpose and intent of the provisions defined within this PUD to promote the development of a dynamic mixed use development. The provisions of this PUD will ensure compatibility with surrounding properties; provide a variety of land uses, services, and commercial opportunities; promote new jobs, and generate new tax revenue for the city of Phoenix. The Crescent Highland development standards and design guidelines are reflective of the mixed-use environment envisioned for the project.

Development of the Crescent Highland project shall comply with the provisions governed by the Phoenix Zoning Ordinance, unless modified by this PUD. This provision shall not limit the ability of the applicant or end user to apply for use permits which can be requested per Section 623 of the Phoenix Zoning Ordinance and not identified by this PUD. If there are conflicts between specific provisions of this PUD, and the Phoenix Zoning Ordinance or design guidelines, the terms of this PUD shall apply. This PUD only modifies Phoenix Zoning Ordinance regulations and does not modify other Phoenix City Codes or requirements.

1. DEVELOPMENT STANDARDS TABLE

NUMBER OF D.U. PERMITTED	MAXIMUM 350 D.U.	
MINIMUM LOT WIDTH / DEPTH	NO MINIMUM STANDARD	
MINIMUM BUILDING SETBACK STANDARDS	16TH STREET (SEE EXHIBIT 10 IMAGES 1.1, 1.2 & 1.3)	8'
	HIGHLAND AVENUE (SEE EXHIBIT 10 IMAGES 2.1 & 2.2)	8'
	15TH STREET (SEE EXHIBIT 10 IMAGES 3.1 & 3.2)	8'
	SOUTH PROPERTY LINE	10'
MINIMUM LANDSCAPE SETBACK STANDARDS	15TH STREET	8'
	HIGHLAND AVENUE	8'
	16TH STREET*	0'
	SOUTH PROPERTY LINE – AVERAGE**	5'

BUILDING HEIGHT	MAXIMUM (SEE EXHIBIT 11)	69'
LOT COVERAGE	MAXIMUM	85%
DIVISION OF USES	MIXED-USE: MULTI-FAMILY RESIDENTIAL AND COMMERCIAL	N/A

*Due to the location of the sidewalk, outdoor patio spaces for commercial uses, and vehicular entrances, the landscape setback along 16th Street shall technically be zero feet. However, landscaping will be provided as shown on the Conceptual Landscape Site Plan in Exhibit 12. Landscape setback areas along 16th Street shall be no less than 5-feet.

**A 5-foot average landscape setback will be provided along to the south property line. The average is calculated to allow for a reduced landscape setback that will be provided adjacent to the parking structure.

2. LANDSCAPE STANDARDS

The development shall be in conformance with the conceptual landscape plan provided within this Planned Unit Development. The plant palette will not be limited to the palette provided in this PUD, but will be composed of regionally native desert trees, shrubs, accents, and groundcovers to be located internally and along the linear property line. All plant material within the Right-Of-Way shall be in compliance with the Department of Water Resources low water use plant list as approved by the city of Phoenix Planning and Development Department. See conceptual landscape plan in Exhibit 12.

All plant materials shall be planted so that at maturity the edge of the plant will be no closer than 3-feet to any fire hydrant or fire suppression device.

All mechanical equipment, electrical meters and similar utility devices shall be screened from public view with appropriate plantings. All landscape shall maintain a 3-foot buffer from all electrical transformers for maintenance purposes.

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 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.

A minimum of seventy-five percent (75%) coverage shall be maintained in all landscape areas at maturity with living trees, shrubs, accent plantings, and vegetated ground cover. Dust control products, such as decomposed granite, river rock, and ground cover, will be installed at a minimum of two-inches thick in all landscape areas. Decomposed granite size shall be between ¼ inch to 4 inches.

Streetscape:

A landscaped setback, measured from the property line, shall be established and maintained along all linear property lines as outlined in the Development Standards Table (page 12).

16TH STREET

- Three (3) five-gallon shrubs shall be planted for every thirty-five (35) linear feet of linear property line adjacent to all commercial/store fronts
- A Minimum of seventy-five percent (75%) coverage shall be maintained in all landscape areas with groundcover or accent plantings.

HIGHLAND AVENUE & 15TH STREET

- One street tree shall be planted for every twenty-five (25) linear feet of linear property line.
- Five (5) five-gallon shrubs shall be planted for every tree.
- A Minimum of seventy-five percent (75%) coverage shall be maintained in all landscape areas with groundcover or accent plantings.

MINIMUM PLANTING SIZE:

- 50% 1.5-inch caliper trees (24-inch box)
- 50% 2-inch caliper trees (36-inch box)
- *Note: The caliper size of all trees shall be in accordance with the Arizona Nurserymen's Association Standards.
- All shrubs shall be a minimum of five-gallons
- All accent plantings shall be a minimum of five-gallons
- All groundcover plantings shall be a minimum of one-gallon.

Additional requirements for landscaping located within the rights-of-way:

- Turf is not permitted.
- Plant materials utilized must be included on the most recent edition of the Phoenix Active Management Area Low Water Using Plant List

Perimeter Property Landscape:

A landscaped setback shall be established and maintained along all perimeter property lines not adjacent to a street:

MINIMUM PLANTING QUANTITY:

- One (1) tree for every 20-feet of linear property line.
- Five (5) shrubs and/or groundcover shall be planted for each tree

MINIMUM PLANTING SIZE:

- 50% 1.5-inch caliper trees (24-inch box)
- 50% 2-inch caliper trees (36-inch box)
*Note: The caliper size of all trees shall be in accordance with the Arizona Nurserymen's Association Standards.
- All shrubs shall be a minimum of five-gallons
- All accent plantings shall be a minimum of five-gallons
- All groundcover plantings shall be a minimum of one-gallon.

Landscape Grading:

Landscape grading shall complement the contours found in the landscape easement. Undulating landforms shall be used in conjunction with vegetation, and are encouraged to provide both visual interest and screening of parking areas, utility cabinets, and such areas. All grading shall be accomplished without sharp transitions or unnatural shapes. 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 Plant Palette:

The following plant list may be used for all landscaping within any Subdivision, lot, or Common Area within the Crescent Highland PUD Development.

ACCENTS

Agave Species
Aloe Species
Asclepias subulata
Baileya multiradiata
Dasylirion Species
Diets bicolor
Euphorbia Species
Hesperaloe funifera
Hesperaloe parviflora
Nolina parryi
Pedilanthus bracteatus
Pedilanthus macrocarpus
Pirtulacaria afra
Russelia equisetiformis
Tradescanta pallida
Yucca Species

CACTI

Carnegia gigantean
Cerus Species
Echinocactus grusonii
Fouquieria splendens
Lophocereus schottii
Opuntia Species
Pachycereus marginatus
Stenocereus thurberi

GRASSES

Muhlenbergia Species
Nassella tenuissima

GROUNDCOVERS

Hymenoxys acaulis
Lantana Species
Malephora lutea
Santolina chamaecyparissus
Wedelia trilobata

SHRUBS

Bougainvillea Species
Calliandra californica
Calliandra eriophylla
Ericameria laricifolia
Eromophila Species
Justicia californica
Larrea tridentata
Leucophyllum Species
Penstemon parryi
Phlomis fruticosa
Salvia Species
Tecoma stans

TREES

Chilopsis linearis
Olneya tesota
Parkinsonia Species
Prosopis Species
Phoenix – Date Palm

VINES

Bougainvillea
Ipomoea batatas
Ficus pumila
Scaevola aemula
Vigna caracalla

3. PARKING

The parking drive aisles widths for the Crescent Highland project shall comply with Section 702 of the Phoenix Zoning Ordinance. This provision shall not limit the ability of the applicant or end user to apply for a zoning adjustment application to further modify a city of Phoenix Zoning Ordinance provision.

The parking for the project is centrally located within the site allowing a more pedestrian focus to the project's overall circulation. Covered podium and deck structure parking is situated behind the north and east faces of the building, providing screening from Highland Avenue and 16th Street. This use of covered podium and deck structure parking provides shade for vehicles and pedestrians accessing parking. The project provides a combination of convenient covered on-grade podium parking and deck structure parking for the non-residential portion of the project. Residential tenant and visitor parking will be accommodated by a centrally located 6 level deck structure parking garage which will include some parking below grade. The dimensions for the parking structure spaces are 8.5-foot x 18-foot and 9.5-foot x 18-foot under podium with 24-foot wide drive isles. Due to the unique nature of the parking configuration that reduces the amount of surface parking, there will be no parking landscaping requirement. One resident loading zone will be located on the east side of 15th Street.

Off-street parking requirements for the residential component of the project will be 1.3 spaces per efficiency unit, 1.5 spaces per 1- and 2-bedroom unit and 1 space per unit of less than 600 square feet regardless of number of bedrooms. Unreserved parking is required as follows: 0.3 spaces for each efficiency unit or unit less than 600 square feet regardless of number of bedrooms, and 0.5 spaces per each 1 or 2 bedroom unit. Any unreserved parking spaces required will be counted toward the total required parking. Parking for the potential non-residential component will be 1 space per 300 square feet of proposed retail area and 1 space for every 50 square feet of dining space of restaurant uses. It is anticipated that many restaurant patrons will use alternative transportation modes, including bicycling and walking to and from the restaurants, which will reduce the number of parking spaces necessary for this use. Bicycle parking will be 1 space for every 1,000 square feet of commercial uses and additional bicycle storage areas will be provided for the residential uses.

This PUD may use a shared parking model for its mix of commercial and residential uses. A reduction in parking of up to fifteen percent (15%) based on a shared parking model may be granted by the Planning and Development Department Traffic Engineer. Parking reductions greater than fifteen percent (15%) and based

on the model must obtain a Use Permit in accordance with the standards and procedures of the city of Phoenix Zoning Ordinance Section 307.

4. AMENITIES

The intent is to include the following amenities

- 350 - Apartment Units
- ± 8,300 square feet Clubhouse / Leasing facility
- ± 8,000 square feet Retail Space
- State-of-Art Fitness Center
- Club Room
- Mail Room
- Outdoor Courtyard with Pool
- Fire Pit
- Outdoor Kitchen/Barbeque area
- Bicycle Parking
- Podium Parking Structure
- Covered Parking
- One Loading Dock
- One Resident Loading Zone

5. SHADE

The project will incorporate elements such as covered parking and covered pedestrian circulation to provide shade to enhance the pedestrian experience. The project proposes that certain pedestrian walkways and sidewalks be shaded as measured at noon on the summer solstice. The project will incorporate various shading strategies such covered parking, structural overhangs and recesses, awnings and / or shade trellises and the use of vegetation such as trees.

6. LIGHTING PLAN

The project proposes a lighting plan that will provide comfort and safety as well as the enhancement of architectural features, landscaping and other site features such as water features. Photometric Plans shall be submitted with site plan review. The value of light foot candles at property lines cannot exceed 1.0 foot candle and the interior cannot exceed 4.0 foot candle. Lighting layout and fixtures to adhere to Dark Sky Ordinance. Final light fixture style to be selected at time of final design. Metal Bollard light fixtures may be used, and are encouraged at

pedestrian building entries and outdoor spaces. Bollard style and colors to match parking and area lights.

H. Design Guidelines

Phoenix is a unique desert environment and the project's objectives are to respond to the area by including design elements such as innovative architectural design, energy efficiency and pedestrian friendly development. A further goal of the project is to enhance the Camelback East Village by building a unique visual identity, promoting a lively pedestrian environment with connections to existing transit as well as offsite amenities and cultivating a sense of place. To do so, the development gives special attention to the design principles consistent with the Planned Unit Development Design Expectations.

The goal of the proposed Crescent Highland PUD is to create a project for the neighborhood that is superior to that otherwise attainable through the existing conventional zoning. The mixed-use project is proposing a 350-unit multi-level, mixed-used complex including the opportunity for approximately 8,000 square feet of first level non-residential use space fronting 16th Street. The proposed project falls within the use categories consistent with the city of Phoenix General Plan by providing high density multi-family residential. One of the major goals of the Camelback East Village is to have higher density residential communities within walking distance to the village's commercial core to reduce the need for vehicular trips. The proposed project will fulfill this goal as well as add housing options and bringing more diversity to the neighborhood. The project's introduction of a non-residential space that is walkable to existing as well as new residents in the neighborhood will serve as a focal point for a lively pedestrian atmosphere that the project will generate.

The proposed development will consist of one building which has 4 & 5-level stacked flats at grade along Highland Avenue and 15th Street connected to a 1-level commercial space along 16th Street. Above the non-residential space, will be 4 level flats on top of a podium parking structure at grade, located at the eastern-most portion of the parcel adjacent to 16th Street. A 6 level deck structure parking will be located between and connected to these structures to accommodate parking for the entire project. In addition, covered surface parking will be provided to service the commercial component of the project.

The scale of the building is broken down by the repetition of elements and articulation of the building elevations. Although the building will primarily have a horizontal composition, it will be articulated and broken up by vertical elements such massing walls and elevator shafts to add visual interest. The residential unit balconies are cantilevered to help break up the solid exterior face of the building. The height of the building will vary to complement the adjacent scale and land uses surrounding the

project. The components of the proposed project on the eastern most portion of the parcel will be 5 levels. This height will be appropriate for the scale and pace the arterial street vehicular movement along 16th Street. The height of the building at the prominent intersection of Highland Avenue and 16th Street will not only complement in scale the current project under construction to the north, but will visually combine with it to create a dynamic gateway to the neighborhood. This perceived gateway will also provide a focal point for the non-residential component of the project and for the lively pedestrian activity that the project will generate. The facade of the project along Highland Avenue will feature a long horizontal water feature which will highlight the entry and provide a pleasing atmosphere for the residents as they walk or drive past. Midway along the façade along Highland Avenue, the residential portion of the project will reduce to 4 levels and a maximum height of 56-feet 6-inches. This reduced height of the project will be more appropriate for the scale and pace of the collector street movement along Highland Avenue, and will also be similar to and compliment the adjacent multi-family project currently under construction on the northwest corner of 16th Street and Highland Avenue. The façade along 15th Street will reduce in height again to 45-feet 6-inches and continue this height along the west side of the project. This reduced height will be appropriate for the scale and pace of the surface street movement along 15th Street and similar land uses to the west. See conceptual elevations in Exhibit 13.

The architectural character of the project will invoke a minimalist sensibility of mid-century modern design through the use of clean horizontal lines, flat roofs, cantilevered trellises and asymmetrical profiles. The project will achieve strong visual interest through variation and articulation of massing by utilizing building offsets, reveals, recesses, varied heights, projections and four sided architecture. The predominant exterior material is stucco with metal cladding, horizontal composite slats and exposed concrete used as accent materials. The primary color scheme will be that of cool greys and muted desert colors. Materials, details and colors representative of mid-century modernist design will be utilized as accents to the primary color and material scheme.

I. Signs

Crescent Highland signage has been developed to create an integrated graphic system that will provide standards for individual business. All signage shall comply with city of Phoenix Zoning Ordinance Section 705 signage regulations except as noted below:

1. Wall signs for individual users shall be allowed on walls of the building along 16th Street and Highland Avenue, even though a particular user does not occupy the space directly below or adjacent to the wall sign.

2. Wall signs for the residential community shall be permitted to a height of 50-feet from finish grade to the top of sign.

All signs requiring a permit must be permitted by the city of Phoenix prior to fabrication and installation. Any sign which bears the Crescent Highland name and / or logo shall conform to the established logo standards. Signage exhibits as part of this narrative are conceptual only and to show sign locations on building. See conceptual signage in Exhibit 14.

J. Sustainability

Founded in 1969, Crescent Communities has had sustainability at the core since its inception. More than four decades later, Crescent continuously strives to live up to that legacy. For Crescent, sustainability is not optional. It is a fundamental requirement of doing business the right way. Crescent strives to incorporate sustainability into every project, to make difficult decisions that address current and future challenges, and to improve continuously. Through ongoing measurement, Crescent holds itself accountable to challenging goals in traditional areas of environmental sustainability and in community building, health, happiness and longevity. Crescent's ultimate goal is to ensure that the land and communities under its stewardship remain vibrant. Crescent seeks to leave behind legacies whose value builds with time.

In order to demonstrate these commitments on this project, Crescent has chosen to not only design and build the project to its own level of green standards, but to also obtain third-party certification. It is important to Crescent to be credible and receive validation, outside the organization, towards the decisions that are being made.

The ICC 700 National Green Building Standard™ (NGBS) is the only residential green building rating system approved by ANSI, the American National Standards Institute, as an American National Standard. As an ANSI-approved green building rating system, the NGBS provides builders and consumers with a credible definition of green building. The flexible, expansive point-based system for certification is appropriate for our specific climate and meets the needs of this particular market and home buyers.

NGBS provides practices for the design, construction, and certification of new multifamily buildings and renovations. In addition to the mandatory provisions, the NGBS requires the building to include sufficient green building practices in each of the six categories to meet the category minimums for each green certification level.

The Crescent Highland design team has chosen to pursue and incorporate the following items to support an NGBS Bronze certification. Listed below are the components that the team has found to be the most influential and critical to the project. These include, but are not limited to, the following:

Chapter 5, Lot Design and Development

- Greyfield site selected with minimal slope
- Less than a half mile access to community resources and public transit
- Native/regionally appropriate landscaping

Chapter 6, Resource Efficiency

- Prefabricated building components
- Use of building materials with recycled components
- Recycling of construction waste

Chapter 7, Energy Efficiency

- 3rd party inspection of correct air sealing and insulation installation
- ENERGY STAR Appliances
- HVAC systems with increased efficiency ratings and tested to ensure performance

Chapter 8, Water Efficiency

- Water conserving shower heads and lavatory faucets
- WaterSense Certified toilets, to reduce water without sacrificing performance
- Irrigation system designed to perform and also reduce water use

Chapter 9, Indoor Environmental Quality

- Carpet certified as no formaldehyde
- High particulate filtering HVAC filters
- No Smoking Campus

Chapter 10, Operations and Maintenance

- Owner and maintenance teams are educated and provided material on all the green features of the project to ensure future performance.

K. Infrastructure

1. CIRCULATION

Special attention has been paid to separate vehicular circulation from pedestrian circulation throughout the proposed Crescent Highland project. Vehicular access to the non-residential portion of the project will occur primarily from 16th Street. Although vehicular access for the deck structure parking for the residential portion of the project can be accessed from Highland Avenue or 16th Street, the Highland Avenue entrance will be the focal residential entrance in both scale and design. Signature architectural design including shaded hardscape and decorative landscaping will be accented by a water feature which will combine to create a pleasant atmosphere for pedestrians accessing the residential portion of the project or continuing on to the non-residential portion of the project. The dual vehicular entry/exit drives on Highland Avenue will function with the west most entrance being full access and the east most access being right out only. Ample distance between the proposed project's west most vehicular access off of Highland Avenue and access to the new multi-family project adjacent to the north will mitigate vehicular access conflicts to both projects. A tenant loading zone will be created on the west side of the project along the east side of 15th Street. See proposed circulation plan in Exhibit 15.

Tenants will be able to conveniently and safely access their residential units through air-conditioned corridors connected to each respective floor of the deck parking structure. Tenants will be able to safely and conveniently access the non-residential component of the project without crossing vehicular circulation by crossing over on the 3rd, 4th, and 5th levels through conditioned corridors. Outdoor amenity areas will be internally located to buffer users from ambient street noise or vehicular circulation within the project. These areas will be equipped with an array of recreational/retreat elements to help create an urban oasis atmosphere for the tenants.

All existing driveways around the perimeter of the Property will be removed. All sidewalks around the perimeter of the Property along 15th Street, Highland Avenue and 16th Street will be reconstructed. Curbing will be installed across the existing driveways after demolition and sidewalks will be reconstructed. No public street improvements will be included in the development of this proposed project.

2. GRADING AND DRAINAGE

The existing surface of the site slopes from the northeast corner at the Highland Avenue and 16th Street intersection, down to the southwest corner of the property. There is an existing drainage channel located along 15th Street that conveys runoff from the property to the south in the existing condition. This drainage pattern will remain the same in the proposed condition. Underground retention will be provided. The retention volume will be the greater of either the increase in runoff volume in the proposed condition compared to the existing condition, or the first flush volume for the 100-year, 2-hour storm event.

3. WATER AND SEWER

The existing 6-inch water main that bisects the property will be abandoned and removed with redevelopment of the Property. The existing water mains along Highland Avenue and 16th Street will be utilized for service to the project.

There are two existing public sewer mains that exist within the property, both of which outfall to the north to the existing sewer main in Highland Avenue. The portion of the main located within the property will be abandoned and demolished. The existing mains along Highland Avenue and 16th Street will be utilized for service to the project. All retention facilities will be drained within 36-hours of a major storm event as required by the city of Phoenix Drainage Design Manual.

L. PHASING PLAN

There will be no phasing for this project.

M. EXHIBITS

Aerial Map	1
Parcel Map	2
Existing Zoning Map	3
Conceptual Site Plan	4
Legal Description	5
Area Vicinity Map	6
Context Plan	7
General Plan Map	8
Proposed Zoning Map	9
Thematic Street Cross Sections	10
Height Exhibit	11
Conceptual Landscape Site Plan	12
Building Elevations	13
Conceptual Signage Exhibit	14
Circulation Plan	15
Perspectives Collage	16
Building Plans	17
Comparative Zoning Standards Table	18



Southwest Corner of 16th Street and Highland Avenue





Southwest Corner of 16th Street and Highland Avenue



Legal Description

EXHIBIT 5

PARCEL 1:

LOT 1 HIGHLAND PLAZA, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER IN BOOK 953 OF MAPS, PAGE 37, AND CERTIFICATE OF CORRECTION RECORDED IN DOCUMENT NO. 2007-1303275, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL 2:

PARCEL ONE: (2/1 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
LOT 2, WELLS PLACE, ACCORDING TO BOOK 40 OF MAPS, PAGE 47, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL TWO: (2/2 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
THAT PORTION OF ABANDONED ALLEY AS SET FORTH IN RESOLUTION 20560 RECORDED OCTOBER 16, 2007 IN DOCUMENT NO. 2007-1125453, RECORDS OF MARICOPA COUNTY, ARIZONA. THE WEST EIGHT FEET OF ABANDONED ALLEY EAST OF AND ADJACENT TO LOT 2, WELLS PLACE AS PER MAP RECORDED IN BOOK 40 OF MAPS, PAGE 47, RECORDS OF MARICOPA COUNTY, ARIZONA, LYING BETWEEN THE NORTHERN AND SOUTHERN PROLONGATION LINES OF SAID LOT 2.

PARCEL 3:

LOT 1, WELLS PLACE, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 40 OF MAPS, PAGE 47.

PARCEL 4:

PARCEL NO. 1: (4/1 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
LOT 3, WELLS PLACE, ACCORDING TO BOOK 40 OF MAPS, PAGE 47, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL NO. 2: (4/2 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
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PARCEL 5:

PARCEL ONE: (5/1 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
LOT 4, WELLS PLACE, ACCORDING TO BOOK 40 OF MAPS, PAGE 47, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL TWO: (5/2 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
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PARCEL 6:

PARCEL ONE: (6/1 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
LOT 5, WELLS PLACE, ACCORDING TO BOOK 40 OF MAPS, PAGE 47, RECORDS OF MARICOPA COUNTY, ARIZONA.

PARCEL TWO: (6/2 AS SHOWN ON THE TITLE SURVEY BY NORTHSIGHT LAND SURVEYING CONSULTING)
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Southwest Corner of 16th Street and Highland Avenue





C12



C11



C9



C10



B8



B7



B5



B6



A4



A3



A1



A2



D13



D14



D15



D16



E18



E19



F22



F23



E17



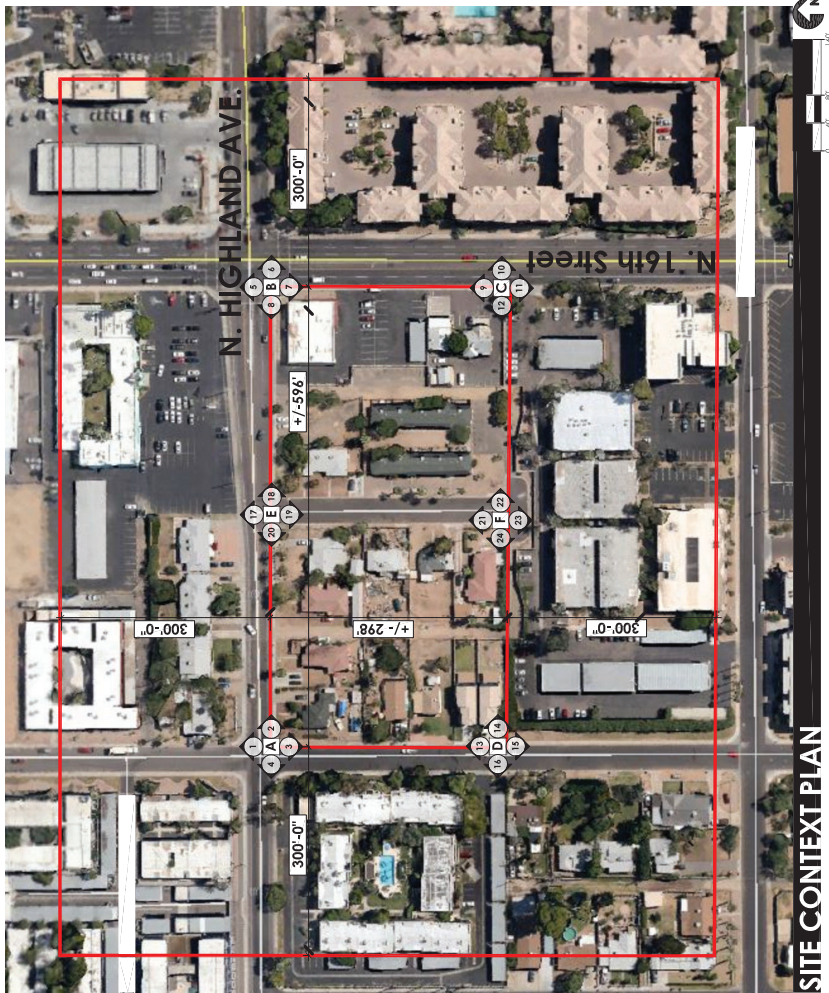
E20



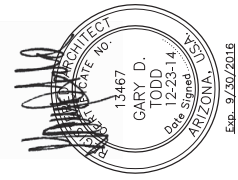
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F24

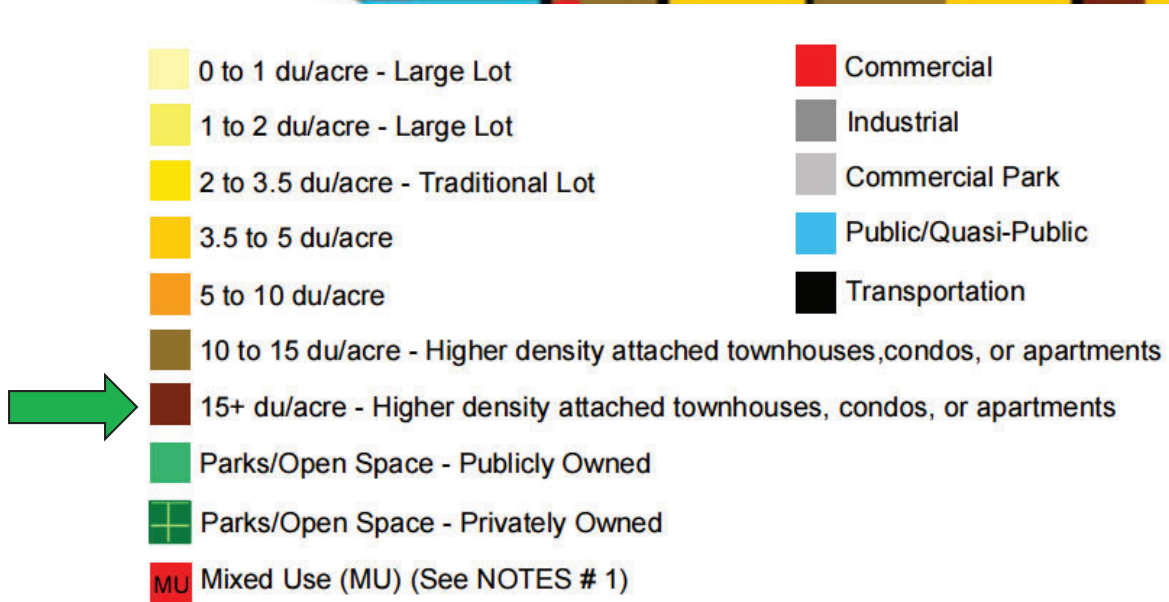
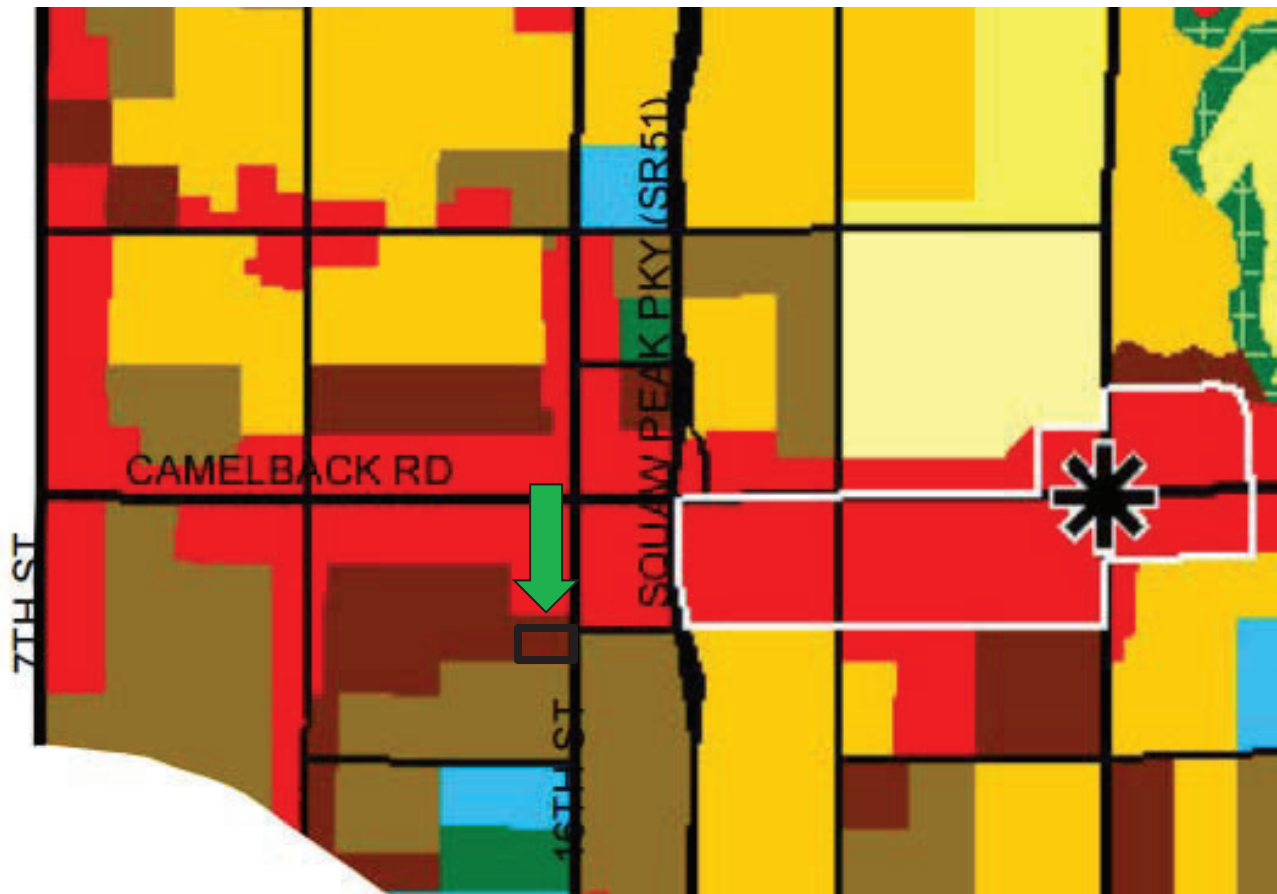


SITE CONTEXT PLAN



CRESCENT HIGHLAND

Phoenix, Arizona
 1st PUD SUBMITTAL
 Project No. 14-2039-00 Date 12-23-14

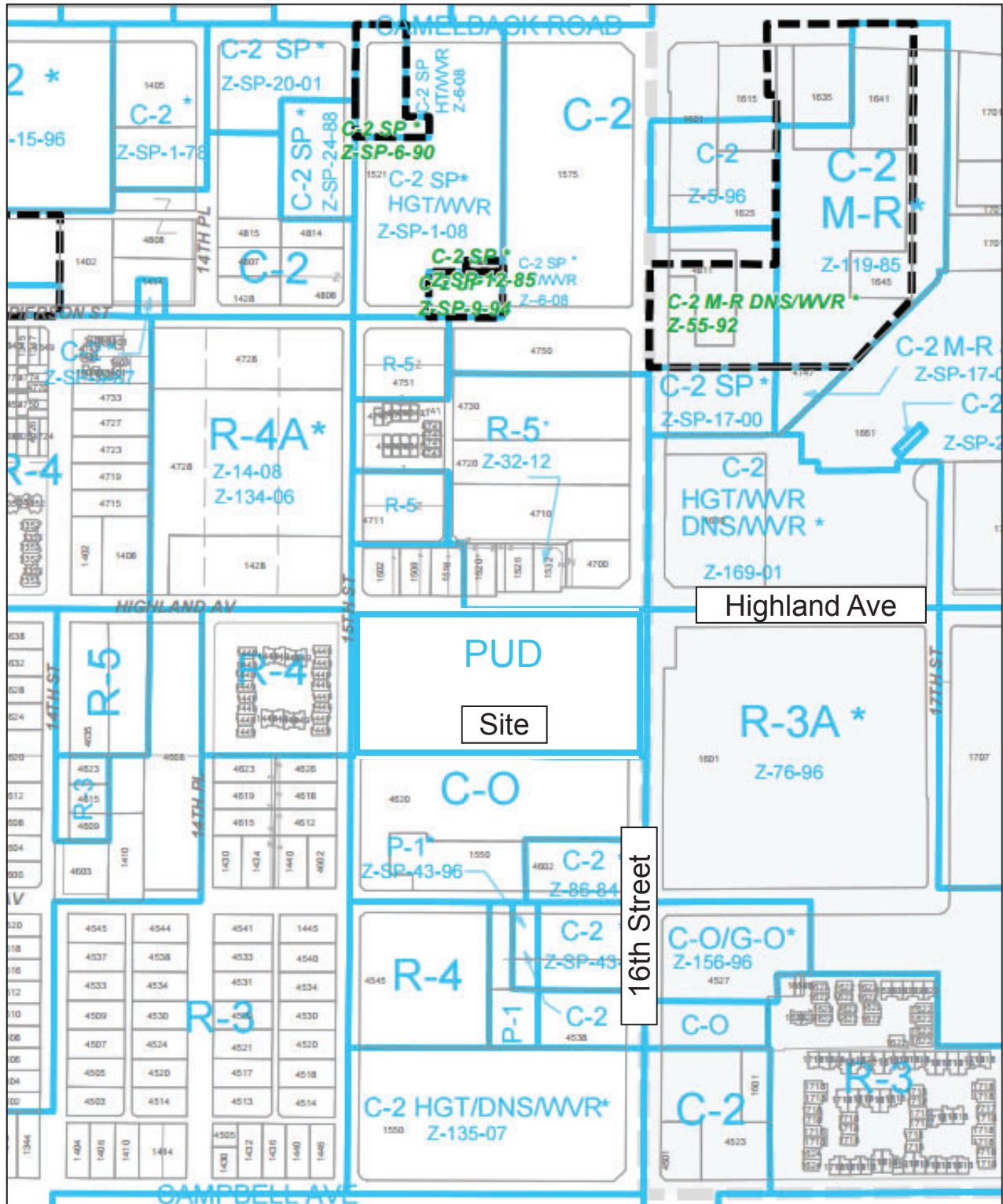


Southwest Corner of 16th Street and Highland Avenue



Proposed Zoning Map

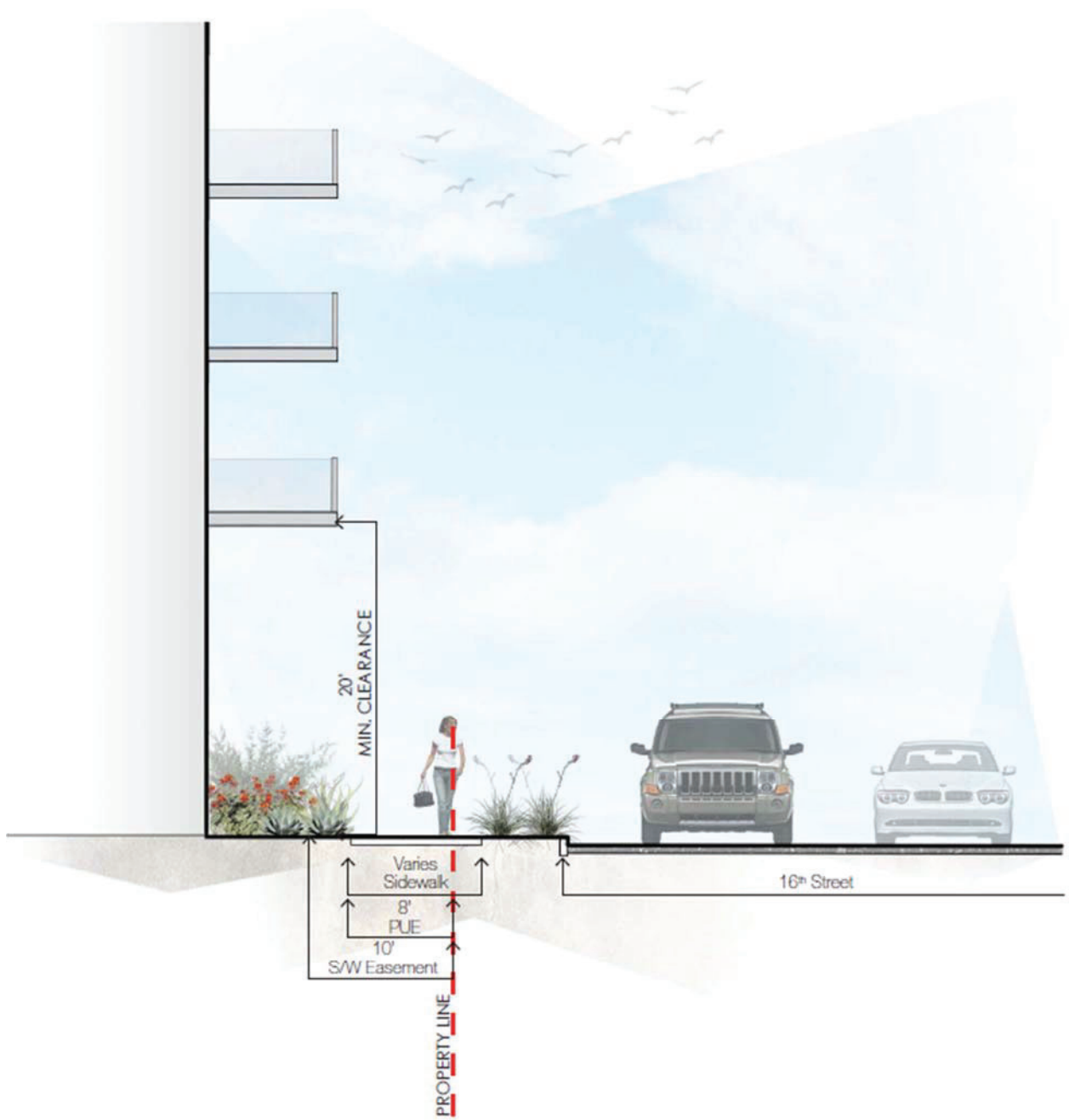
EXHIBIT 9



Southwest Corner of 16th Street and Highland Avenue

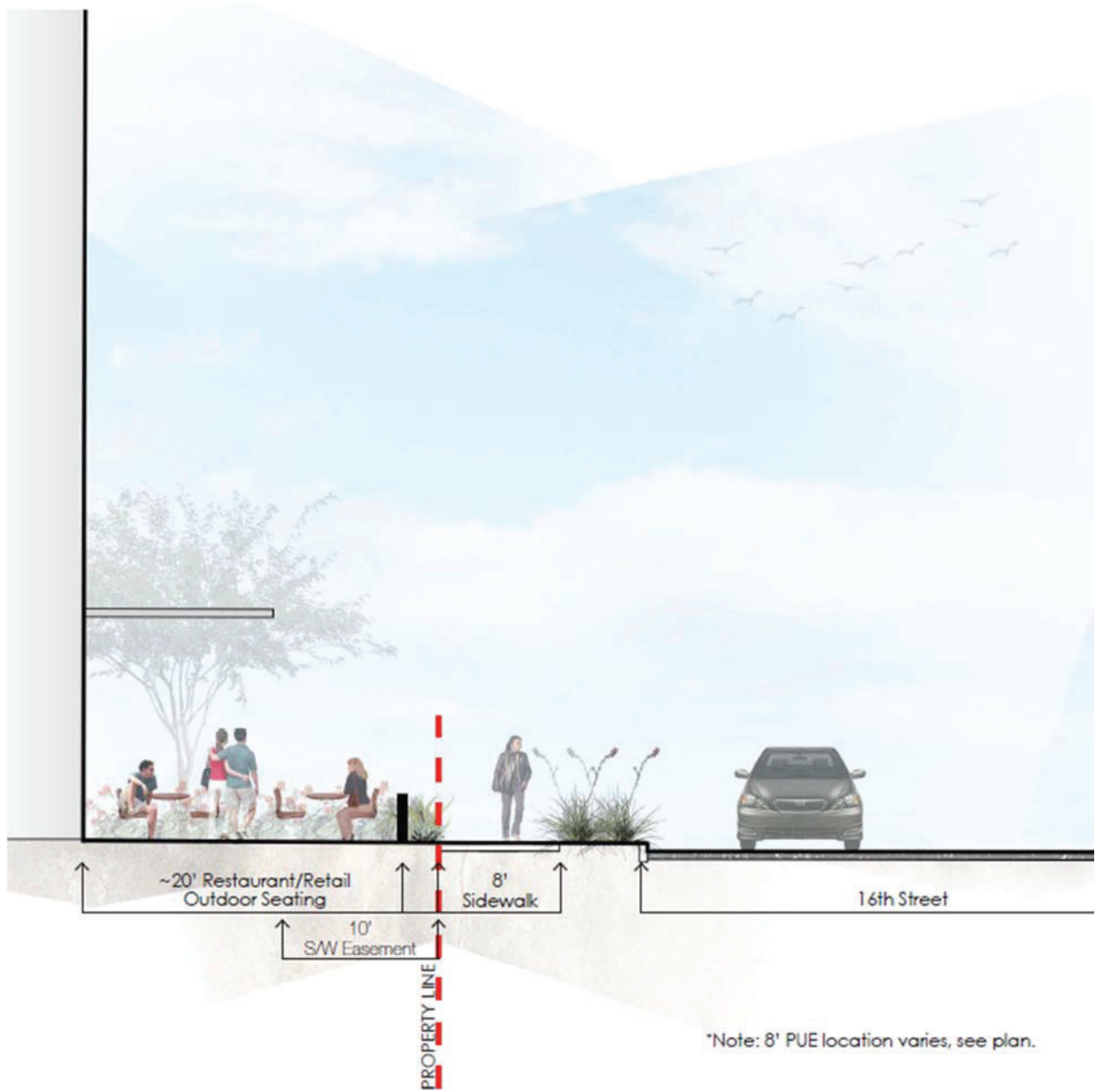


IMAGE 1.1



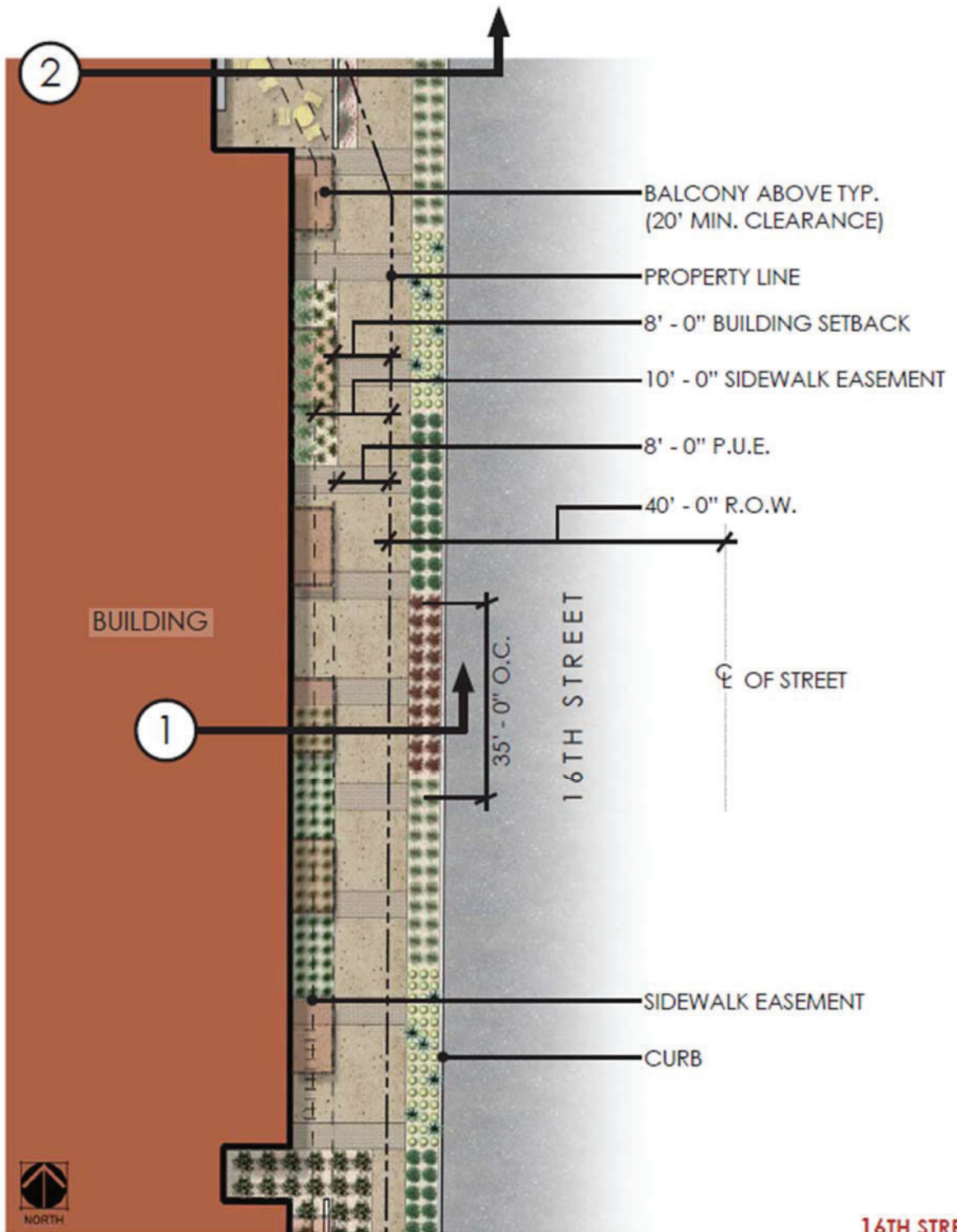
1 Typical Street Section - 16th Street

IMAGE 1.2



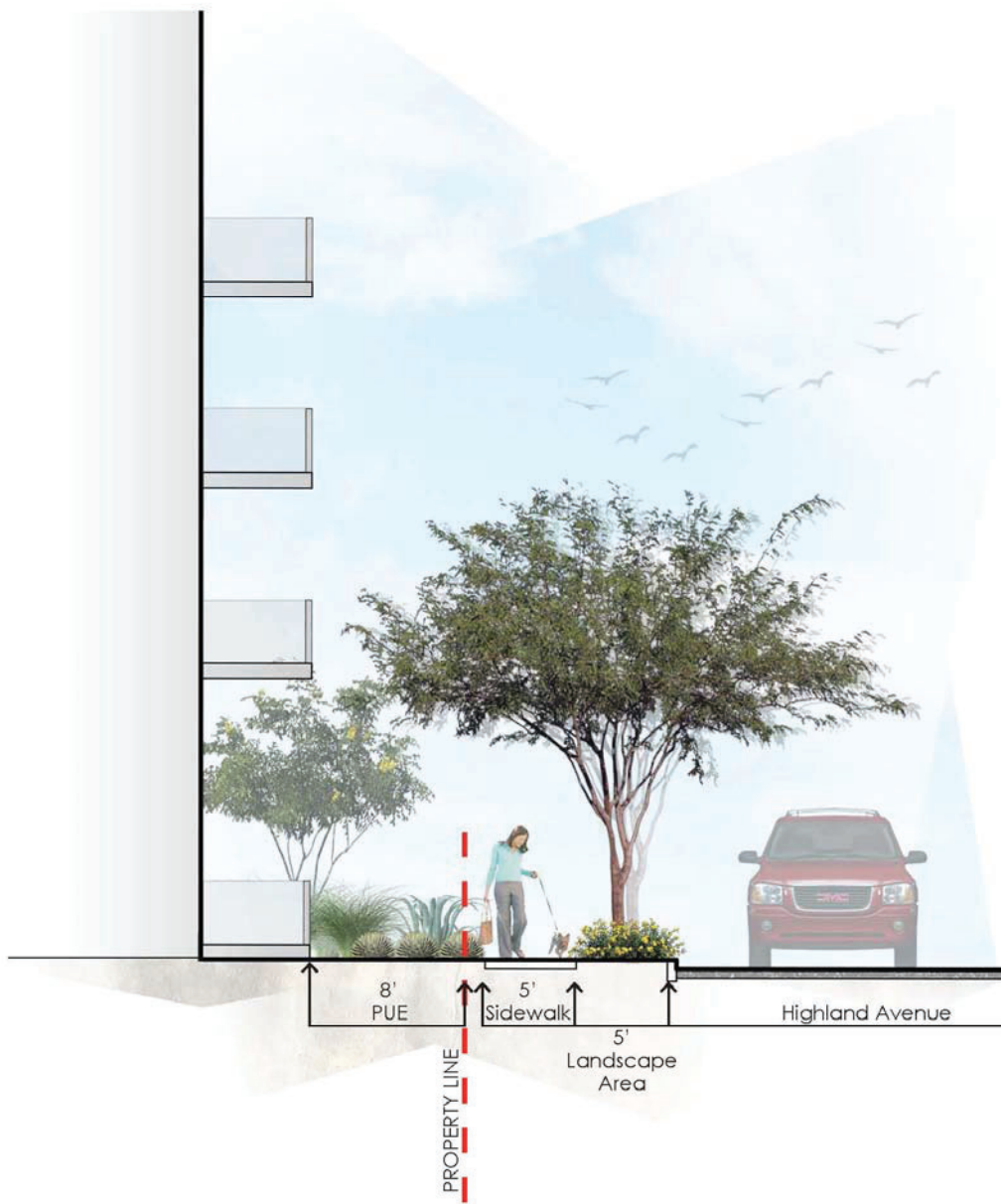
2 Street Section - Retail Corner @ 16th Street / Highland Avenue

IMAGE 1.3



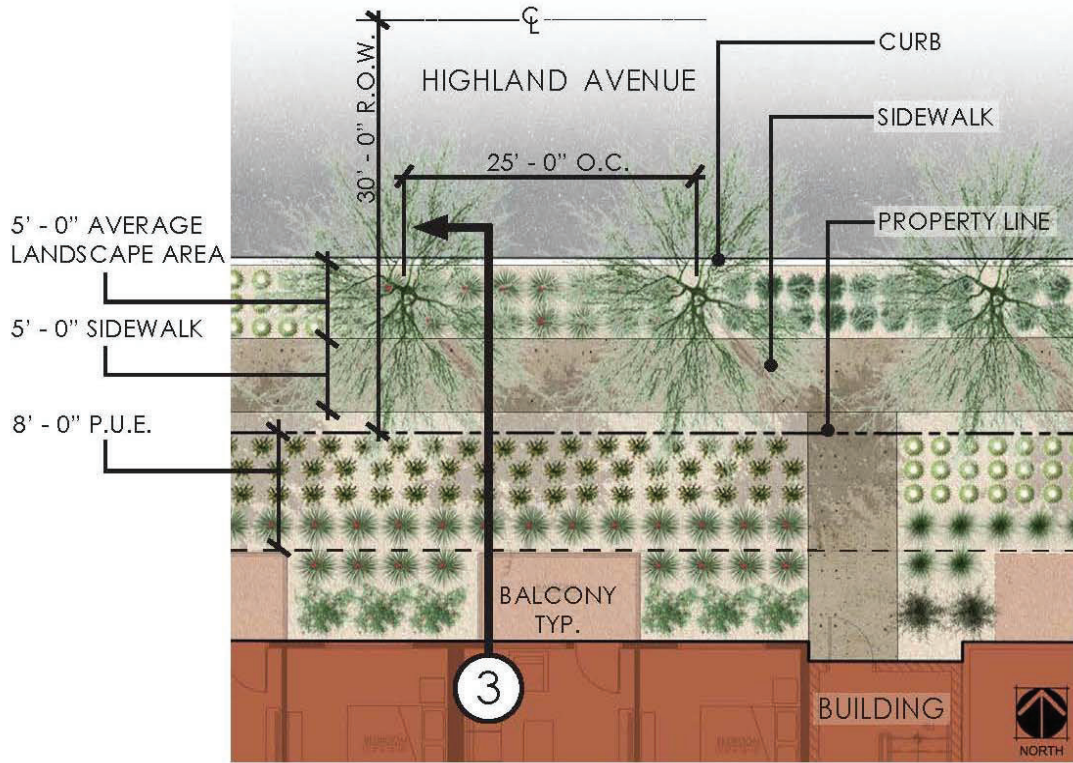
**16TH STREET
PLAN**
1" = 20'

IMAGE 2.1



3 Typical Street Section - Highland Avenue

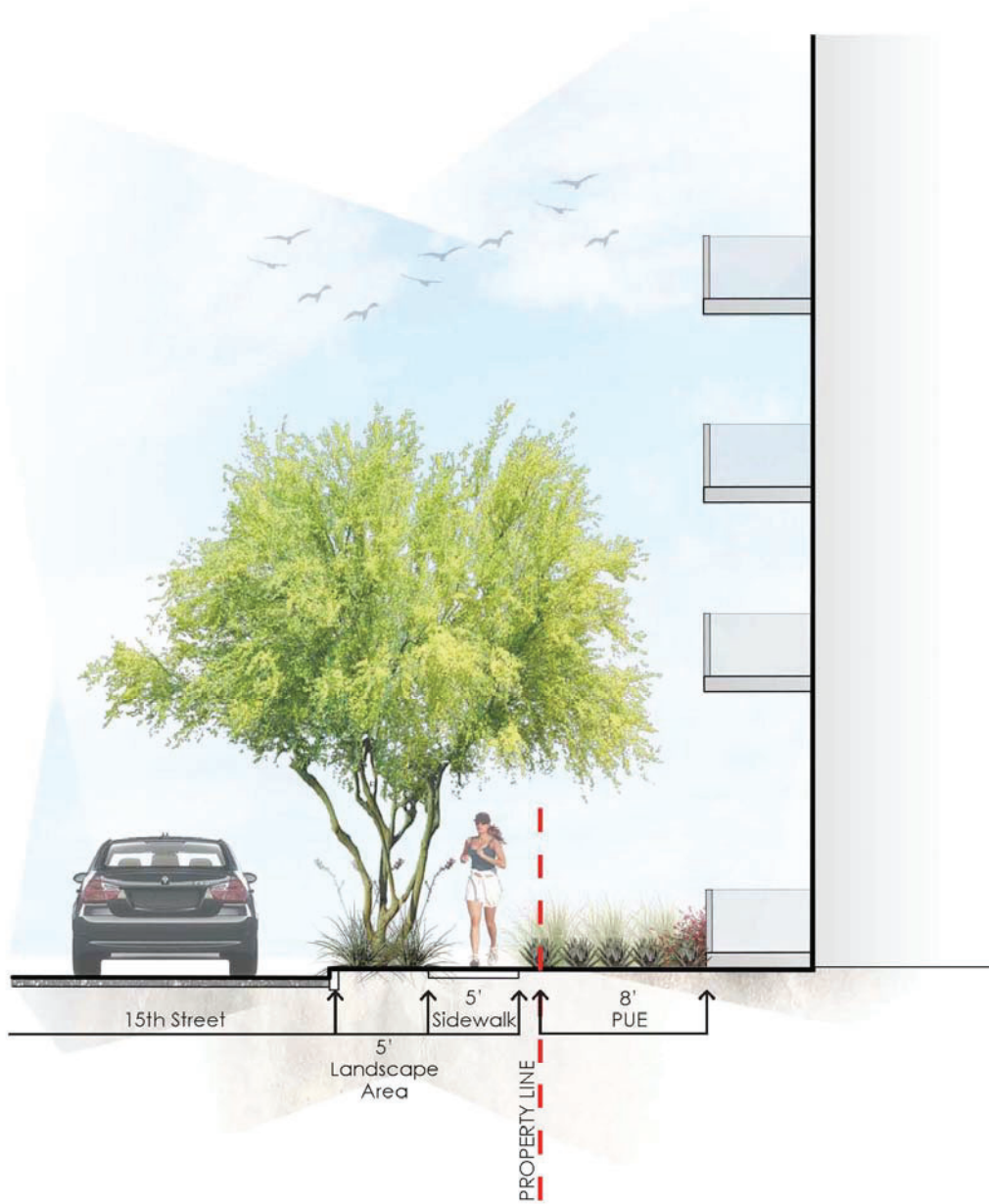
IMAGE 2.2



**HIGHLAND AVE
PLAN**

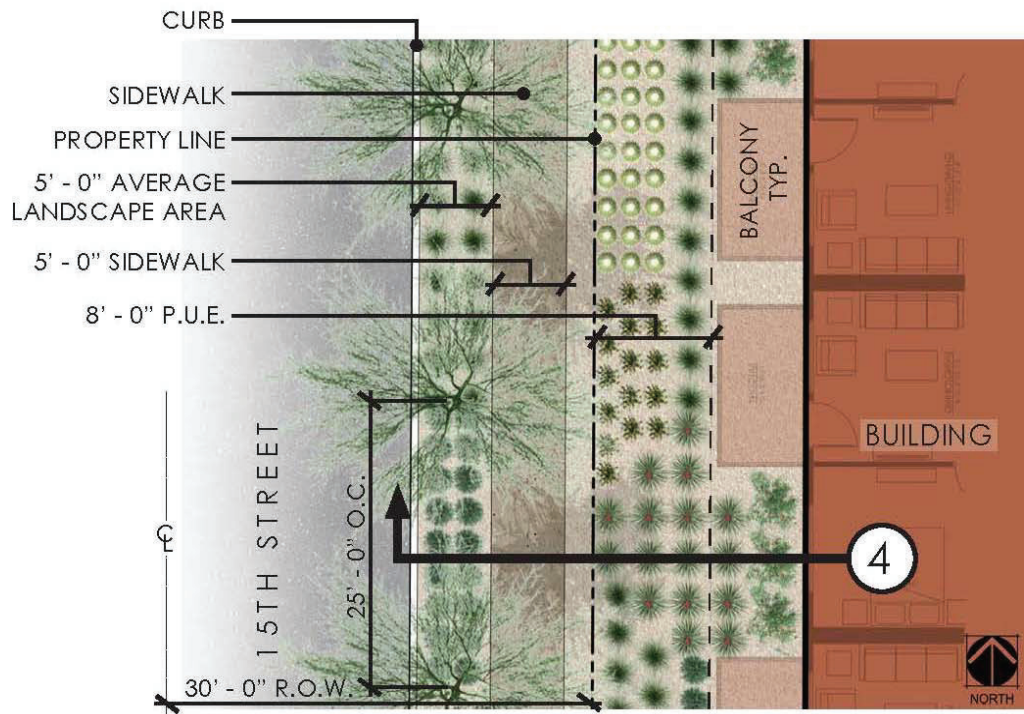
1" = 10'

IMAGE 3.1



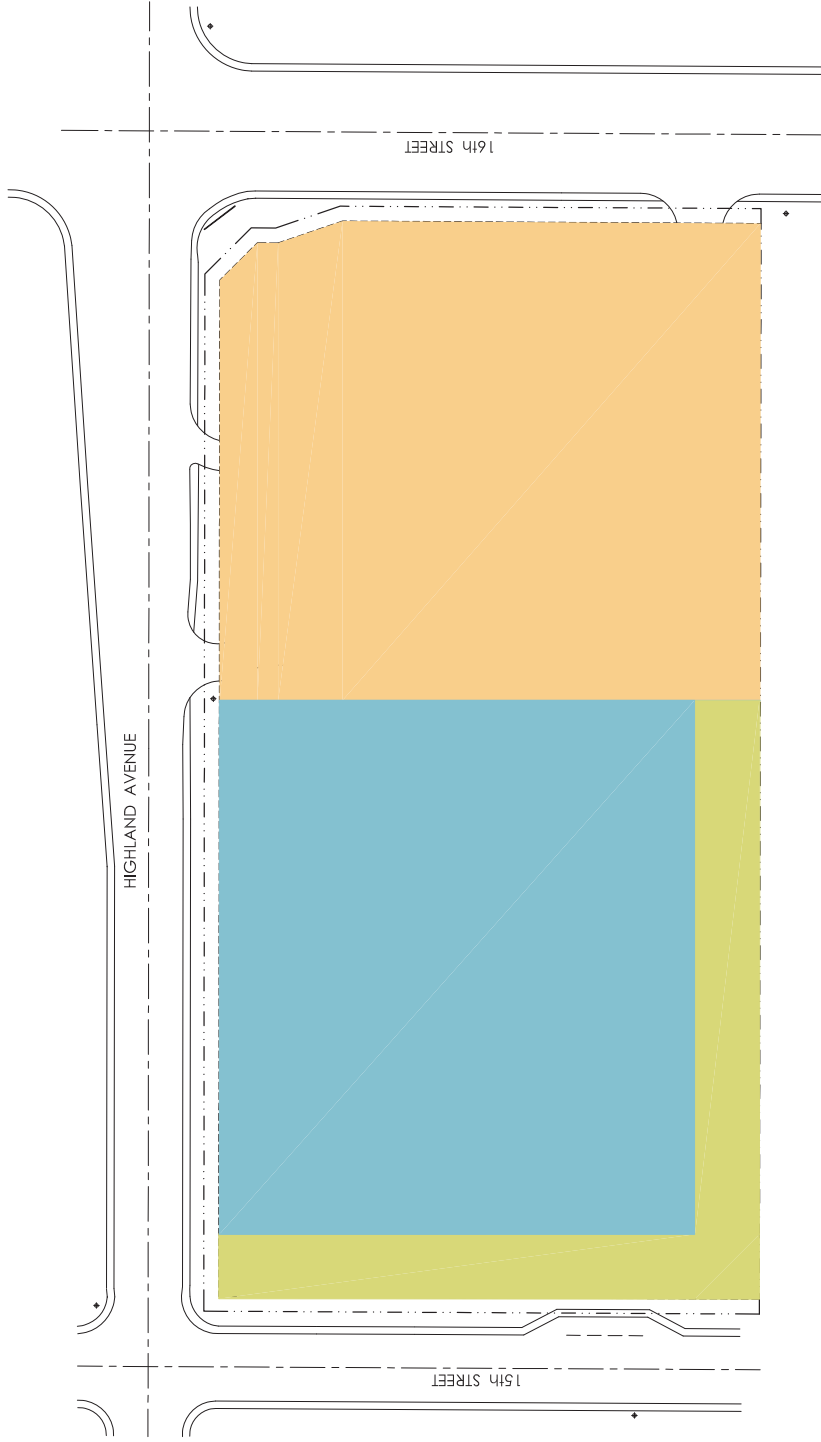
4 Typical Street Section - 15th Street

IMAGE 3.2

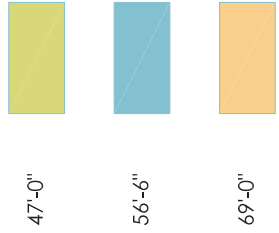


**15TH STREET
PLAN**

1" = 10'



BUILDING HEIGHT LEGEND



VICINITY MAP N.T.S.

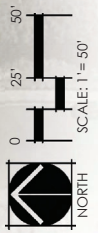
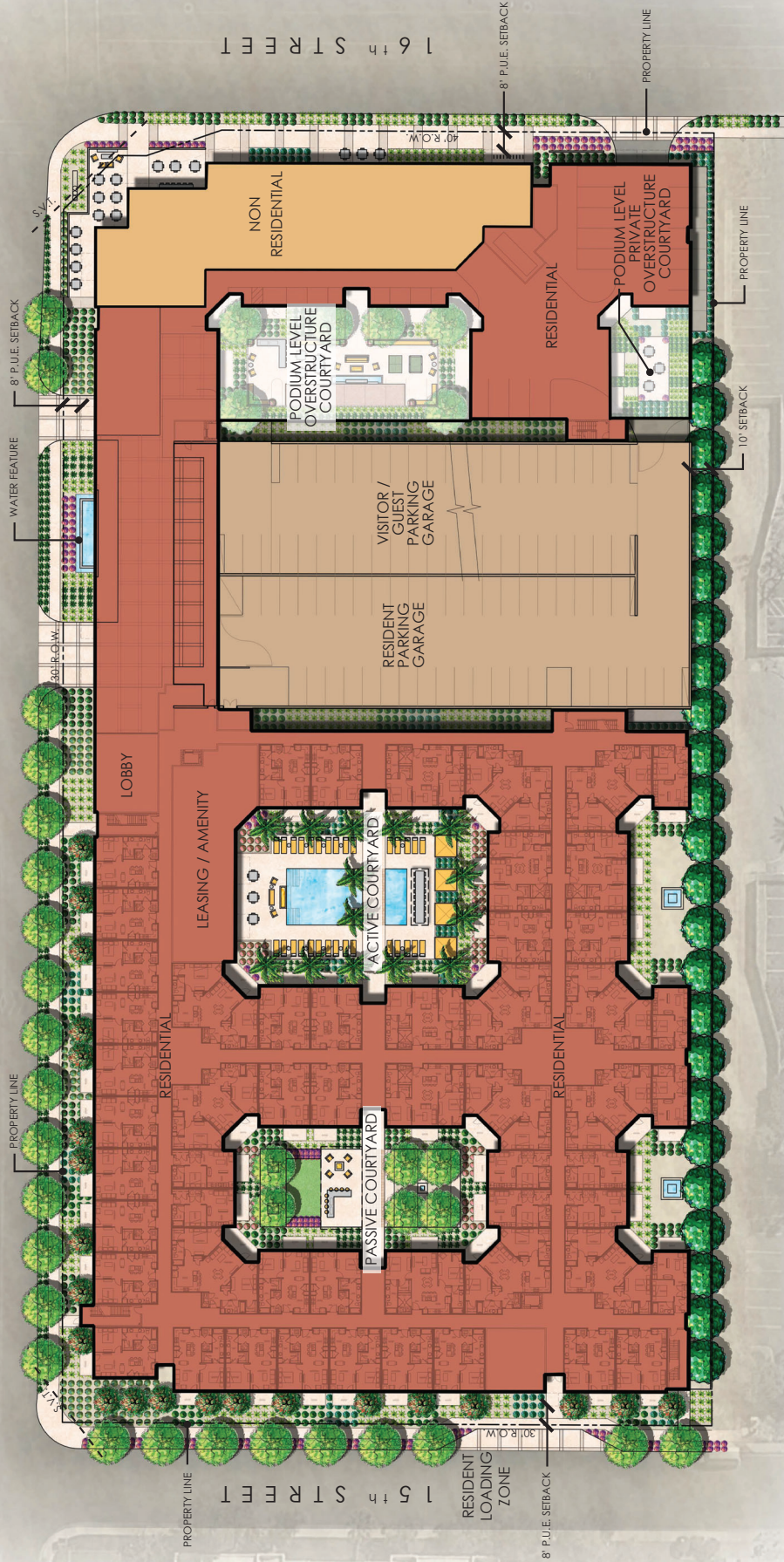
CONCEPTUAL BUILDING HEIGHT PLAN

CRESCENT HIGHLAND

Phoenix, Arizona
 3rd PUD RE-SUBMITTAL
 Project No. 14-2039-00 Date 4-2-15



HIGHLAND AVENUE



4450 North 12th Street
Suite 236
Phoenix, Arizona 85041
P 602.234.9600
www.norris-design.com

NORRIS DESIGN
Planning | Landscape Architecture

CRESCENT
HIGHLAND
Phoenix, Arizona

1st PUD SUBMITTAL
Project No. 14-2039-00 Date 4-02-15

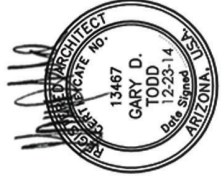




CONCEPTUAL BUILDING ELEVATIONS - EAST ELEVATION



CONCEPTUAL BUILDING ELEVATIONS - NORTH ELEVATION



**CRESCENT
HIGHLAND**

Phoenix, Arizona
1st PUD SUBMITTAL Date 12-23-14
Project No. 14-2039-00

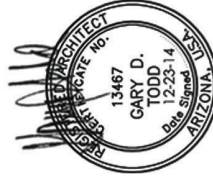
TODD & ASSOCIATES, INC.
ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
602.932.8900 www.toddsai.com



CONCEPTUAL BUILDING ELEVATIONS - WEST ELEVATION



CONCEPTUAL BUILDING ELEVATIONS - SOUTH ELEVATION



Exp. 9/29/2016

Phoenix, Arizona

1st PUD SUBMITTAL

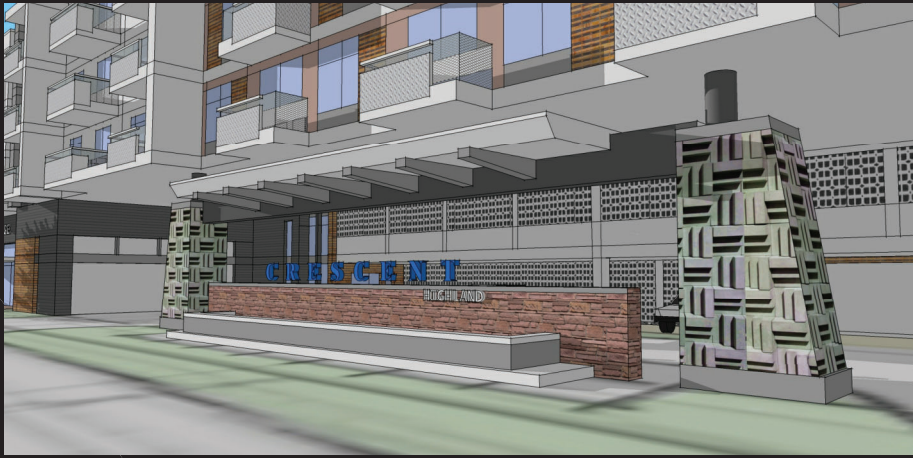
Project No. 14-2039-00 Date 12-23-14



TODD & ASSOCIATES, INC.

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
602.932.8292 www.toddaioc.com





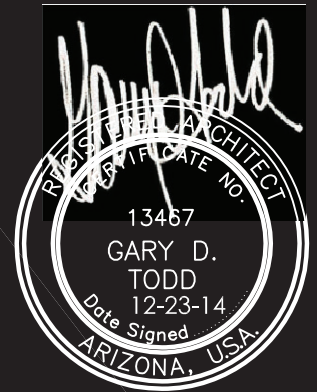
North Water Feature Sign
Conceptual & Location Only



East Blade Sign
Conceptual & Location Only



Northeast Blade Sign
Conceptual & Location Only



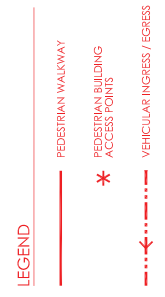
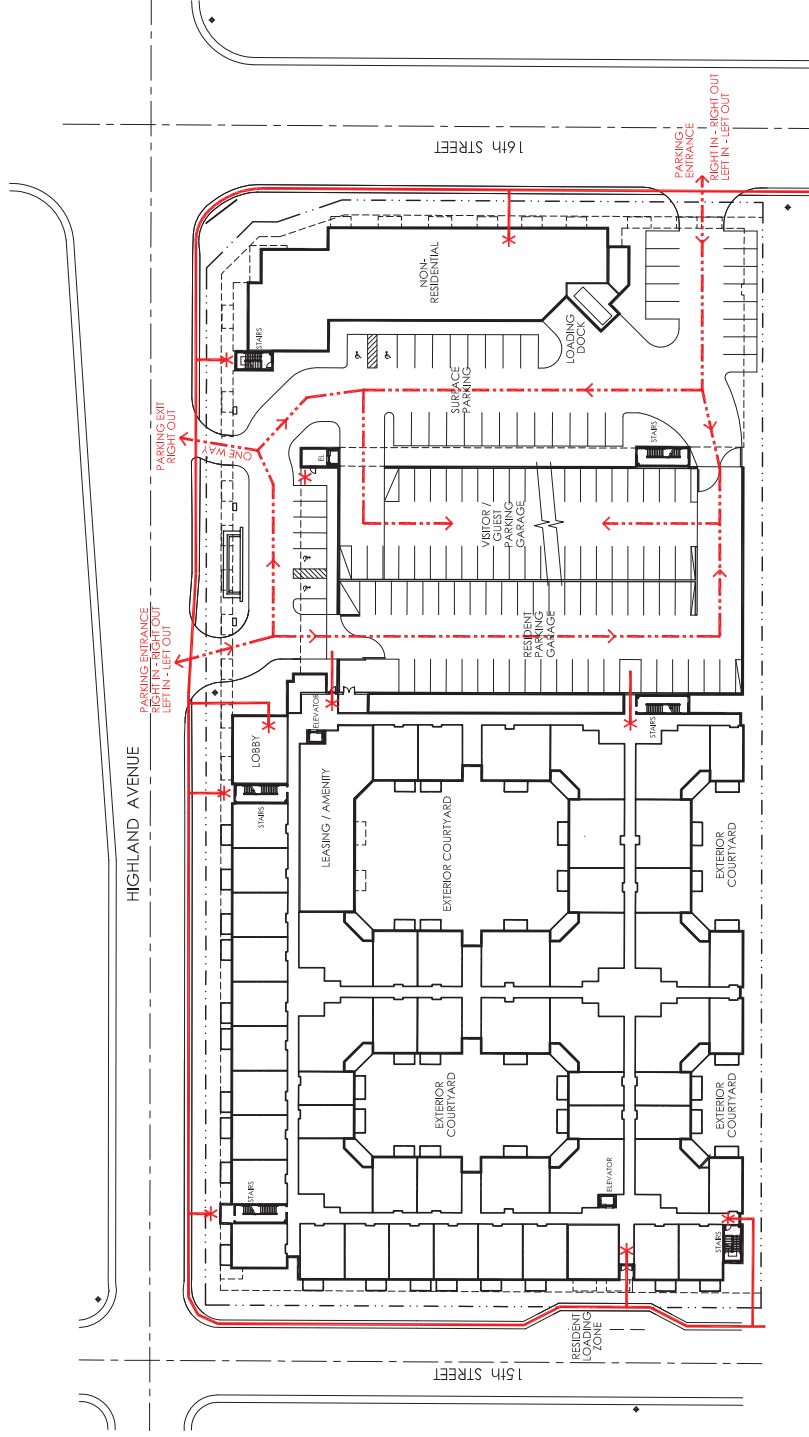
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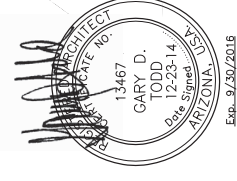
TODD & ASSOCIATES, INC.

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
602.952.8280p www.toddassoc.com

CRESCENT HIGHLAND • Phoenix, Arizona
Project Number: 14-2039-00 • Date: 12-23-14
1st PUD SUBMITTAL



CONCEPTUAL CIRCULATION PLAN SCALE: 1" = 30'-0"



CRESCENT HIGHLAND

Phoenix, Arizona
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 Project No. 14-2039-00 Date 12-23-14

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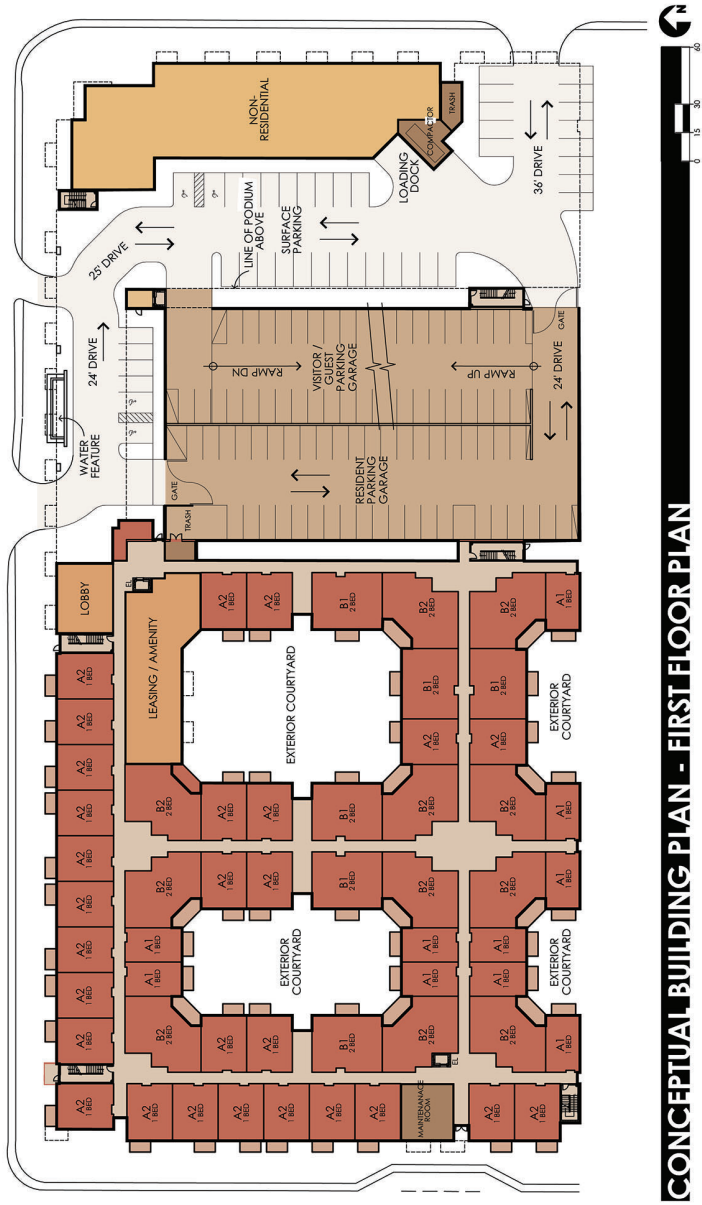
ARCHITECTURAL CHARACTER STUDIES

**CRESCENT
HIGHLAND**

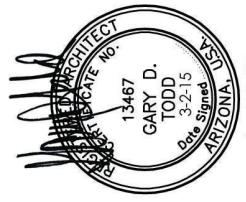
Property, Arizona
1st PUD SUBMITTAL Date 12-23-14
Project No. 14-20395-00

TODD & ASSOCIATES, INC.
ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
402.782.8290 www.toddsai.com





CONCEPTUAL BUILDING PLAN - FIRST FLOOR PLAN

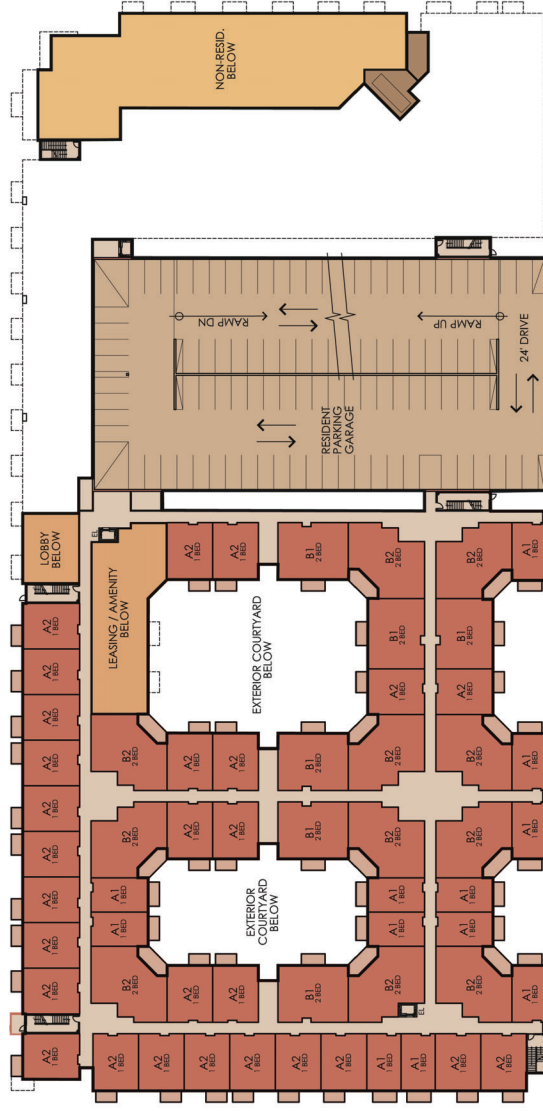


Expires 09/30/2016

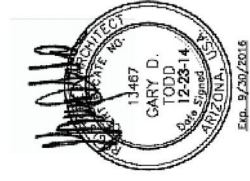


CRESCENT HIGHLAND

Phoenix, Arizona
 2nd PUD SUBMITTAL
 Project No. 14-2039-00 Date 3-2-15

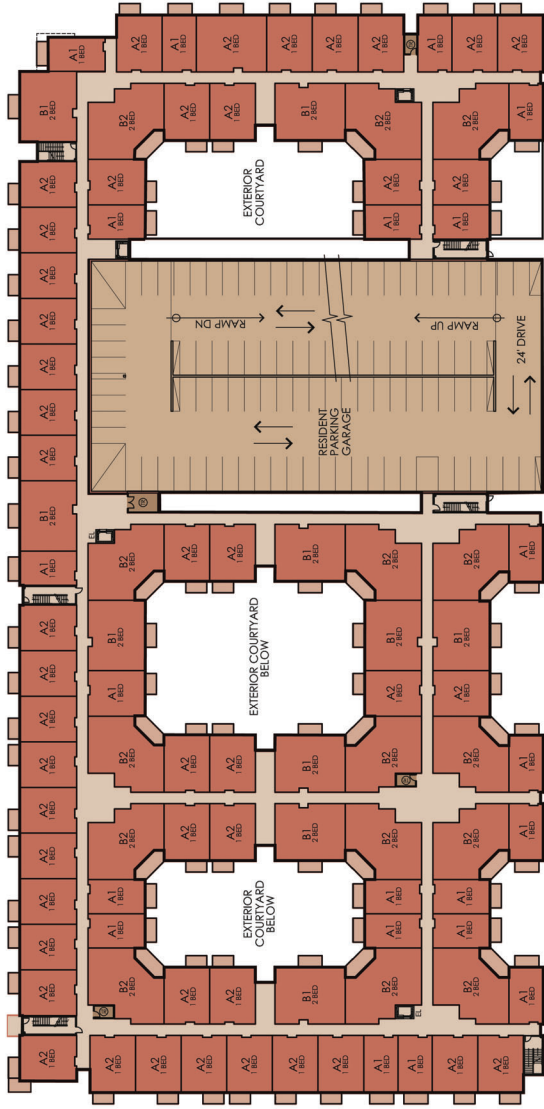


CONCEPTUAL BUILDING PLAN - SECOND FLOOR PLAN

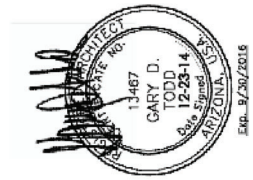


CRESCENT HIGHLAND

Phoenix, Arizona
 1st PUD SUBMITTAL Date 12-23-14
 Project No. 14-2039-00

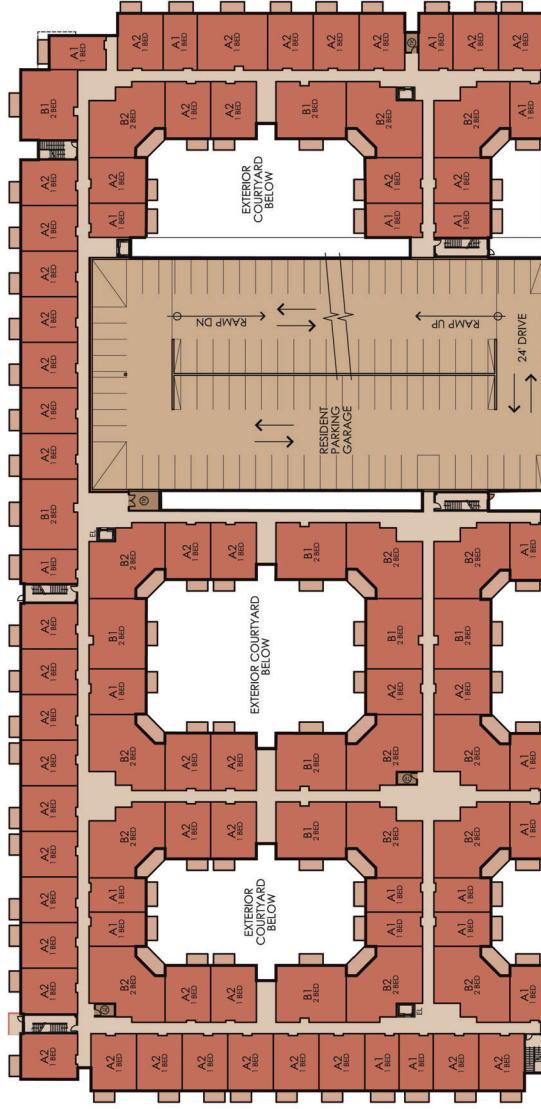


CONCEPTUAL BUILDING PLAN - THIRD FLOOR PLAN

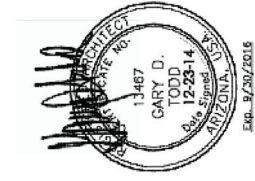


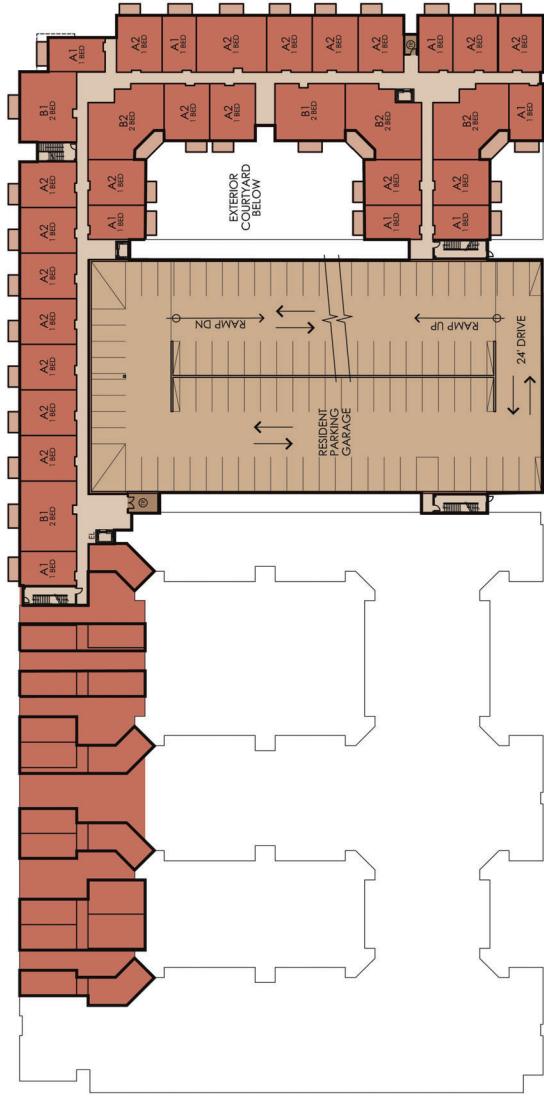
CRESCENT HIGHLAND

Phoenix, Arizona
1st PUD SUBMITTAL
Project No. 14-2039-00 Date 12-23-14

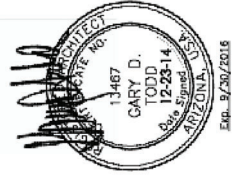


CONCEPTUAL BUILDING PLAN - FOURTH FLOOR PLAN





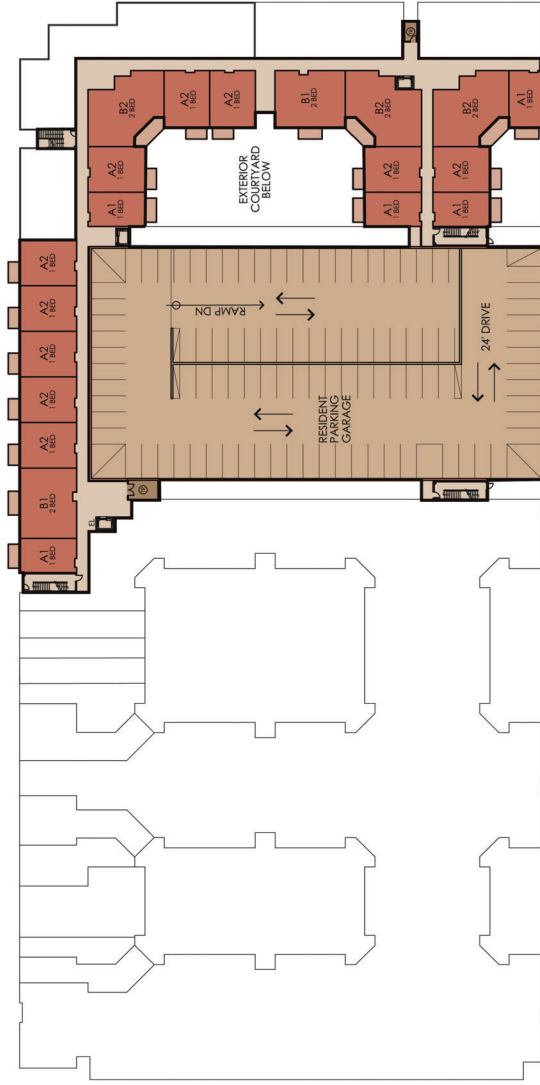
CONCEPTUAL BUILDING PLAN - FIFTH FLOOR PLAN



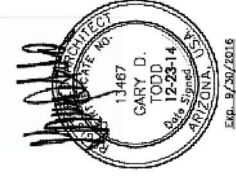
CRESCENT
 HIGHLAND

Phoenix, Arizona
 1st PUD SUBMITTAL
 Project No. 14-2039-00 Date 12-23-14





CONCEPTUAL BUILDING PLAN - SIXTH FLOOR PLAN



**CRESCENT
HIGHLAND**

Phoenix, Arizona
 1st PUD SUBMITTAL
 Project No. 14-2039-00 Date 12-23-14

Comparative Zoning Standards Table

EXHIBIT 18

STANDARDS	C-2 ZONING	R-3 SINGLE FAMILY ATTACHED ZONING	PUD ZONING
DENSITY NUMBER OF D.U.	MAXIMUM 15.23; 17.40 D.U. PER ACRE WITH BONUS	MAXIMUM 15.23; 17.40 D.U. PER ACRE WITH BONUS	MAXIMUM 70 D.U. PER ACRE MAXIMUM 350 D.U.
MINIMUM LOT WIDTH/DEPTH	N/A	N/A	N/A
BUILDING SETBACKS	15TH STREET 25'* HIGHLAND AVENUE 25'* 16TH STREET 25'* *AVERAGE SOUTH PROPERTY LINE 10'	10' FOR UNITS FRONTING STREET RIGHTS-OF-WAY; 15' FOR UNITS SIDING STREET RIGHTS-OF-WAY. THIS AREA IS TO BE IN COMMON OWNERSHIP OR MANAGEMENT. 10' ADJACENT TO PROPERTY LINE.	15TH STREET 8' HIGHLAND AVENUE 8' 16TH STREET 8' SOUTH PROPERTY LINE 10'
LANDSCAPE SETBACKS	15TH STREET 25' HIGHLAND AVENUE 25' 16TH STREET 25' SOUTH PROPERTY LINE 0'	N/A	15TH STREET 8' HIGHLAND AVENUE 8' 16TH STREET 0' SOUTH PROPERTY LINE 5'
BUILDING SEPARATION	PER ADOPTED CODE	PER ADOPTED CODE	PER ADOPTED CODE
HEIGHT	2 STORIES OR 30'	3 stories or 40' for first 150'; 1' in 1' increase to 48' height, 4-story maximum	MAXIMUM 69'
LOT COVERAGE	MAXIMUM 50%	MAXIMUM 100%	MAXIMUM 85%
DIVISION OF USES	N/A	N/A	MIXED-USES: COMMERCIAL MULTI-FAMILY RESIDENTIAL