



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

***Revised**
Staff Report: Z-22-14-2
August 6, 2014

Paradise Valley Village Planning Committee Meeting Date August 4, 2014
Planning Commission Hearing Date August 12, 2014
Request From: C-2 PCD (9.09 Acres)
Request To: PUD (9.09 Acres)
Proposed Use Commercial and Multi-family Residential
Location Northwest corner of Scottsdale Road and Kierland Boulevard
Representative Nick Wood, Esq., Snell & Willmer
Staff Recommendation Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	Scottsdale Road	Major Arterial	25 foot half street width
	Kierland Boulevard	Local Street	50 foot half street width
<p>LAND USE ELEMENT: GOAL 2: EMPLOYMENT AND POPULATION BALANCE: POLICY 14 LOCATE MULTI-FAMILY DEVELOPMENT NEAR SPECIALIZED PUBLIC FACILITIES, MAJOR TRANSPORTATION SERVICES AND EMPLOYMENT CENTERS:</p> <p>The subject site falls within both the Northeast Major Employment Zone (Figure 15) and the Desert Ridge/Kierland Employment Center (Figure 36). The General Plan identifies this area for major employment concentration. The proposal will provide residential options to this major employment concentration.</p>			
<p>LAND USE ELEMENT: GOAL 6 PEDESTRIAN-ORIENTED DEVELOPMENT: DEVELOPMENT SHOULD BE DESIGNED OR RETROFITTED, AS FEASIBLE, TO FACILITATE SAFE, CONVENIENT, AND ATTRACTIVE PEDESTRIAN MOVEMENT.</p> <p>The proposed development will provide pedestrian movement throughout the site and the surrounding areas. The development will provide direct routes to adjacent commercial uses and reduce the number of vehicle trips from the site.</p>			

Area Plan
N/A

Background/Issues/Analysis

SUBJECT SITE

1. This is a request to rezone a 9.09 acre site located at the northwest corner of Scottsdale Road and Kierland Boulevard from C-2 PCD to PUD. The site is currently developed with a vacant furniture store (former Robb & Stucky) and a retail building housing Schaffer's Bridal.
2. The General Plan Land Use Map designation for this property is Commercial. The parcels to the north, west and south are all also designated Commercial. While the proposal does not conform to the Land Use Map designation. A General Plan Amendment is not required because the site is less than 10 acres.
3. The site has two street frontages; Scottsdale Road to the east and Kierland Boulevard to the south. Scottsdale Road is identified as a Major Arterial Street and Kierland Boulevard is a Local Street. Automotive access to the site is available from the Loop 101 (2 miles north), Greenway Boulevard (0.30 miles south).
4. The subject site was rezoned to C-2 PCD (Intermediate Commercial, Planned Community District) as part of the Kierland (Desert Springs) PCD development by the Phoenix City Council in 1975 through case Z-11-75. The Kierland PCD included a total of 1,082 acres and a mixture of uses (multifamily residential, resort hotel, commercial/retail, commerce park, mixed use, Kierland Golf Club and park space). Within a half mile of the site, there is a diverse mixture of varying scales of development. Examples are the Plaza Lots southwest of the site built to a height of 120 feet, a three story rental apartment community directly to the west, the Westin Kierland Resort & Spa further to the west is also 120 feet in height and the Plaza Loft located northwest of the subject site are built to a height of seven stories and 78 feet.

SURROUNDING USES AND ZONING

5. **North**
Directly north of the subject site are parcels zoned C-2 PCD that contain commercial retail uses.

West

The parcel directly to the west is a three (3) story garden style apartment complex zoned C-2 PCD.

South

To the south of the site is Kierland Commons, a mixed-use development with retail, dining, office and residential uses zoned C-2 PCD.

East

East of the site are retail uses located in the Scottsdale Quarter commercial development within the city of Scottsdale.

PROPOSAL

6. The proposal, Optima Center Kierland, is a four (4) building mid-rise development of multi-family residential dwellings and a hotel. The project will be pedestrian friendly with significant grade level open space and landscaping. A variety of architectural styles have been integrated into the building design to complement the surrounding area.

The PUD has two separate options for development at the site. Option A allows for three (3) residential towers built to a height of 120 feet, each with 220 dwelling units for a total residential unit count of 660. The fourth structure will be a luxury hotel with up to 234 hotel rooms, built to a height of 100 feet.

Option B allows all four towers to be utilized as residential with a maximum total number of units to be 796. The building located in the southwest corner of the site would be built to a height of 100 feet whereas the other three buildings will be 120 feet.

7. Below is a summary of the proposed standards for the subject site as described in the attached PUD narrative dated July 21, 2014, Attachment A.

Where the PUD narrative is silent on a requirement, the applicable Zoning Ordinance provision will be applied.

Land Use

The narrative proposes to provide up to 660 residential dwelling units and 234 hotel rooms in Option A. Option B proposes to provide up to 796 residential dwelling units only (no hotel rooms). Both options allow accessory support services to possibly include restaurant/food service, conference facilities, spa and fitness center. The proposal also includes all uses permitted in the C-2 zoning district (Intermediate Commercial) as codified in Section 623 of the city of Phoenix Zoning Ordinance, as modified by this PUD.

Temporary uses permitted are all construction related activities such as parking and materials/equipment storage for the development of this project as well as sales offices.

Performance Standards

Performance standards are provided to address additional requirements for specific land uses. The performance standards may include a requirement for a use permit through the public hearing process, limit hours of operation, or distance separation requirement. The narrative is silent on performance standards and the applicable Zoning Ordinance provision will be applied.

Development Standards

The narrative proposes a maximum height of 120 feet from the finished grade. The dwelling unit density for Option A is 72.6 dwelling units per acre and 87.6 for Option B. The building setbacks for both options are a minimum of 60 feet from Scottsdale Road; 25 foot minimum from Kierland Boulevard and 71st Street. The setback for other perimeter property lines is zero feet. The maximum permitted lot coverage proposed is 70 percent.

Landscape Standards

The narrative states that the landscape standards per Section 623 of the Zoning Ordinance (C-2 zoning district) shall apply to the streetscape, perimeter property lines, adjacent to buildings, and parking areas.

Parking

The narrative states that the development shall comply with Section 702 of the Zoning Ordinance with the exception of parking ratios. A total of 1,444 parking spaces are proposed for Option A. For Option B, a total of 1,533 parking spaces are proposed. There will be no surface parking as all of the provided parking spaces will be located underground.

Amenities

The narrative indicates that for each residential building there shall be a swimming pool and/or spa and a party room/event space for resident use only. The minimum size of the party room/event space is 3,600 square feet. The overall development shall provide a fitness center of 12,000 square feet. The narrative states that the residential units may have access to room service, turndown/maid service or other services offered by the hotel operator, if the hotel operator elects to make such services available.

Shade

The narrative recognizes the provision of shade to enhance the pedestrian experience as a critical element for the development. The narrative proposes that 50 percent of all pedestrian walkways and sidewalks be shaded as measured at 12 noon on the summer solstice. Various shading strategies may include physical shade by umbrellas and/or shade sails; use of vegetation such as trees; integrated structural overhangs; and awnings and/or shade trellis features. The use of patios will be used to create depth to shelter exterior glass and create a shaded outdoor living space for each individual dwelling unit.

Lighting Plan

The narrative states that all site lighting will comply with the standards of the Phoenix Zoning Ordinance.

Design Guidelines

The narrative states that the project proposes elevations that provide exceptional design and a unique visual appearance as well as a unique site plan and building placement, resulting in a high-quality visual gateway into the commercial of Kierland. The narrative identifies five design guidelines/expectations to be integrated into the final plans for each structure. They are: exterior materials, exterior façade, color palette, site connectivity and private terraces.

Signage

The narrative indicates that the development shall be subject to the standards of Chapter 7 of the Zoning Ordinance. The project is subject to a comprehensive sign plan adopted pursuant to Section 705.E.2 that is applicable to the greater Kierland area. All signage is subject to said comprehensive sign plan and any amendments hereto.

Sustainability

The narrative states that the project will comply with the Phoenix Green Construction Code. The Phoenix Green Construction Code is a voluntary code to promote community sustainability. The Code is designed to reduce the adverse environmental impacts associated with development in the areas of heat island mitigation, material resources, energy consumption, water depletion and indoor environmental quality.

Phasing

The proposed development will be over the course of three phases, each of which can be developed independently of the other and subject to change as market demands dictate.

STREETS AND TRAFFIC

8. A Traffic Impact Study shall be submitted to the Street Transportation Department for review. A stipulation has been added to address any recommendations from that study.

MISCELLANEOUS

9. Water and wastewater infrastructure requirements are determined at the time of site plan review by the Water Services Department, when final land uses and urban design of the property have been clearly identified, and proposed water demands and wastewater generation and infrastructure locations and attributes have been established. While some information on infrastructure issues may be provided as part of the PUD application process, access to water and wastewater services is granted as part of the site plan approval process.

The parcel may be served by the existing City of Phoenix water and sewer system pending capacity review and approval during the site plan review process. Design and construction of any needed facilities will be the responsibility of the developer.

10. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.
11. Staff has conducted a review of the first and second submittal of the Development Narrative in which the applicant has addressed several comments made by staff. Staff still has concerns regarding the following items listed below:

Findings

1. The development will provide additional housing choices for area homebuyers.
2. The proposal is compatible with the existing commercial and residential developments surrounding the site.

Stipulations

1. An updated Development Narrative for the Optima Center Kierland PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped July 21, 2014.
2. The applicant shall submit a Traffic Impact Study to the Street Transportation Department and the Planning and Development Department prior to preliminary site plan review. The applicant shall be responsible for any dedications and required improvements as recommended by the approved traffic study, as approved by the Planning and Development Department and the Street Transportation Department.

Writer

Craig Mavis

8/6/14

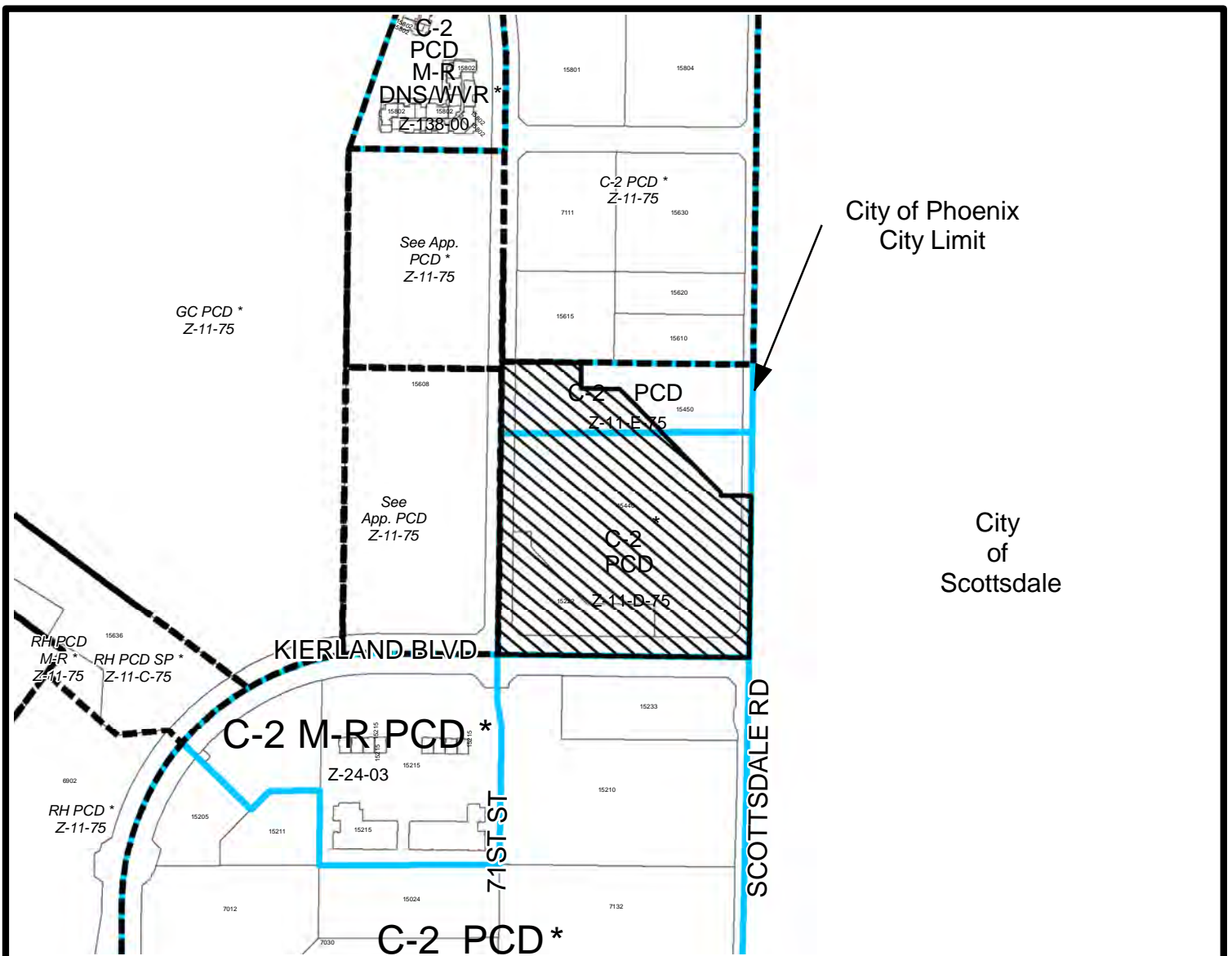
Team Leader

Joshua Bednarek

Attachments

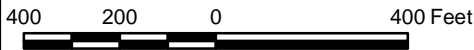
Attachment A: Sketch Map

Attachment B: Optima Center Kierland PUD Narrative dated July 21, 2014

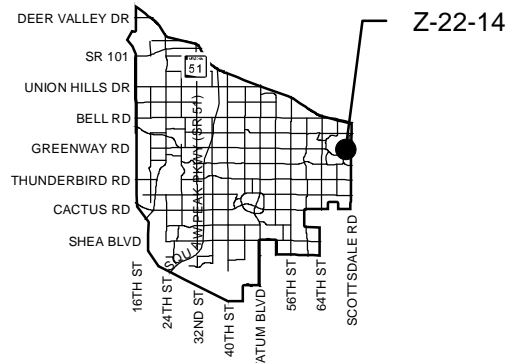


City of Phoenix
City Limit

City of
Scottsdale



CITY OF PHOENIX PLANNING DEPARTMENT
PARADISE VALLEY VILLAGE
CITY COUNCIL DISTRICT: 2



APPLICANT'S NAME: Optima		REQUESTED CHANGE:	
APPLICATION NO. Z-22-14		FROM: C-2 PCD, (9.09 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 9.09 Acres		TO: PUD, (9.09 a.c.)	
MULTIPLES PERMITTED		* UNITS P.R.D. OPTION	
C-2		158	
PUD		796	
MULTIPLES PERMITTED		CONVENTIONAL OPTION	
C-2		131	
PUD		796	

* Maximum Units Allowed with P.R.D. Bonus

OPTIMA CENTER KIERLAND

Case Z-22-14-2

Date of Submission: May 16, 2014

1st Revision Date: June 19, 2014

2nd Revision Date: July 21, 2014

Principles and Development Team

Developer/Architect/General Contractor

Optima
7157 East Rancho Vista Drive
Suite 109
Scottsdale, AZ 85251
480-874-9900

The logo for Optima, featuring the word "optima" in a bold, lowercase, red sans-serif font, with a registered trademark symbol (®) to the upper right.

Land Use Attorney

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The logo for Snell & Wilmer, featuring the words "Snell & Wilmer" in a serif font, with the ampersand "&" in a red color.

Traffic Engineer

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Phoenix, AZ 85020

The logo for Kimley && Horn, featuring the words "Kimley" and "Horn" in a sans-serif font, with two red chevrons (»») between them.

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List of Exhibits

Incorporated into the PUD Narrative Body:

Figure 1: Area Vicinity Map/Aerial – Page 9

Figure 2: General Plan Map – Page 12

Figure 3: Zoning Map – Page 14

Figure 4: Color Palette/Materials Exhibit – Page 32

Remaining Figures Are Located at the End of the PUD Narrative:

Figure 4: Site Plan – A100 & B100

Figure 5: Conceptual Elevations – A400 through A403 & B400 through B403

Figure 6: Grade Level Plan – A101 & B101

Figure 7: 2nd Level (Typical Upper Level Plan) – A102 & B102

Figure 8: Lower Level 1 Plan – A120 & B120

Figure 9: Lower Level 2 Plan – A121 & B121

Figure 10: Lower Level 3 Plan – A123 & B123

Figure 11: Conceptual Planting Plan – L101 & L101B

Figure 12: Preliminary Site Lighting Plan – G000 & G000B

Figure 13: Preliminary Phasing Plan Grade Level – G001& G001B

Figure 14: Preliminary Phasing Plan Lower Level 1 – G002 & G002B

Figure 15: Preliminary Phasing Plan Lower Level 2 – G003 & G003B

A. Purpose and Intent

1. Project Overview and Goals.

Optima Center Kierland is a four (4) building mid-rise development of multi-family residential dwellings and a luxury hotel (the “Project”). The goal is to provide high-quality modern urban living experience for both residents of the Project and for visitors to Kierland and the north Phoenix/north Scottsdale area. Optima Center Kierland will be a pedestrian friendly project that will incorporate meaningful and appropriate open space, landscaping, pedestrian mobility, access to shopping and entertainment, and provide a variety of architectural styles to stimulate and populate the dynamic Kierland neighborhood in this area of Phoenix.

2. Overall Design Concept.

The sensitive integration of four (4) mid-rise buildings utilizing quality materials and integrating green roof technology to provide visual excitement and dynamic visual interest. With all parking below grade the buildings are designed to float over the grade level park that incorporates pedestrian friendly open space. The site becomes a welcoming pedestrian oasis with the soothing sounds from a large water feature with shade provided by the buildings floating above.

The creative use of quality materials combined with the creation of a seamless transition from indoor to outdoor spaces to permit the maximum enjoyment of the Sonoran Desert climate. The Project utilizes a glass and concrete structure featuring generous landscaped balconies to bring a living edge to each dwelling unit as well as meaningful private outdoor space.

Similar in scope to the internationally acclaimed Optima Camelview Village the facades are highly articulated to provide visual interest with dynamic shades and shadows. Roof top gardens visually soften the buildings, reduce the heat island effect and provide living amenity space that can be enjoyed year round. Exterior sunshades accent the building while enhancing the sustainable design.

B. Land Use Plan

1. Proposed Land Uses.

Under two (2) different development scenarios, the Project proposes to provide either (i) a 660 residential dwelling unit and up to 234 hotel rooms (or “keys”, which are individual hotel units in the nomenclature of the hotel industry) OR (ii) 796 residential dwelling units (without a hotel).

In either scenario, accessory support services are anticipated, possibly to include restaurant/food service, conference facilities, spa and/or fitness center or other daily activity support services. Both scenarios are more specifically described below.

2. Conceptual Site Plan Overview.

Site Plan Version A – Residential and Hotel

Under this development scenario, the Project would be developed with 660 residential dwelling units and 234 hotel rooms, with the hotel featuring a spa, restaurant and related functions.

This Conceptual Site Plan for a residential and hotel development begins with three (3) levels of below grade parking.

Lower Level 3 provides 80 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents and/or hotel valet.

Lower Level 2 provides 700 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents and/or hotel valet.

Lower Level 1 provides 664 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents, hotel valet as well as guest parking for the residential and hotel structures.

Grade Level is the location of the primary open space for the project, with gardens, vegetation and a sculptural water feature in a park-like setting. The level

also features the “business” functions for the hotel, with the lobby, fitness, restaurant, meeting rooms and other back of house space being the primary uses. The residential buildings feature “party rooms” (spaces for larger events such as dinners or a birthday party) as well as the lobbies providing access to the buildings and resident meeting areas and amenities spaces. Facilities located within the residential buildings are for the use of the residents (and their authorized guests) only and are not for hotel or off-site user purposes.

Level 2 is a typical representation of the upper levels of the buildings. Here the hotel units and residential dwellings begin. The typical residential building floor will have approximately twenty (20) dwelling units. The typical hotel floor will have approximately twenty-six (26) rooms. There are no common/public amenities on these upper levels.

Roof Level is shown on the Site Plan. These areas will be “green roofs” with generous amenity spaces incorporating pools, spas, seating areas and sunbathing areas.

Site Plan Version B – Residential

Under this development scenario, the Project would be developed with 796 residential dwelling units, with some ground floor space reserved for a restaurant, spa and/or service commercial uses.

This Conceptual Site Plan for a residential development (with no hotel use) begins with three (3) levels of below grade parking.

Lower Level 3 provides 169 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents.

Lower Level 2 provides 700 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents.

Lower Level 1 provides 664 parking spaces with elevator lobby access. Utilization is anticipated to be primarily by residents, any commercial uses that may be provided as well as guest parking for the Project.

Grade Level is the location of the primary open space for the project, with gardens, vegetation and a sculptural water feature in a park-like setting. The residential buildings feature “party rooms” (spaces for larger events such as dinners or a birthday party) as well as the lobbies providing access to the buildings and resident meeting areas and amenities spaces. Facilities located within the residential buildings are for the use of the residents (and their authorized guests) only. This Plan includes space for a spa and possible ancillary retail and/or restaurant use, located to the southwest of the site. These uses would be open to the public.

Level 2 is a typical representation of the upper levels of the buildings. Here the residential dwellings begin. The typical residential building floor will have approximately twenty (20) dwelling units. There are no common/public amenities on these upper levels.

Roof Level is shown on the Site Plan. These areas will be “green roofs” with generous amenity spaces incorporating pools, spas, seating areas and sunbathing areas.

C. Site Conditions and Location

1. Acreage. The Project site is a gross of 9.42 Acres (net 7.53 Acres). Note that because of the city limit line being located adjacent to the right-of-way for Scottsdale Road, the “zoning acreage” is 9.09 acres (excludes areas within the jurisdiction of the City of Scottsdale).

2. Location. The Project is located at the northwest corner of Kierland Boulevard and Scottsdale Road in Phoenix, just north of Kierland Commons, the retail and restaurant heart of Kierland. The property is currently addressed as 15440 North Scottsdale Road (the “Site”).

The Site is adjacent to retail uses on the north, south (Kierland Commons) and east. West is a three (3) story rental apartment community. Directly southeast (across Scottsdale Road) is the Scottsdale Quarter development, a mixed-use retail and shopping facility. The area is a major entertainment and shopping destination, as well as home to the Kierland Westin Resort as well as significant amounts of Class A office space.

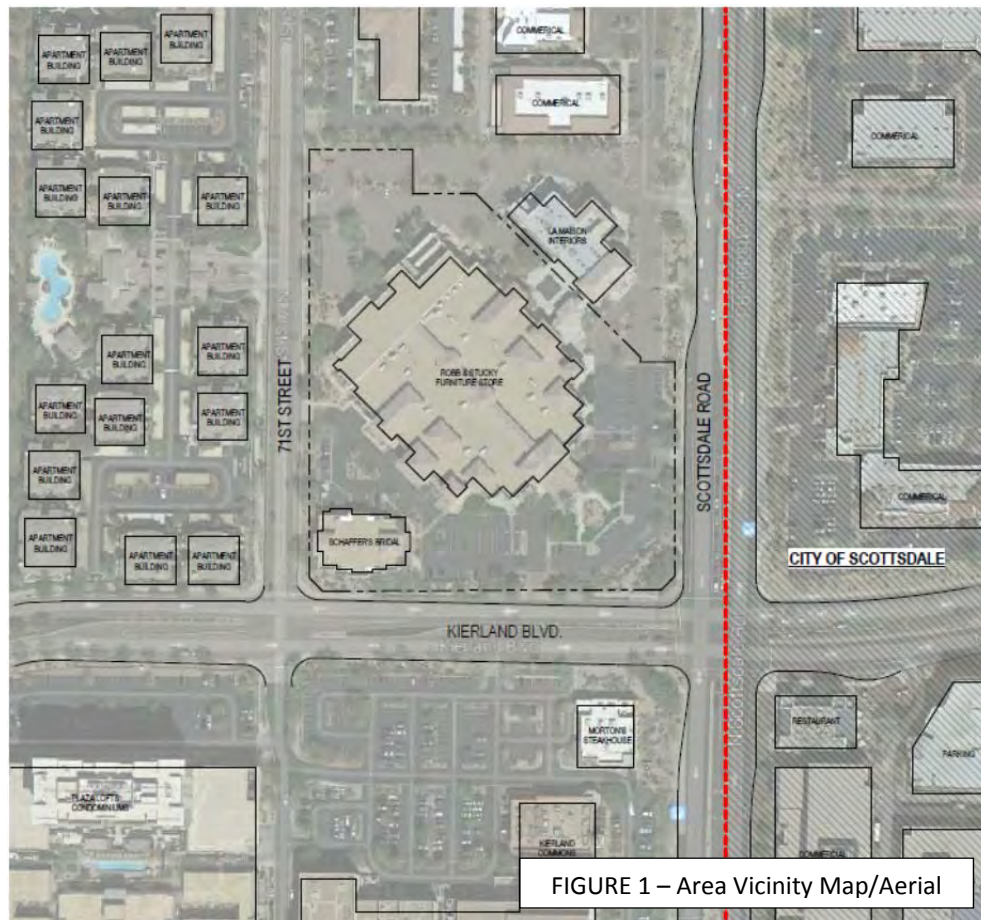


FIGURE 1 – Area Vicinity Map/Aerial

Automotive access to the Project is available from the Loop 101 (2 miles north), Greenway Boulevard (.30 miles south) as well as via Scottsdale Road, a major north/south aerial roadway.

3. Topography and Natural Features. The Site is currently developed with a Robb and Stucky furniture store (now being utilized by another retailer) and ancillary retail space with associated surface parking lots and typical sparse landscaping. It is generally flat and does not have any natural features of interest. This is an infill/redevelopment parcel.

D. General Plan Conformance

The Site is identified as “Commercial” on the General Plan. Pursuant to “10 Acre Rule” the Project, which is less than 10 total acres, is not subject to a General Plan Amendment and is deemed in conformance with the General Plan Land Use Map.

In addition to conformance with the Land Use Map, the Project also provides for the achievement of a number of specific Goals, Policies and Recommendations of the General Plan as discussed below.

GOAL 2 EMPLOYMENT AND POPULATION BALANCE, Policy 14 “Locate multi-family development near...major transportation services and employment centers.”

Figure 15, Page 30 identifies the “Northeast” Major Employment Zone, which is along the Scottsdale Road corridor from the Loop 101 south to the Scottsdale Airport. Figure 23, Page 35 and Figure 24, Page 36 identifies the “Desert Ridge/Kierland” Employment Center. The Site is adjacent to a major employment area. The Project will provide residential options to this large employment concentration as well as provide supporting hotel rooms, supporting this Goal and Policy.

GOAL 4 MIXED LAND USE DEVELOPMENT, Policy 1, Recommendation B “Encourage more mixed-use residential/commercial developments...”

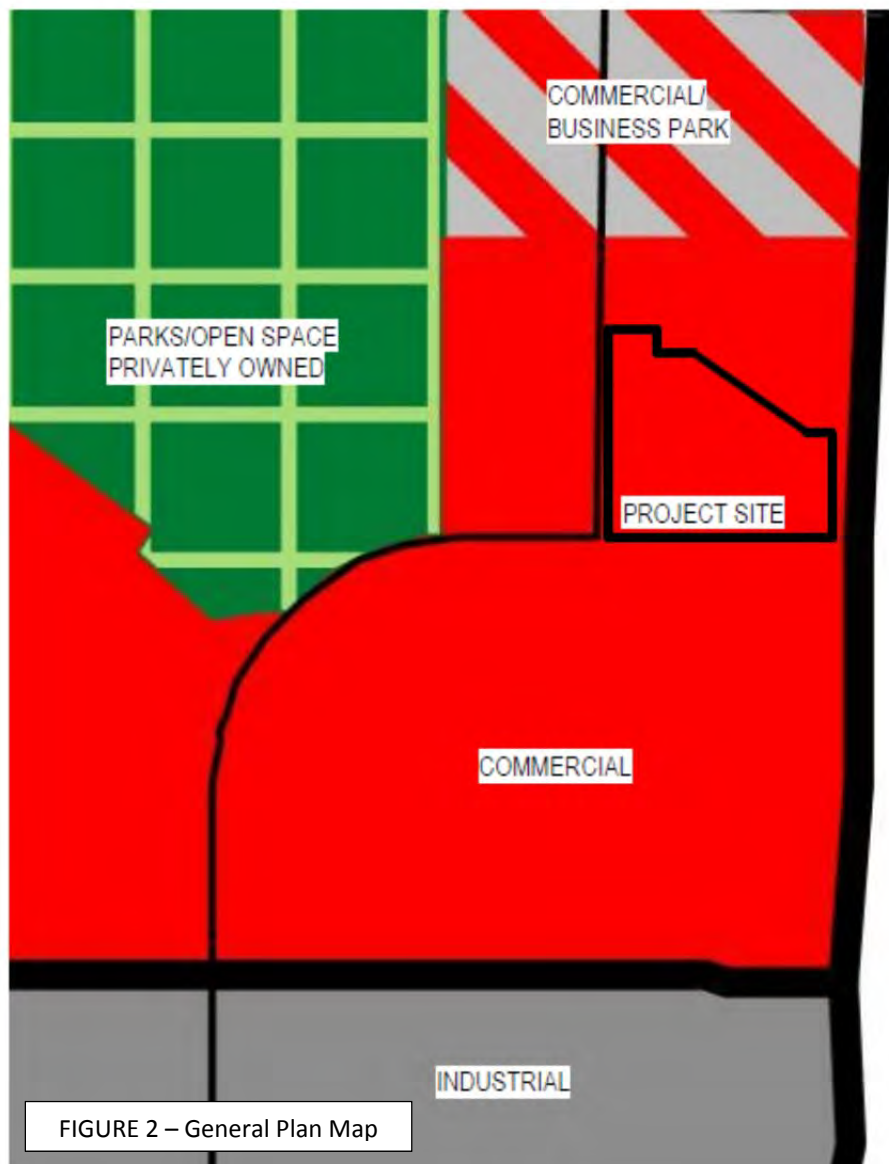
The Project provides mixed land uses within the Site as well as reinforces the mixed-use nature of the adjacent Kierland Commons and Scottsdale Quarter developments, furthering this Goal, Policy and Recommendation.

GOAL 6 PEDESTRIAN-ORIENTED DEVELOPMENT, Development should be designed or retrofitted...to facilitate safe, convenient, and attractive pedestrian movement.

The Project provides an exceptional pedestrian experience, replacing a surface parked retail center with a ground-level garden and easy walking access to Kierland Commons, creating a pedestrian-oriented experience that supports this Goal.

GOAL 9 DIVERSE HOUSING MIX, A range of housing choices, densities, and prices in each Village should be encouraged.

The Project provides a significant number of residential dwelling units of an “urban” configuration (located in mid-rise buildings with elevator service, etc) that is not readily available in the immediate area (with the exception of some condominium units at Kierland Commons). By providing this type of housing option, this part of the City will be able to attract residents that are seeking this type of housing in other parts of the Valley. The Project supports this Goal by providing a needed density and housing type not otherwise available.



E. Zoning and Land Use Compatibility

1. Existing and Adjacent Zoning.

The Site is zoned C-2/PCD. The surrounding zoning is primarily C-2/PCD, with C-2/M-R/PCD over portions of Kierland Commons. To the east is subject to the City of Scottsdale Zoning Ordinance, which identifies those parcels as C-3, Highway Commercial.

The surrounding properties have current zoning entitlements that may permit intensive commercial, retail and possibility residential development, all of which are appropriate “neighboring” districts to the Project.

2. Existing and Adjacent Land Uses.

The Site is currently developed with a vacant furniture store (former Robb & Stucky) and a retail building housing Schaffer’s Bridal.

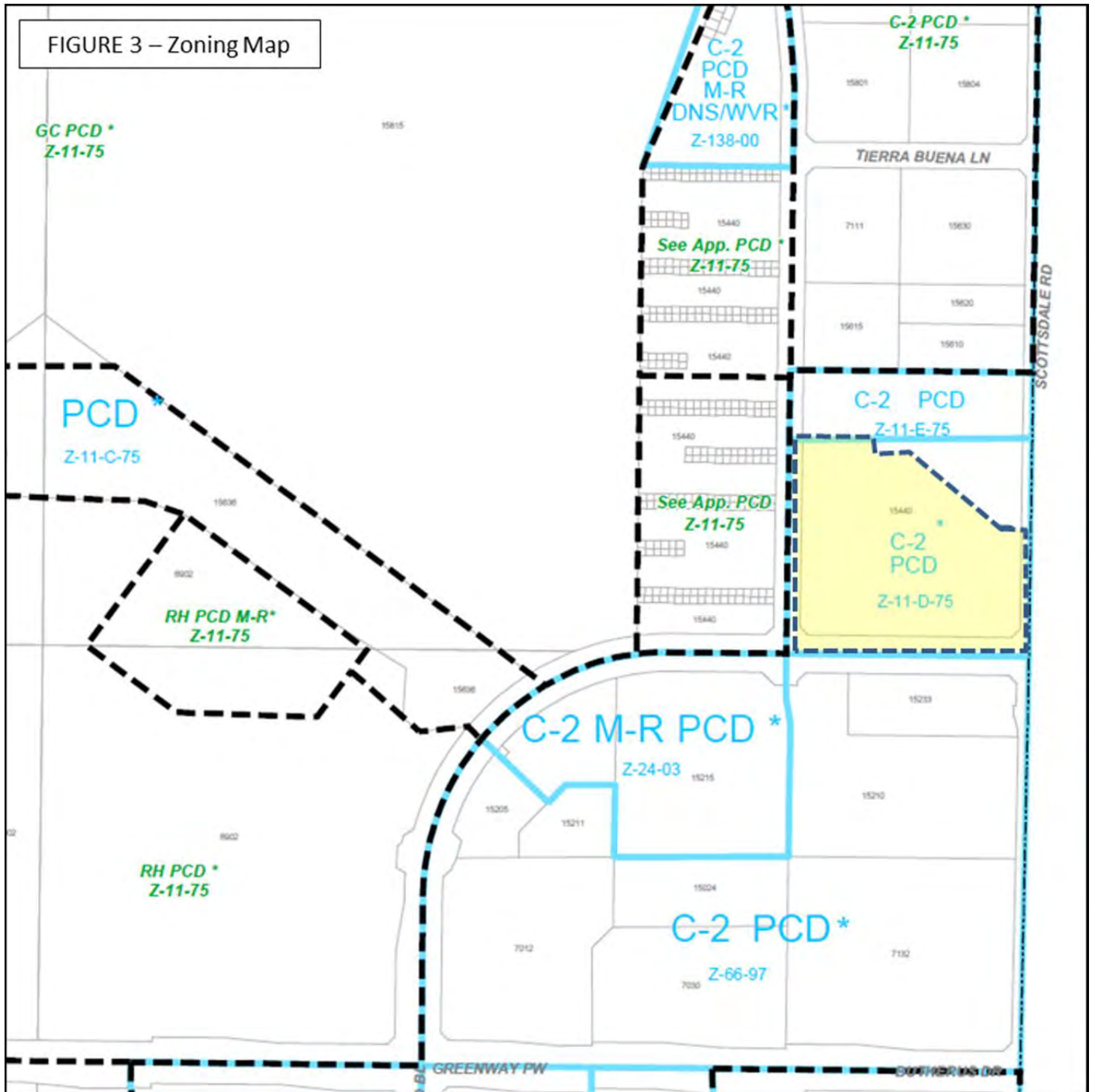
To the north is La Maison Interiors and other commercial retail uses. To the east (located in the City of Scottsdale) are retail uses. Directly south of the Site is Kierland Commons, a mixed-use development with retail, dining, office and residential uses. To the west is a three (3) story garden style apartment complex.

The Project will be a compatible neighbor to all of these uses by providing additional customers as well as by removing a vacant and underutilized development from the area.

3. Existing and Adjacent Character.

The surrounding character of the Site is one of auto-oriented large retail strip center development. This is consistent with the north and eastern retail facilities, which are also surface parked, auto-oriented retail centers. Kierland Commons is most similar to the Project as it provides a mixed-use environment.

FIGURE 3 – Zoning Map



F. List of Uses

1. Permitted Uses.

Hotel (and accessory uses thereof) – Up to a Maximum 234 Rooms (or “Keys”)

Residential (and accessory uses thereof) – Up to a Maximum 796 Dwelling Units (unless a hotel is developed on-site, in which case the maximum dwelling units are reduced to a total of 660)

And all of those uses permitted in the C-2, Intermediate Commercial District as codified in Section 623 of the City of Phoenix Zoning Ordinance, as modified by this PUD.

2. Temporary Uses.

Construction related activities such as parking and materials/equipment storage for development of the Project.

Sales offices for the Project.

Note: The Site is subject to specific use standards as per the Kierland Master Association Covenants, Conditions and Restrictions (CC&R’s); while those provisions are not enforced by the City of Phoenix, this PUD does not intend to override or otherwise alter those CC&R’s and/or other applicable private agreements, restrictions or other controls on the use of the Site. The CC&R standards are more restrictive than the standards of the City of Phoenix Zoning Ordinance.

G. Development Standards

1. Development Standards Table.

a. Density and Number of Dwelling Units Permitted		
	If a Hotel Is Constructed On-Site, the Total Residential Dwelling Units Permitted:	660
	If a Hotel Is Not Constructed On-Site, the Total Residential Dwelling Units Permitted:	796
	Total Hotel Rooms (or "Keys") Permitted:	234
b. Minimum Lot Width/Depth		
	No Minimum Standard	
c. Building Setback Standards		
	Scottsdale Road Minimum Setback	60 Feet
	Kierland Boulevard Minimum Setback	25 Feet
	71st Street Minimum Setback	25 Feet
	Setback for Other Perimeter Property Lines	0 Feet
d. Building Separation		
	As Per City of Phoenix Adopted Building Code	
e. Height		
	Maximum Permitted Height - As Measured From Finished Grade	120 Feet
f. Lot Coverage		
	Maximum	70%
g. Division of Uses		
	Mixed-Use Project; Not Applicable	

Note: Rooftop equipment is subject to the provisions of Section 701.A.3.B. An elevator lobby, associated shade awnings/trellis and restroom space are permitted on the roof and are able to exceed the maximum height by 15% so long as such areas are limited to no greater than 25% of the total roof area and architecturally integrated into the structure's elevation.

2. Landscape Standards.

a. Streetscape

Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses

b. Perimeter Property Lines

Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses

c. Adjacent to Buildings

Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses

d. Parking Areas

Minimum Standard is compliance with standards applicable to C-2 (Section 623) uses

e. Common and Retention Areas

Provision of Open Space at Grade Level of no less than 70% of the total net lot area

f. Below Grade Landscaping

Landscape planters located below grade, if provided, shall include landscaping that is generally consistent with the “at grade” or “above grade” vegetation, with deviations as appropriate to respond to the growth challenges of such locations.

Note: Open space is to be calculated as the total net Site area minus any enclosed building spaces at the base/ground level. Open space includes areas of landscaping, vegetation, hardscape, fountains, public art and/or related areas that are not enclosed by walls and roof.

3. Parking.

The development of the Site shall comply with Section 702 of the Phoenix Zoning Ordinance, except as provided for below.

Parking for the Project shall be provided per the parking report prepared by Walker Parking Consultants (provided under separate cover), which proposes the following:

Site Plan Version A – Residential and Hotel

Table 7: Parking Demand Ratios & Peak-Hour Weekend Demand Summary (projected) – Scheme #1

Weekend - (Peak-hour Demand)											
Land Use	Quantity	Unit	Weekend - Ratios		Unadj Demand	Month Adj Feb	Pk Hr Adj 9:00 PM	Non Captive Evening	Drive Ratio Evening	Demand Feb 9:00 PM	
			Visitor	Emp/Guest							
Hotel-Leisure	234	/room	1.00		234	100%	95%	100%	90%	200	
Hotel Restaurant	2,400	/ksf GLA	10.00		24	86%	67%	30%	90%	4	
Hotel Ballroom	1,200	/ksf GLA	30.00		36	100%	100%	70%	90%	23	
Hotel Spa	900	/ksf GLA	3.33		4	100%	10%	90%	90%	2	
Hotel Employees	234	/unit		0.18	42	100%	55%	100%	85%	20	
Residential Guests	660	/unit	0.15		99	100%	100%	100%	100%	99	
1 Bedroom Conv	66	/unit		1.00	66	100%	100%	100%	100%	66	
1 bedroom	165	/unit		1.50	248	100%	100%	100%	100%	248	
2 bedroom	297	/unit		1.75	520	100%	100%	100%	100%	520	
3+ bedroom	132	/unit		2.00	264	100%	100%	100%	100%	264	
Total - Unadjusted Demand					1,536	Adjusted for Shared Parking					1,444

Source: Walker Parking Consultants

Site Plan Version B – Residential

Table 14: Demand Ratios & Peak-Hour Demand (Weekends - projected) – Scheme #2

Weekend - (Peak-hour Demand)											
Land Use	Quantity	Unit	Weekend - Ratios		Unadj Demand	Month Adj Feb	Pk Hr Adj 9:00 PM	Non Captive Evening	Drive Ratio Evening	Demand Dec 7:00 PM	
			Visitor	Emp/Guest							
Restaurant	6,300	/ksf GLA	12.75		80	100%	100%	100%	100%	80	
Employee		/ksf GLA		2.25	14	100%	95%	100%	95%	13	
Spa	1,800	/ksf GLA	3.33		6	60%	30%	90%	90%	1	
Residential Guests	796	/unit	0.15		119	100%	100%	100%	100%	119	
1 Bedroom Conv	84	/unit		1.00	84	100%	100%	100%	100%	84	
1 bedroom	211	/unit		1.50	317	100%	100%	100%	100%	317	
2 bedroom	333	/unit		1.75	583	100%	100%	100%	100%	583	
3+ bedroom	168	/unit		2.00	336	100%	100%	100%	100%	336	
Total - Unadjusted Demand					1,539	Adjusted for Shared Parking					1,533

Source: Walker Parking Consultants

The parking calculations provided prior are subject to change if the unit configurations are altered or otherwise modified in the final building configuration.

Please note that the above provided parking requirements are customized to reflect the unique nature and operational characteristics of the development. A detailed shared parking analysis has been prepared by Walker Parking Consultants of Chicago documenting the site parking requirements. This document is on-file with the City of Phoenix. Parking for the Project shall be provided as required by the shared parking analysis.

4. Amenities.

Each residential building shall provide:

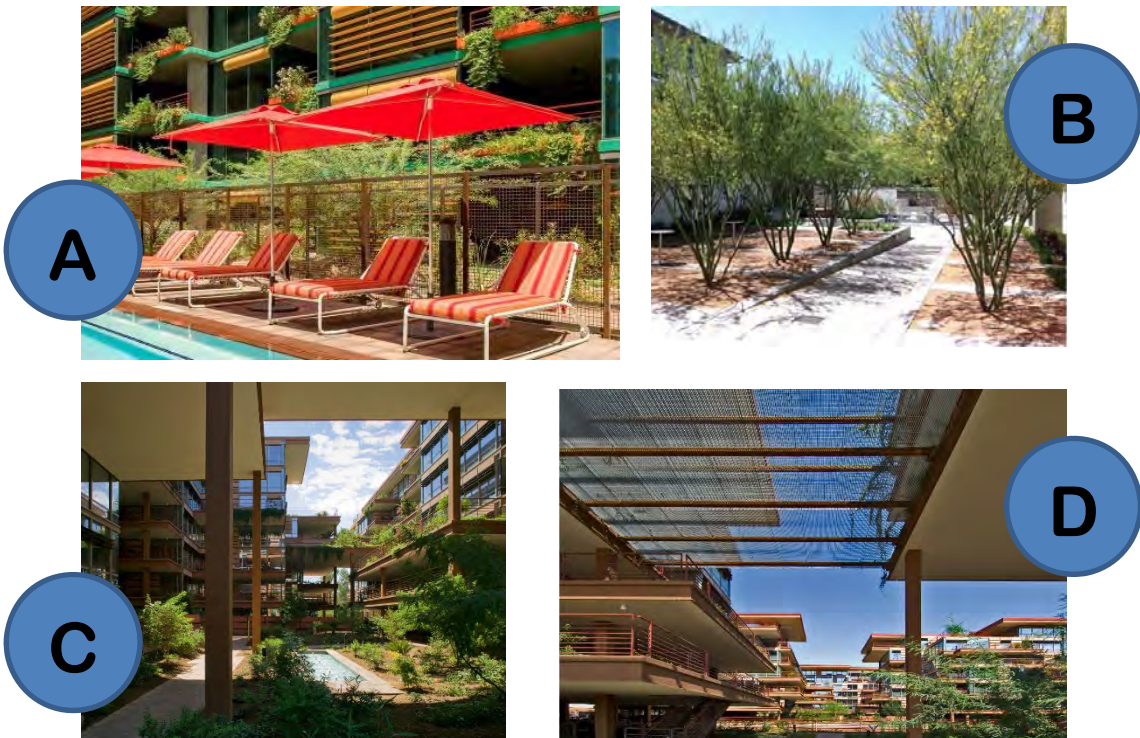
- a. Swimming Pool and/or Spa
- b. Party Room/Event Space for Resident Use Only of a Minimum of 3,600 Square Feet

The overall development shall provide a fitness center of at least 12,000 square feet.

Residential units may have access to room service, turndown/maid service or other services offered by the hotel operator, if the hotel operator selects to make such services available.

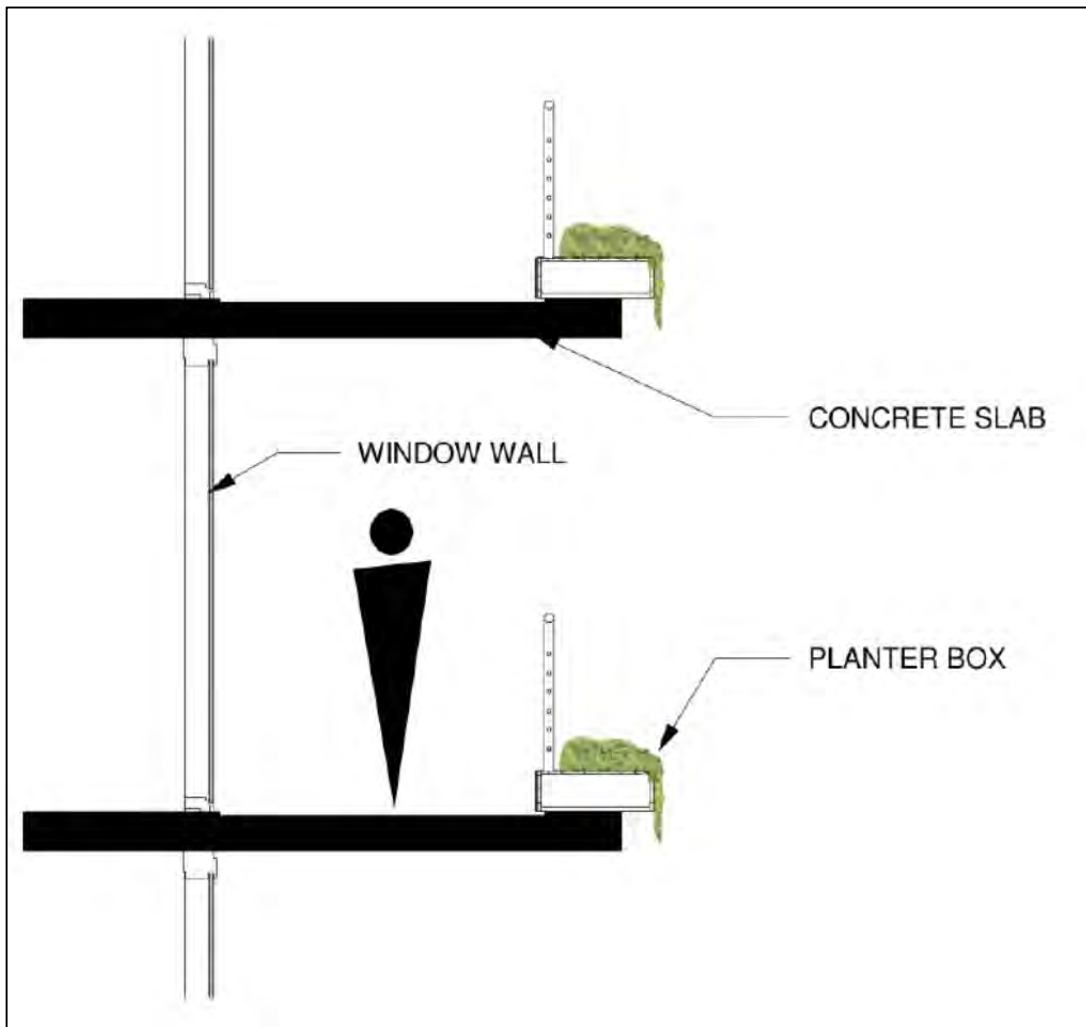
5. Shade.

The provision of shade to enhance the pedestrian experience is recognized as a critical element in planning spaces within the Sonoran Desert environment. Final plans should include shading features in the building design and/or landscaping to provide for pedestrian comfort. Various shading strategies may include:



- A. Physical Shade via Umbrellas and/or Shade Sails
- B. Use of Vegetation (such as Trees)
- C. Integrated Structural Overhangs
- D. Awnings and/or Shade Trellis Features

Furthermore, the use of patios to create depth to shelter exterior glass as well as the outdoor living space will create shade for each individual residential dwelling unit. A concept of this shading strategy is shown below:



At a minimum, final site plans shall provide for a 50% shading of all sidewalks and pedestrian paths, as measured at the summer solstice.

In order to minimize heat gain and retention caused by paved parking surfaces, all parking is to be provided below grade.

6. Lighting Plan.

Sufficient lighting is key to providing comfort and a feeling of safety, while also providing opportunity for enhancement of architectural features, landscaping and other Site elements such as art features. The Project will provide a quality lighting strategy, conceptualized in Figure 12: Preliminary Site Lighting Plan. All site lighting will comply with the standards of the Phoenix Zoning Ordinance.

H. Design Guidelines

The Project proposes elevations that provide exceptional design and a unique visual appearance as well as a unique site plan and building placement, resulting in a high-quality visual gateway into the commercial heart of Kierland. The following standards are provided to guide the development of the Project and will be reflected in the final design.

At its core, the Project is intended as a mixed-use development which contains vertically stacked courtyard houses in conjunction with grand civic courtyards and open space reminiscent of classical era planning. The private courtyard residences are a unique blend evocative of Sonoran Desert Native American housing with the functionality of southwest indoor/outdoor living. Each dwelling is designed as a dynamic combination of layered interior space expanding uninterrupted into lushly landscaped private terraces. Other buildings and spaces on the site shall harmonize with these residences.

To achieve that harmony, the following design guidelines/expectations shall be provided for in the final plans for each structure:

1. Exterior Materials – Exterior materials will include expansive landscaping, glass, concrete, CMU, and non-reflective coated metals.
2. Exterior Façade – The exterior façade of all buildings will contain architectural shading devices and a vertically integrated architectural landscaping system.
3. Color Palette – Materials will utilize colors present in the desert landscape.
4. Site Connectivity – Open space at grade level is encouraged. The development celebrates open courtyards, plazas, and walkways and should network buildings on the site.

5. Private Terraces – Private shaded terraces will be integrated with the residences and will include architectural shading devices and an architectural vertically integrated landscaping system.

In summary, the Overall Design Vision provided at the beginning of this PUD narrative is implemented by the inclusion of the above guidelines into the architectural design of the Project.

The result will be a development that is in general conformance with the elevations found in this narrative as Figure 5 – Conceptual Elevations.

I. Signs

The Project will be subject to the standards of Chapter 7 of the City of Phoenix Zoning Ordinance.

Note that the Project is subject to a comprehensive site plan (“CSP”) adopted pursuant to Section 705.E.2. that is applicable to the greater Kierland area. All signage is subject to said CSP and any amendments thereto.

J. Sustainability

1. City Enforced Standards.

None

2. Developer Enforced Standards.

Optima Center Kierland will be a pedestrian friendly mixed-use multi-family residential project incorporating meaningful and appropriate open space, landscaping, pedestrian mobility, access to shopping and entertainment, and provide a variety of architectural styles to the dynamic Kierland area.

Optima Center Kierland will be the first project in the City of Phoenix to comply with the Phoenix Green Construction Code (amended version of the International Green Construction Code - IgCC) which was adopted by the City in 2012 as a voluntary code to promote community sustainability in line with the City of Phoenix sustainability initiatives.

Phoenix Green Construction Code is designed to reduce the adverse environmental impacts associated with development in the areas of heat island mitigation, material resources, energy consumption, water depletion and indoor environmental quality. The Phoenix Green Construction Code enhances Phoenix's environmental quality of life for residents, businesses and visitors. It adds economic, environmental and community value while responding to the growing demand for a 21st century green lifestyle involving open space, mixed use and pedestrian connectivity.

Optima will work with the City and leverage 35 years of experience in development, architecture, and construction to help develop the most appropriate standards for green construction in Phoenix. Optima's partnership with the City of Phoenix in obtaining certification under the Phoenix Green Construction Code will revolutionize sustainable construction practices. The cost for a developer to build a project of this size to green building standards is approximately an additional 6%.

By complying with the Phoenix Green Construction Code, the Optima Center Kierland will contribute to the City of Phoenix initiatives by addressing the following:

- Vegetated courtyards, terraces and roofs that provide for heat island mitigation, sound mitigation, and improved air quality
- A pedestrian friendly mixed-use multi-family residential project with underground parking and pedestrian connectivity providing mitigation of transportation impacts
- Energy efficient construction, renewable energy systems such as solar and wind, and reduced carbon emissions
- Resource efficient building materials and waste diversion with easy resident access to recycling bins and chutes
- Reduced water use with WaterSense labeled plumbing fixtures and drought-resistant landscape
- Healthy interiors with low emissions from material content and finishes
- Connectivity to plants and daylighting with floor to ceiling glazing that help stress reduction, comfort, and well-being

Building upon experience gained from using the International Green Construction Code in the City of Scottsdale on Optima Sonoran Village, Optima Center Kierland will use the Phoenix Green Construction Code to adapt to local conditions and environmental priorities of the City of Phoenix.

By following Phoenix's 3rd party verification and inspection process, the project approval will be streamlined and a Green Designation and Certification will be achieved in compliance with the Phoenix Green Construction Code.

K. Infrastructure

The surrounding public roadways (71st Street, Kierland Boulevard and Scottsdale Road) are all built to a full public standard and are at their final build-out size and configuration. The traffic impact assessment concluded that there are no additional improvements required to nearby public roads and that there is sufficient capacity to accommodate the Project as proposed. A copy is on-file with the City of Phoenix.

Grading and Drainage for the Site will be designed to meet all City of Phoenix standards. The Project will provide required stormwater accommodation via underground storage infrastructure.

Water and wastewater systems exist in the immediate area and already service the Site. There is sufficient capacity for the Project as proposed. The design and construction of any facilities needed to connect to the existing infrastructure shall be the responsibility of the developer.

L. Phasing Plan

The Project is planned to have a total of three (3) phases, each of which can be developed independently of the other. Therefore, the provided plan is conceptual only and is subject to change as market demands dictate.

Figures 13 through 15 illustrates the construction of the hotel (or residential building, if there is no hotel use) and western most residential building as well as the fitness facilities and sales center in Phase I. Phase II is the second interior residential building. Phase III is the eastern most residential building. These figures also show how the underground parking is to be developed.

M. Additional Exhibits

1. Legal Description.

15222 North Kierland Blvd Parcel (APN 215-42-006B):

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE COUNTY OF MARICOPA, STATE OF ARIZONA AND IS DESCRIBED AS FOLLOWS:

A parcel of land lying within Section 3:, Township 3 North, Range 4 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows;

COMMENCING at the south most Southeast corner of said Parcel 4A;

THENCE along the south line of said Parcel 4A, South 89 degrees 44 minutes 08 seconds West, a distance of 195.17 feet, to the POINT OF BEGINNING;

Thence continuing along said south line, South 89 degrees 44 minutes 08 seconds West, a distance of 342.83 feet;

Thence North 45 degrees 11 minutes 08 seconds West, a distance of 29.66 feet, to The west line of said Parcel 4A;

Thence leaving said south line, along said west line, North 00 degrees 06 minutes 24 seconds West, a distance of 244.02 feet;

Unofficial Document

Thence leaving said west line, South 90 degrees 00 minutes 00 seconds East, a distance of 46.83 feet;

Thence South 00 degrees 00 minutes 00 seconds West, a distance of 39.08 feet;

Thence South 45 degrees 15 minutes 52 seconds East, a distance of 199.72 feet;

Thence North 89 degrees 44 minutes 08 seconds East, a distance of 175.23 feet;

Thence South 00 degrees 15 minutes 52 seconds East, a distance of 84.51 feet, to the POINT OF BEGINNING.

15440 North Scottsdale Road Parcel (APN 215-42-006A):

A parcel of land lying within Section 3, Township 3 North, Range 4 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being a portion of Parcel 4A of KIERLAND PARCELS 1, 3 AND 4A, as recorded in Book 418 of Maps, Page 45, records of Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the Southern most Southeast corner of said Parcel 4A, said corner being the POINT OF BEGINNING;

THENCE along the South line of said Parcel 4A, South 89 degrees 44 minutes 08 seconds West, a distance of 195.17 feet;

THENCE leaving said South line, North 00 degrees 15 minutes 52 seconds West, a distance of 84.51 feet;

THENCE South 89 degrees 44 minutes 08 seconds West, a distance of 175.23 feet;

Unofficial Document

THENCE North 45 degrees 15 minutes 52 seconds West, a distance of 199.72 feet;

THENCE North 00 degrees 00 minutes 00 seconds East, a distance of 39.08 feet;

THENCE North 90 degrees 00 minutes 00 seconds West, a distance of 46.83 feet to the West line of said Parcel 4A;

THENCE along said West line, North 00 degrees 06 minutes 24 seconds West, a distance of 434.98 feet to the North line of said Parcel 4A;

THENCE along said North line, North 89 degrees 44 minutes 08 seconds East, a distance of 165.43 feet;

THENCE leaving said North line, South 00 degrees 15 minutes 52 seconds East, a distance of 69.99 feet;

THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 99.31 feet;

THENCE South 45 degrees 15 minutes 52 seconds East, a distance of 368.10 feet;

THENCE South 00 degrees 15 minutes 52 seconds East, a distance of 8.54 feet;

THENCE North 89 degrees 44 minutes 08 seconds East, a distance of 54.04 feet, to the East line of said Parcel 4A;

THENCE along said East line, South 00 degrees 06 minutes 24 seconds East, a distance of 340.17 feet;

THENCE leaving said East line, South 44 degrees 48 minutes 52 seconds West, a distance of 29.74 feet to the POINT OF BEGINNING.

2. Color Palette.



Concrete



Glass



Landscaping



Sunscreen



Handrail & Planter

Figure 4 – Color Palette/Materials Exhibit

Site Plan Version A

Residential and Hotel

OPTIMA CENTER KIERLAND PROJECT DATA:

SITE AREAS

NET SITE AREA (SQ FT)	328,048 SF
NET SITE AREA (ACRES)	7.53
GROSS SITE AREA (SQ FT)	395,960 SF
GROSS SITE AREA (ACRES)	9.09

RESIDENTIAL UNITS

BUILDING 1	220 UNITS
BUILDING 2	220 UNITS
BUILDING 3	220 UNITS
TOTAL UNITS	660 UNITS
DENSITY (UNITS / ACRE)	73

HOTEL	AREA	COUNT
ROOMS	400 SF	234

TOTAL GROSS (SQ FT)	1,885,153
GRADE LEVEL OPEN SPACE (SQ FT)	242,098 = 74%

BUILDING DATA - EXISTING	HEIGHT	USE	SIZE
PARCEL 1 - 1 STORY		C	16,076 SF
PARCEL 2 - 1 STORY		C	94,941 SF
PARCEL 3 - 1 STORY		C	11,959 SF

BUILDING DATA - PROPOSED

BUILDING 1 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 2 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 3 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 4 - 10 STORIES	99'-5" T.S.	R	139,563 SF
FITNESS CENTER - 1 STORY	16'-0" T.S.	R	13,952 SF

PARKING SPACES

TOTAL PROVIDED = 1444 SPACES
ALL PARKING PROVIDED UNDERGROUND

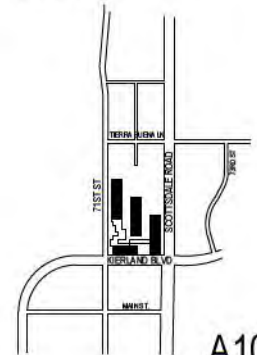
PARKING LL1	664
PARKING LL2	700
PARKING LL3	80

GRADING & DRAINAGE

ALL RETENTION TO BE PROVIDED UNDERGROUND



VICINITY MAP



A100

SITE PLAN

SCALE = 1/8" = 1'-0"



OPTIMA CENTER KIERLAND

TITLE: 04/10/2014 10:00 AM, DRAWING NO: 1001-001-001



1 EAST ELEVATION

A400 SCALE: 1" = 30'-0"



2 SOUTH ELEVATION

PHASE SCALE: 1" = 30'-0"



3 WEST ELEVATION

448 SCALE: 1" = 30'-0"

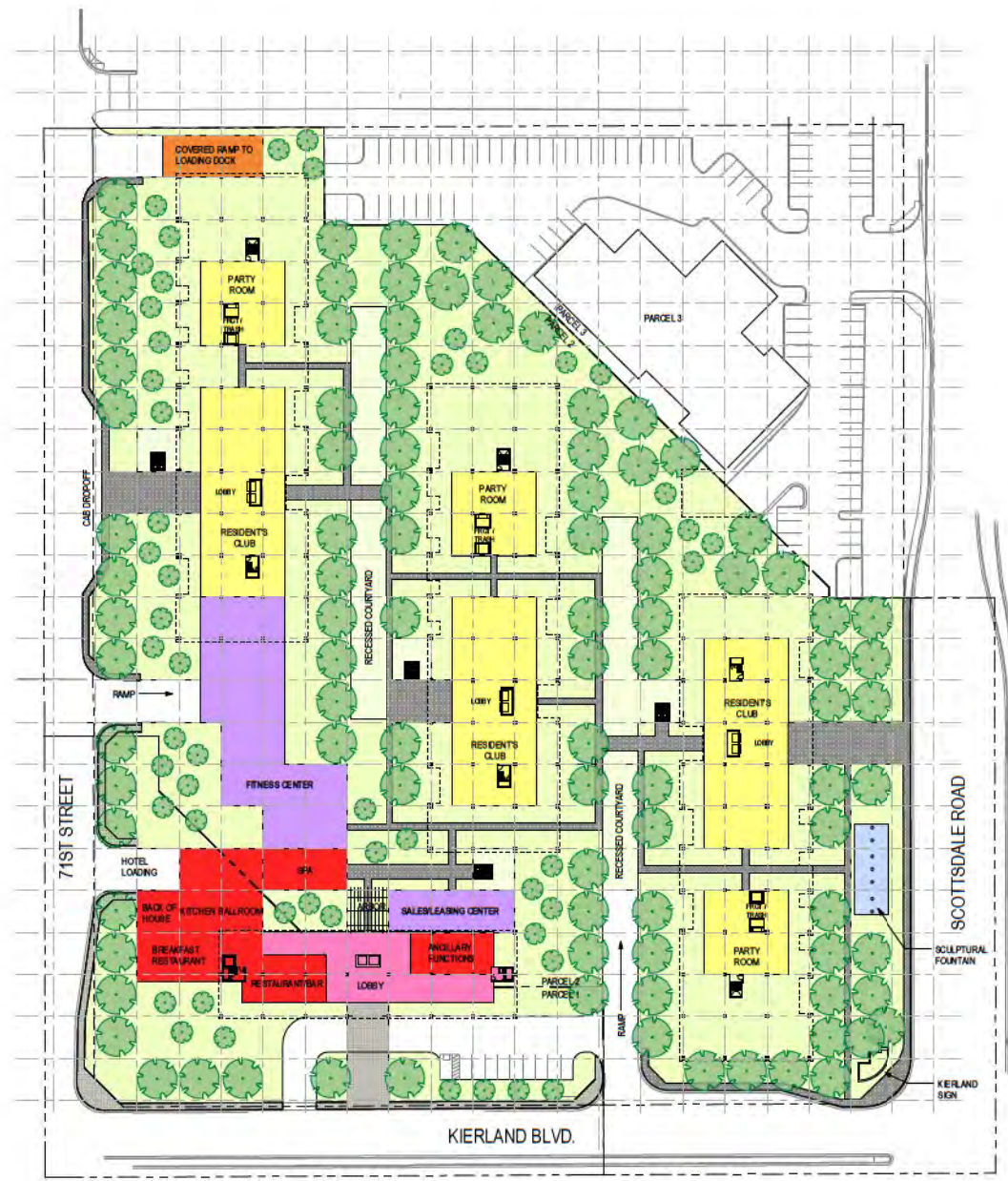




4 NORTH ELEVATION

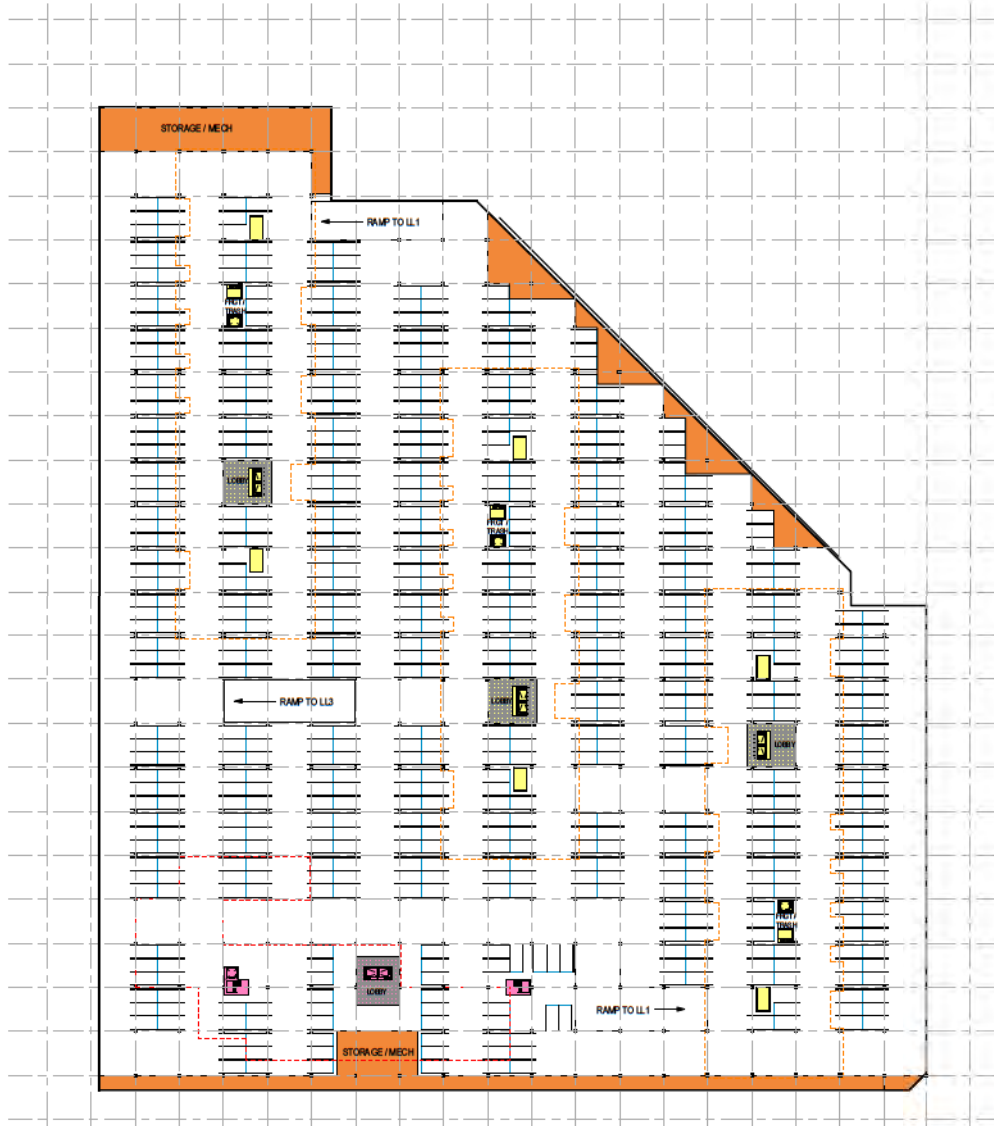
Arch SCALE: 1" = 30'-0"

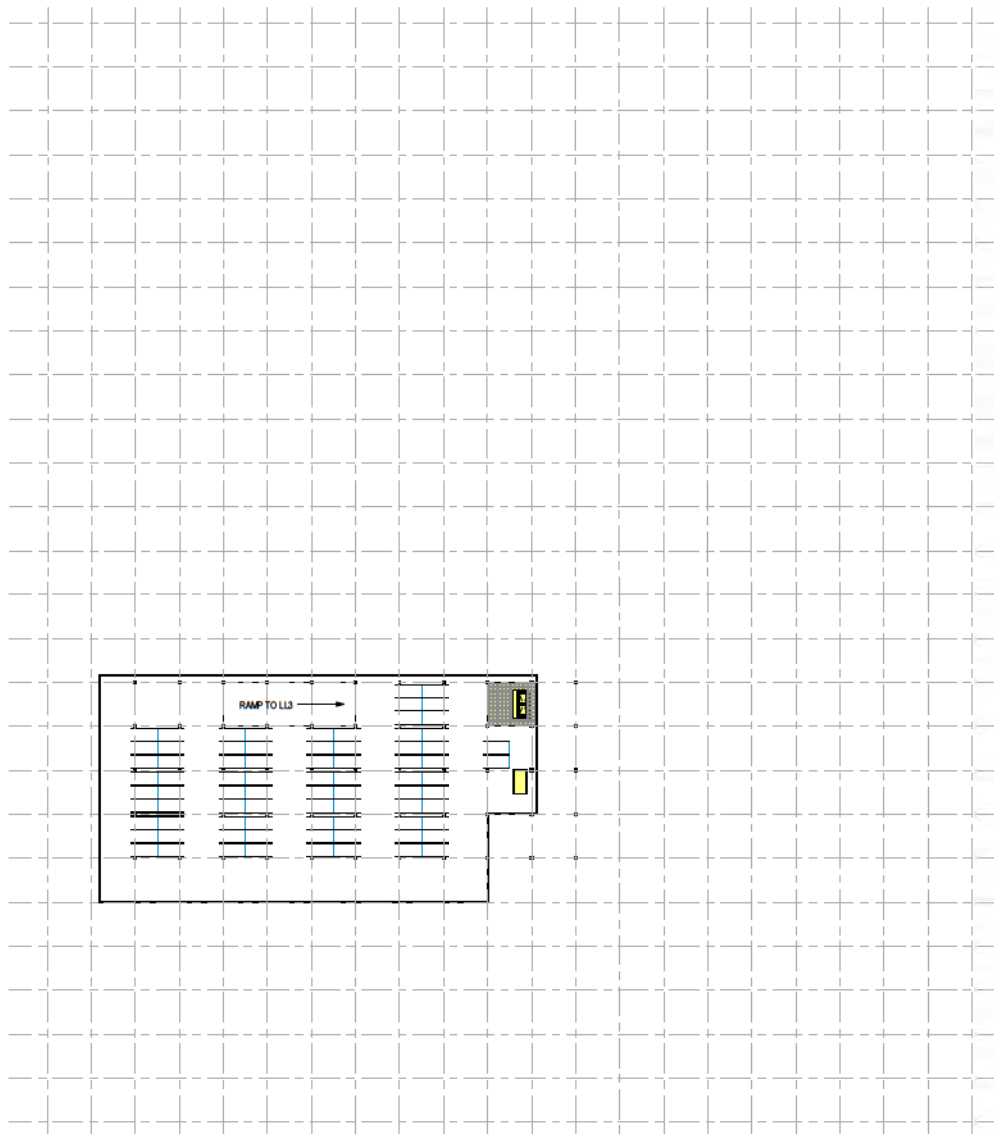






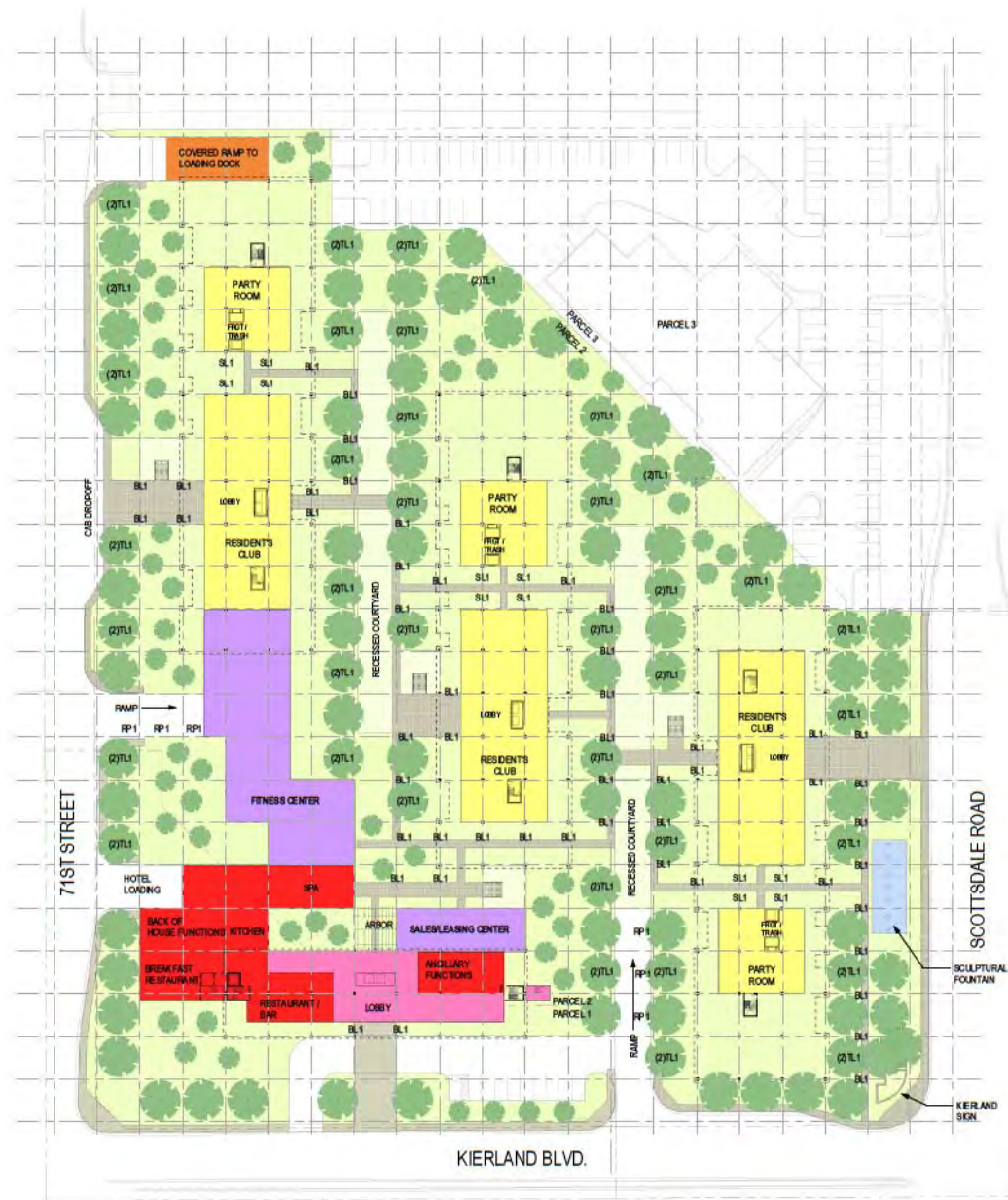


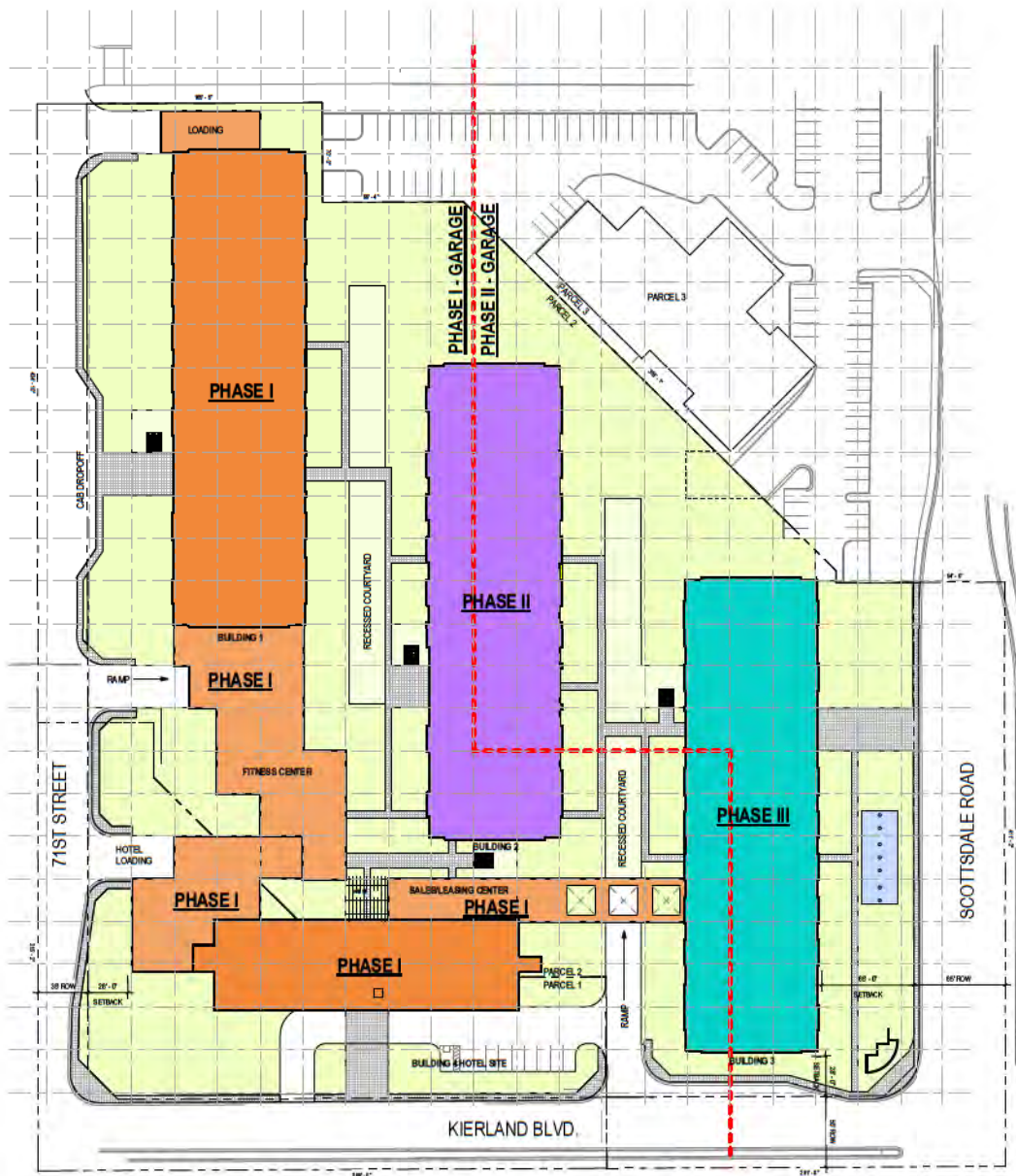




LIGHTING FIXTURE SCHEDULE

TYPE	DESCRIPTION	MODEL	LAMP	FINISH
BL1	BOLLARD LIGHT	B30-8R-42PL-30"	42W CFL	BLACK
RP1	RAMP LIGHT	LLF-60-70PMH277	70W MTL HAL T6	BLACK
SL1	SOFFIT LIGHT	6722	32W CFL	SS
TL1	TREE LIGHT	720-MH39PAR20-277	70W MTL HAL PAR20	BLACK









Site Plan Version B

Residential

OPTIMA CENTER KIERLAND PROJECT DATA:

SITE AREAS

NET SITE AREA (SQ FT) 328,048 SF
 NET SITE AREA (ACRES) 7.53

 GROSS SITE AREA (SQ FT) 395,960 SF
 GROSS SITE AREA (ACRES) 9.09

RESIDENTIAL UNITS

BUILDING 1 220 UNITS
 BUILDING 2 220 UNITS
 BUILDING 3 220 UNITS
 BUILDING 4 136 UNITS

 TOTAL UNITS 796 UNITS
 DENSITY (UNITS / ACRE) 87.5

TOTAL GROSS (SQ FT) 1,762,347

GRADE LEVEL OPEN SPACE (SQ FT) 253,848 = 77%

BUILDING DATA - EXISTING	HEIGHT	USE	SIZE
PARCEL 1 - 1 STORY		C	16,076 SF
PARCEL 2 - 1 STORY		C	94,941 SF
PARCEL 3 - 1 STORY		C	11,959 SF

BUILDING DATA - PROPOSED	HEIGHT	USE	SIZE
BUILDING 1 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 2 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 3 - 12 STORIES	117-11" T.S.	R	325,952 SF
BUILDING 4 - 10 STORIES	99-5" T.S.	R	192,440 SF
FITNESS CENTER - 1 STORY	16-0" T.S.	R	13,000 SF

PARKING SPACES

TOTAL PROVIDED = 1533 SPACES
 ALL PARKING PROVIDED UNDERGROUND

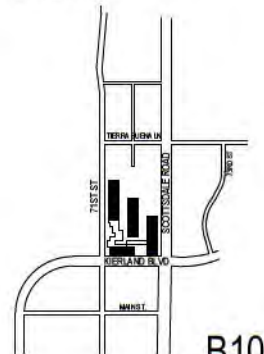
 PARKING LL1 664
 PARKING LL2 700
 PARKING LL3 169

GRADING & DRAINAGE

ALL RETENTION TO BE PROVIDED UNDERGROUND



VICINITY MAP



B100
SITE PLAN

SCALE = 1/8" = 1'-0"

OPTIMA CENTER KIERLAND



1 EAST ELEVATION

SCALE: 1" = 30'-0"



2 SOUTH ELEVATION

DATE: SCALE: 1" = 30'-0"



3 WEST ELEVATION

SCALE: 1" = 30'-0"



4 NORTH ELEVATION

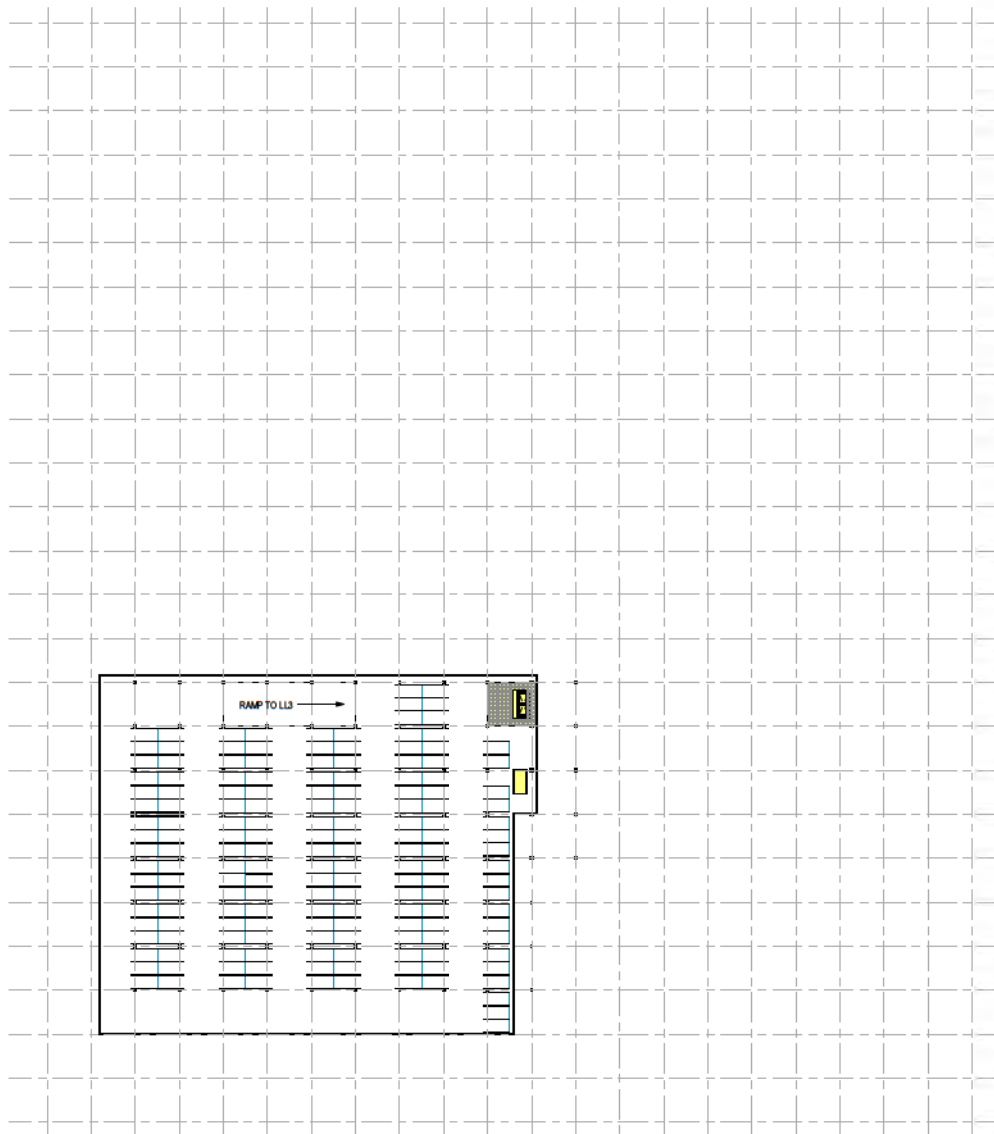
SCALE: 1" = 30'-0"













CONCEPTUAL PLANT PALETTE

CONCEPTUAL PLANT PALETTE	
COMMERCIAL	
TREES	<ul style="list-style-type: none"> PL. BALSAMIC FIR PL. BLUE OAK PL. CROWN PALM PL. GULF STREAM PL. LAUREL OAK PL. LIVE OAK PL. PALM TREE PL. PINE PL. SWEET GUM PL. TEXAS PALM PL. YUCCA
SHRUBS	<ul style="list-style-type: none"> PL. BURNING BUSH PL. CACTUS PL. GERMANY SPRUCE PL. LANTANA PL. NINE BARK PL. ORANGE BLOSSOM PL. RED TIGER LILY PL. SANDALWOOD PL. SPYGLASS PL. TAMARISK PL. YUCCA
GRASSES	<ul style="list-style-type: none"> PL. BLUEGRASS PL. BUFFALO GRASS PL. CRYSTAL BLUE PL. FINE LEAF PL. FLORIDA BLUEGRASS PL. FRODO PL. GOLF LINK PL. HONEYCREEPER PL. JEFFERSON PL. LINDSEY PL. PINEAPPLE PL. PRINCE OF WALES PL. SEASIDE PL. TROPICAL PALM PL. YUCCA
PERENNIALS	<ul style="list-style-type: none"> PL. BURNING BUSH PL. CACTUS PL. GERMANY SPRUCE PL. LANTANA PL. NINE BARK PL. ORANGE BLOSSOM PL. RED TIGER LILY PL. SANDALWOOD PL. SPYGLASS PL. TAMARISK PL. YUCCA
PAVING	<ul style="list-style-type: none"> PL. BURNING BUSH PL. CACTUS PL. GERMANY SPRUCE PL. LANTANA PL. NINE BARK PL. ORANGE BLOSSOM PL. RED TIGER LILY PL. SANDALWOOD PL. SPYGLASS PL. TAMARISK PL. YUCCA



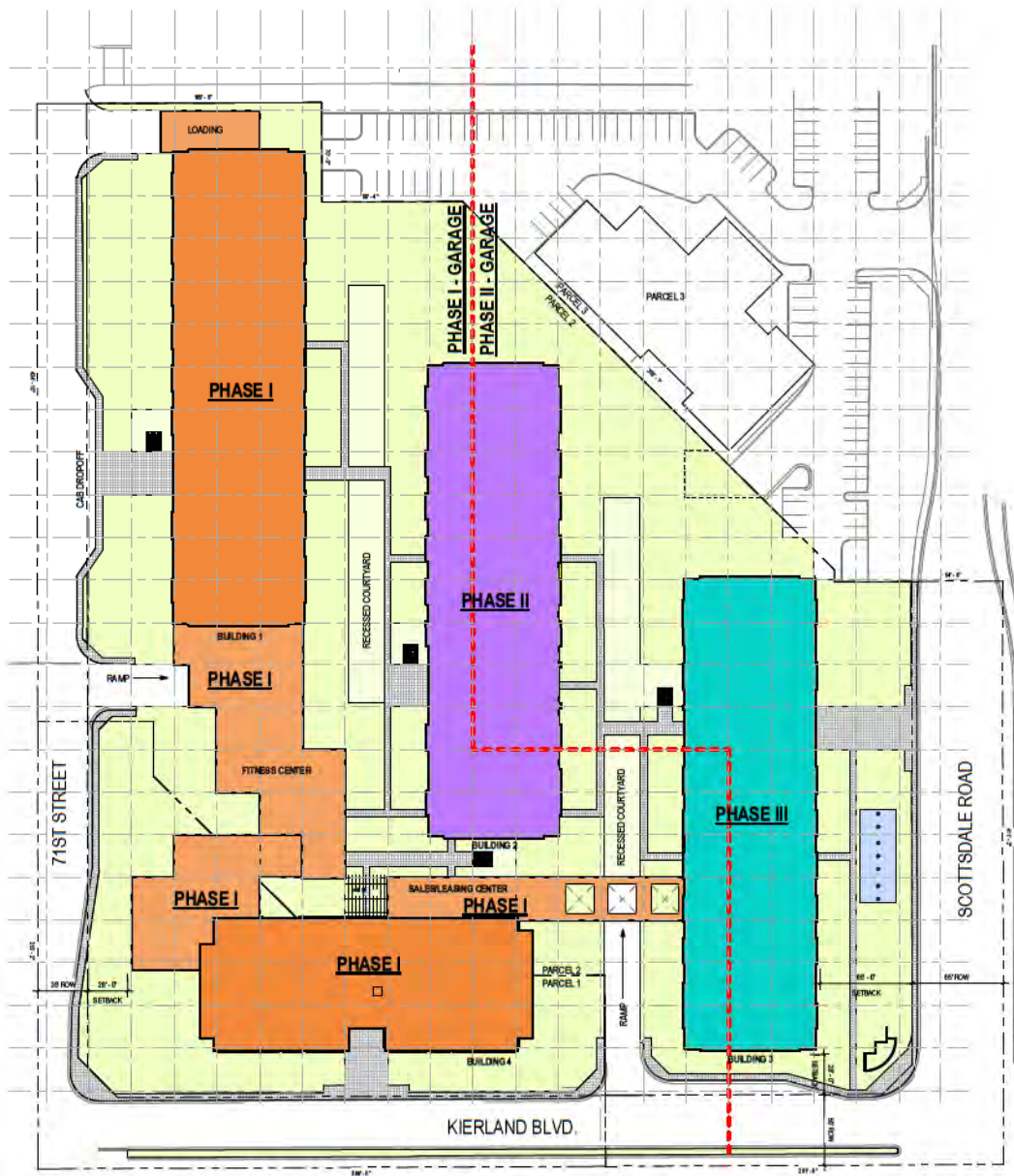
L101B
 CONCEPTUAL PLANTING PLAN

OPTIMA CENTER KIERLAND
 11111 Kierland Blvd., Suite 100, Kierland, TX 77430

LIGHTING FIXTURE SCHEDULE

TYPE	DESCRIPTION	MODEL	LAMP	FINISH
BL1	BOLLARD LIGHT	B30-8R-42PL-30"	42W CFL	BLACK
RP1	RAMP LIGHT	LLF-60-70PMH277	70W MTL HAL T6	BLACK
SL1	SOFFIT LIGHT	6722	32W CFL	SS
TL1	TREE LIGHT	720-MH39PAR20-277	70W MTL HAL PAR20	BLACK





G001B
 PRELIMINARY PHASING PLAN GRADE LEVEL
 SCALE = 1/8" = 1'-0"
 OPTIMA CENTER KIERLAND
 11075 Kierland Blvd., Suite 1100, Dallas, TX 75244



