



'THE PRESIDENTIAL'

PLANNED UNIT DEVELOPMENT

Land Use and Development Standards

CASE NO: Z-14-40-8

1ST Submittal AUGUST 15, 2014

2ND Submittal NOVEMBER 24, 2014

Hearing Draft DECEMBER 1, 2014



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A. PURPOSE AND INTENT

Project Overview and Goals

The purpose of The Presidential Planned Unit Development is to establish a regulatory framework for the development of a mid-rise multi-family residential project located between Washington St. and Jefferson St., on the east side of 11th Street. The request seeks to allow development that is consistent with the Eastlake Garfield Transit Oriented Development District Plan for a vibrant mix of residential and commercial development that will cater to a pedestrian and transit-oriented population. The proposed development does not fit within the current conventional boundaries of underlying zoning districts. The subject site's proximity to the light rail corridor evokes the need for development intended to support a greater density of uses that are strategically oriented along streets.

Urban sprawl is no longer just a topic for discussion amongst the most abiding environmentalists. There is an increasing concern about worsening traffic and congestion, longer commutes, the loss of open spaces, declining air quality in urban areas, and environmental impacts that are associated with ever-expanding development. Provided that living conveniences and amenities (such as shopping, entertainment, internet access, etc.) are available, the distaste for long commutes has resulted in a willingness among young people and emerging professionals to adjust their lifestyles to smaller living spaces rather than to move out of the city. A survey published last year by the Urban Land Institute on housing, transportation, and community shows that more than half of Americans prefer neighborhoods that are close to shops, have a mix of incomes, and have public transportation.¹ This PUD is intended to create



¹The Urban Land Institute, "America in 2013".
<http://www.uli.org/communitysurvey>

standards to guide the development of a distinctive, urban living environment aimed at promoting a unique sense of identity within the social and economic fabric of the central phoenix area and committed to ongoing efforts to increase vitality and community improvement in the Eastlake Park neighborhood. Higher density residences in this area will help support the growing demand for compact, walkable destinations.

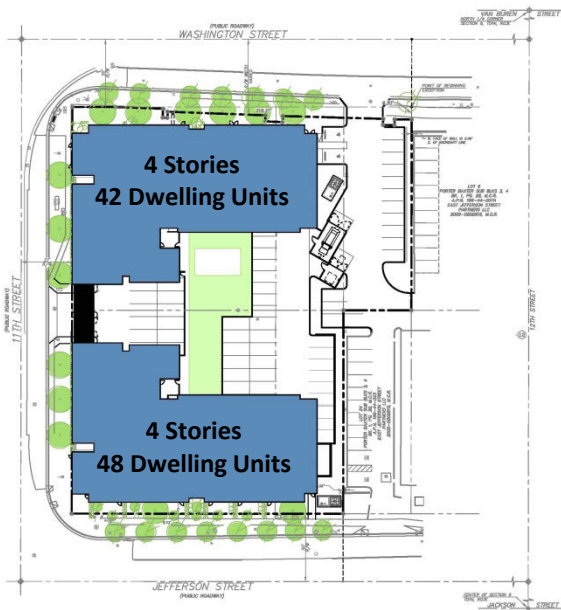
GOALS:

- Facilitate the development of transit-oriented residential units to attract a mixed demographic of residents.
- Allow for a balance of commercial and residential uses, with an emphasis on the ground-floor streetscape connection.
- Reinforce the continuity of vibrant pedestrian traffic adjacent to the light rail corridor along Washington Street and Jefferson Street.
- Maintain an adequate level of parking and access for automobiles and integrate this use safely with pedestrian and bicycle traffic.
- Protect existing neighborhoods from development impacts (such as increased traffic, etc.)



Overall Design Concept

The overall design concept is to create a residential development to support a medium density of mixed uses and a transit-oriented lifestyle where people are able to meet most of their daily needs without the use of a car. Mid-rise buildings help to ease height transitions between older, single-story residential neighborhoods and high-rise development in the commercial downtown area. New multi-family uses can act as a buffer between highly commercialized areas where activity levels can vary drastically



depending on the time of day and single-family housing by supporting a continuous flow of activity and patronage for small businesses serving nearby residents. A choice of affordable residential options will be offered to target the needs of various age groups and economic classes. The proximity to Downtown and the ASU medical campus makes The Presidential a desirable location for students and professionals. The new units will also be accessible for people with disabilities.

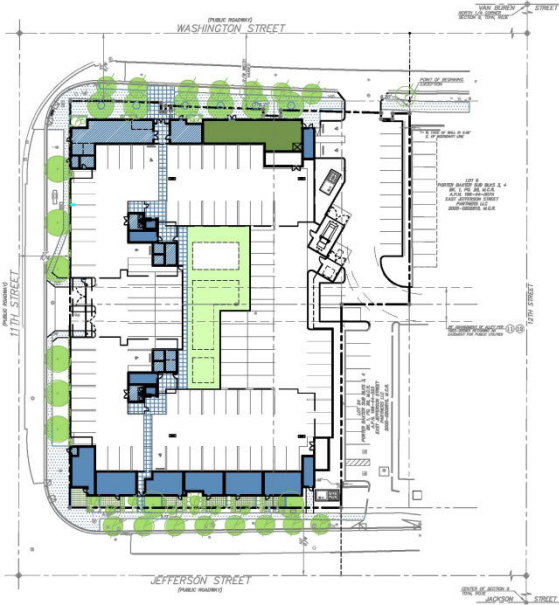
The proposed development will provide a total of 90 new apartment units with a maximum height of 4-stories. Located on the ground floor level are: the leasing office, shared amenities, and structured covered parking. Eighty-four (84) apartment units will be located on floors 2 thru 4 over a concrete podium structure, and six (6) residential units for live/work use will be located on the ground floor at the south side of the building along Jefferson Street. The residential units mix will consist of Studio, 1- and 2-bedroom unit types. Ground floor uses will also include approximately 1500 square feet of gray shell space for future retail/ commercial use adjacent to Washington Street. Future tenants shall be in conformance with the list of uses presented in this PUD.

The pedestrian experience will be enhanced by street landscape improvements and tree grates, and shade elements integrated with the building at the ground floor level will overhang walkways to provide much needed sidewalk shading. Washington Street will act as the primary frontage for the apartment units. However, a walk-up style unit with a small private patio will also be available at the ground floor adjacent to Jefferson Street so that an active presence is maintained at street level.

B. DEVELOPMENT PLAN

Brief Discussion of the Conceptual Site Plan

The project by Lafferty Development, located at the southeast corner of Washington Street and 11th Street, consists of the construction of two 4-story apartment buildings acting as a unified complex, that will replace an existing single-story mortuary and parking lot. The leasing lobby main entrance and the pedestrian entrance for building residents will be oriented toward Washington Street in the north building. Six ground floor live-work units in the south building will have walkable front door access from Jefferson Street. Shared outdoor amenities, such as a swimming pool and barbecue areas, will be provided on the ground floor and will be open to the sky.



Conceptual Site Plan

A public utility easement runs through the site from east to west. This easement will be retained, and no buildings or permanent structures will be constructed within the easement. The existing drive entrance on 11th Street will be widened, and remote controlled gates will be added for the residents' access to the covered parking area. The drive entrance from Washington Street will be re-located further to the east to provide access to surface parking stalls and truck access to the on-site refuse facilities.

Landscaping for the new project will play a key role in reinforcing continuity for the pedestrian streetscape. Landscaping is an integral part of the pedestrian experience. Not only can trees and landscaping make places more attractive, but they also can create favorable micro-climates. Specialty paving and street furnishings will define pathways of travel and provide interconnectivity between the buildings and linkage to the primary street thoroughfare. The project will feature areas where pedestrians can walk safely and enjoy shared experiences.



Immaculate Heart Church



Formerly: Century Skyroom

C. SITE CONDITIONS AND LOCATION

Acreage

The project site spans along the east side of 11th Street between Jefferson Street and Washington Street. The combined site area is approximately 66,131 square feet (1.52 acres).

Location in Relation to Major Intersections or Areas of Regional Significance

The site lies within the boundaries of the Eastlake-Garfield Transit-Oriented Development District – defined by ReinventPHX as the area between 7th Street and Interstate 10, and north of the Union Pacific Railroad up to Interstate 10. The Eastlake neighborhood has a rich history as the heart of Phoenix’s African-American community. Many of the historic churches still remain as functioning spiritual centers in the area.

A nearby restaurant located at 1140 E. Washington, previously known as the Century Skyroom, was once the gathering place of choice for Black professionals in the 1960’s and 1970’s. It became well-known as a fine jazz club for hosting famous entertainers like Duke Ellington.

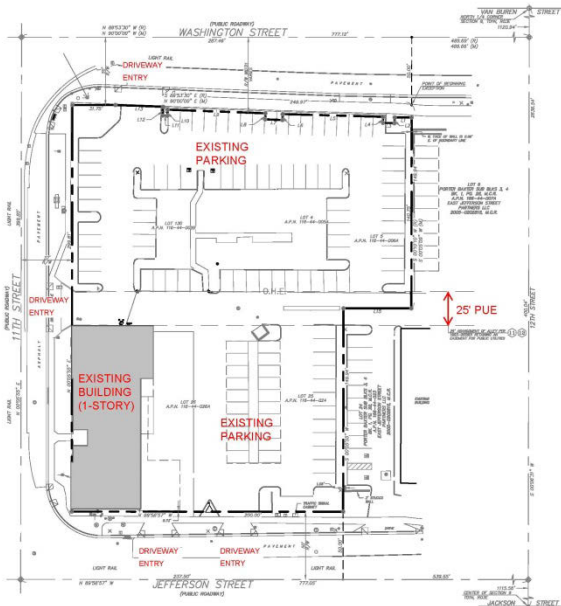
The nearby light rail station is split between two platforms, the westbound platform which is located on Washington Street at 12th Street and the eastbound platform located on Jefferson Street at 12th Street, approximately 500 feet apart from one another. Last year (2013), there was an average of 450 daily light rail commuters passing through the station.

Topography and Natural Features

The topography of the site is relatively flat. The site contains existing trees, including palm trees and acacias. Storm water retention is currently provided on site in a landscaped area within the parking lot adjacent to Washington Street.

D. GENERAL PLAN CONFORMANCE

The City's current General Plan designation for the subject property is Commercial land use which allows for commercial, retail, and multi-family housing development. The project site is currently zoned C-3, and it also falls within the Transit-Oriented Development (TOD-1) overlay zone. The design and scale of The Presidential is consistent with the adjacent pattern for higher density residential units and TOD-1 objectives to encourage a mixture and density of activity around Phoenix Metro's transit stations, to increase ridership, and to promote alternate forms of transportation.



Existing Site Plan

This proposed PUD also draws inspiration from the concept of “The Connected Oasis”, a vision that was derived from PlanPHX, a concerted effort by the City of Phoenix to collaborate with residents on the future of their city along the existing light rail corridor. The Connected Oasis is an ideal that is rooted in Phoenix’s history, and the essence of transformation and growth will be harnessed to serve as direction for future progress. Looking back to the turn of the twentieth century, Phoenix was an oasis with lush trees sprouting along a network of wide canal banks that traversed the city, and irrigation laterals that paralleled many of the major thoroughfares. Most recently, this idea of connectivity is used to enhance connect between subdivisions, commercial centers, entertainment areas, employment opportunities, and natural parks and resources.

The results of the PlanPHX efforts will be used to update the City of Phoenix General Plan, and the five core values that will be used to drive improvements within the General Plan are also integrated within this PUD:

- I. Connected People and Places
- II. Strengthen the Local Economy
- III. Celebrate Diverse Communities and Neighborhoods
- IV. Build the Sustainable Desert City
- V. Create an Even More Vibrant Downtown

The site is designed to maintain balance between the varying demands of different modes of transportation on and around the new buildings. Driveway access into the residential parking areas from 11th Street is intended to help mitigate automobile flow as vehicles attempt to merge with the one-way traffic heading east or west on Washington and Jefferson Streets.

New residential development can help deter crime by activating a currently underutilized piece of property. The retail uses provide much needed services that will enable this area to be a place where people can truly live, work, and play. The proposed use of the property is therefore believed to be consistent with the General Plan.

E. ZONING AND LAND USE COMPATIBILITY



Universal Memorial Center

Describe Existing Zoning on and Adjacent to Site

Existing land uses and zoning adjacent to the site are shown in Exhibit 8.

Describe Existing Land Uses on and Adjacent to Site

The property is the current site for the Universal Memorial Center, which was originally founded in 1947 as the Ragsdale Mortuary, by the two brothers: Lincoln and Hartwell Ragsdale. The Ragsdales remodeled the mortuary and changed the name to Universal Memorial Center in 1964.

Existing development along the light rail corridor includes a variety of commercial uses. A shared community office space is located on southwest corner of Washington Street and 11th Street, directly across from the project site. On the north side of Washington Street are a dance studio and a 2-story office building with a restaurant on the ground floor. Office uses occupy several one and two-story buildings east and south of the site, including an office for the City of Phoenix Street Transportation Department.

Describe Existing and Adjacent Character

As it exists today, there is a wide variety of adjacent building character due to the historic nature of the area combined with recent redevelopment efforts and the route of the light rail. The homes in the East Lake Park subdivision vary in years of construction from as early as 1916 up to the 1990's. Buildings north and south of Washington Street were constructed primarily in the mid- to late 1980's.

F. LIST OF USES

(P) Permitted (PC) Permitted with Conditions (UP) Use Permit (SP) Special Permit
 (NP) Not Permitted

Use and Use Categories	
RESIDENTIAL USES	
Assisted Living Center	P
Assisted Living Home	P
Dwelling, Multi-Family	P
Dwelling, Single-Family, detached	NP
Dwelling, Single-Family and Duplex, attached	P
Live-Work	P
ASSEMBLY USES	
Assembly, General	P
Day Care, Nursery School	P
Religious Assembly	P
School, Public	P
School, Private	P
GENERAL RETAIL SALES AND RELATED SERVICE USES	
Artist Studio	P
Bakery	P
Bar	P
Commercial Recreation	P
Dance Hall	P
Garden Center, Plant Nursery	P
Grocery Stores	P

Liquor, Retail Sales	UP
Pawn Shop	P
ANIMALS	
Pet Care Facility	P
Pet Day Care Facility	P
Pet Grooming	P
Restaurant	P
Retail Sales	P
Second Hand /Used Merchandise Sales	P
LODGING	
Bed and Breakfast	P
Hotel	P
HEALTH AND SUPPORT SERVICES	
Clinic, Medical or Dental	P
Hospital	P
Laboratory, Medical, Dental or Clinical	P
Laboratory, Research	P
Medical or Dental Office	P
Nursing Home or Assisted living	P
Group Home	UP
Dependent Care Facility	P
Dependent Care Facility 13+	UP
Veterinary Office	P
OFFICE AND PROFESSIONAL USES	

Financial Institutions	P
General Office	P
Professional Office	P
Home Occupation	P
SERVICES	
Appliance Repair	P
Business Services	P
Personal Services	P
Tattoo/Body-Piercing Studio	P
TRANSPORTATION USES	
Motor Vehicle Rentals	PC ¹
ACCESSORY USES AND FACILITIES	
Accessory Dwelling Unit	P
Accessory Dwelling Unit – Guest	P
Accessory Structure	P
Dependent Care Facility	P
Drive-Through	P
Helistop/Heliport	SP
Outdoor Cooking (accessory to restaurants)	UP
Outdoor Display/Sales	P
Outdoor Entertainment	PC ²
Outdoor Liquor Service (accessory to restaurants)	UP
Outdoor Liquor Service (accessory only to bar/lounge/night club)	UP
Outdoor Storage	PC ³

Patron Dancing (accessory to restaurants)	P
Pocket Shelter (accessory to Religious Assembly)	UP
Surface Parking	P
LOCAL FOOD PRODUCTION	
Community Garden	UP
Farmers Markets	P
INTERIM USES	
Interim Vacant Land Uses	P
Environmental Remediation	UP
Surface Parking	PC ⁴
Civic Event	P

Notes:

¹ Outdoor vehicle display and vehicle parking must not be located within frontages.

² (1) Outdoor events or performances are open to the public.

a) The outdoor event or performance must be presented by an existing business on the property.

b) The businesses' regularly stocked items may be displayed outdoors and be available for purchase during the event or performance. Payment for all items shall occur indoors. No other items may be displayed for sale outdoors during the event or performance.

(2) Outdoor entertainment must terminate at 10:00pm on Sundays and after 10:00pm on Fridays and Saturdays, unless a Use Permit is obtained.

(3) No amplified music or loudspeakers may be used outside after 8:00pm on Sundays and after 10:00pm on Fridays and Saturdays, unless a Use Permit is obtained.

³ Outdoor storage must be set back from frontage lines in accordance with the provisions of this PUD.

⁴ (1) Front setback from street right-of-way: 10 feet

(2) Side and rear setback adjacent to residential development: 10 feet minimum

(3) Side yard setback when adjacent to non-residential development: 0 feet

(4) Surface parking as a primary use is limited to a period of 5 years, subject to a Use Permit

G. DEVELOPMENT STANDARDS TABLE

Development Standards for Buildings	
Maximum Height	60'-0" Maximum
Maximum Density	66 Dwelling Units per acre
Lot Requirements	
Lot Coverage	100% Max.
Primary Building Frontage	70% Min.
Secondary Building Frontage	50% Min.
Main Building Setbacks [Reference <i>Exhibit 11</i>]	
i. Primary Frontage - Washington Street	6'-0" minimum where there is an existing streetscape zone width of 6'-0" and a 8'-0" wide public sidewalk is maintained.
ii. Secondary Frontage - Jefferson Street	8'-0' minimum where there is an existing streetscape zone of 6'-0" wide minimum, and a 5'-0" wide public sidewalk is maintained.
iii. Side Lot Line	0'-0" Min.
iv. Rear Lot Line	3'-0" Min.
Building Frontage	
a. Primary Frontage	Stoop, Common Entry, Storefront, Arcade, or Gallery
b. Secondary Frontage	Stoop, Common Entry, Storefront, Arcade, or Gallery
c. Entry Requirements	1 per 50 ft. of primary frontage and 1 per 80 ft. of secondary frontage
Urban Design Standards	
Building Entry	
1. At least one main building entry shall be oriented to the adjacent platform, transit station, and/or transit street.	



Example: Building Base orientation toward street, and appropriate height transition.

Building and Shade

1. The frontage shall include shading along its entire right-of-way frontage, excluding driveways, loading, and service berths.
2. The frontage shall include a minimum of one or a combination of the following methods:
 - a. Arcades, awnings, trellises, or covered walkways attached to the primary building shall be a minimum of 6 feet in depth, measured from any point on the ground floor façade to the exterior column or vertical plane of the overhang. The maximum head clearance shall not exceed 20 feet, measured from the finish grade. Landscaping, if provided, shall include a row of trees (a minimum of 50 percent 2-inch caliper and 50 percent 3-inch caliper) spaced 20 feet on center.
 - b. Detached shade structures shall be a minimum of 6 feet in depth and 15 feet in height and should incorporate architectural elements and design of the primary structure. Landscaping, if provided for shade, shall include a row of trees (minimum 50 percent 2-inch caliper and 50 percent 3-inch caliper) spaced 20 feet on center.
 - c. A double row of trees (a minimum of 50 percent 2-inch caliper and 50 percent 3-inch caliper) spaced 20 feet on center shall be provided. The rows shall be placed parallel on either side of the sidewalk, and staggered to provide maximum shading.
3. Projections into public right-of-way shall be permitted up to 3 feet maximum, subject to obtaining a revocable permit.

Shade Standards

1. A minimum of 75 percent of public sidewalks shall be shaded.
2. A minimum of 50 percent of all accessible public and private open space areas shall be shaded, of which 50 percent of the shade shall be provided by trees or trellised vines.
3. Shade calculations shall be based on the summer solstice at 12:00 pm.
4. Shade cast from the building shall count towards shade calculations.

Solar Structures

Active solar energy systems shall be allowed as an accessory use wherever structures of any sort are allowed.

The installation of solar photovoltaic or hot water systems on canopies or other

structures over parking areas/spaces is encouraged. Setback and height restrictions apply, and fire apparatus access lanes may not be obstructed.

Height:

1. Building or roof mounted solar energy systems shall not exceed the maximum allowed height for buildings. For purposes of height measurement, solar energy systems other than building-integrated systems shall be allowed an equivalent exception to height standards as building mounted mechanical devices or equipment.
2. Ground- or pole-mounted solar energy systems shall not exceed 20 feet in height when oriented at maximum tilt.

Plan Approval.

1. Building permits are required for all solar energy system installations. Solar system projects may qualify for submission without formal Zoning plan check routing, subject to administrative review and approval by the Planning Department.

Private Use of Sidewalks

General Sales and Services

1. Pedestrian-oriented accessory uses, such as sales displays for flowers, food, drink stands, shall be permitted, subject to issuance of a revocable permit where within the public right-of-way.

Outdoor Dining – Front and Side Street

1. Outdoor service of alcoholic beverages shall be clearly demarcated from public spaces. An unobstructed pedestrian circulation path shall be maintained along the sidewalk with minimum clearances as follows:
Frontage Street: 5 feet
Side Street: 5 feet



Example: Operable Window System with Outdoor Dining.

Landscape Standards	
* Trees shall be selected from the Recommended Tree Species Matrix of the Downtown Code, Chapter 12 of the Zoning Ordinance.	
Streetscape Zone	
Trees * at 25 feet on center	Minimum 2-inch caliper. At installation a minimum caliper of 3-inches, or larger, shall be required for a minimum of 30% of required trees.
Parking and Loading Standards	
Minimum Required Parking	
Residential Use:	1 space per dwelling unit
Office and Professional Uses:	1 space per 400 square feet
General Retail Sales:	1 space per 500 square feet
Restaurant/Bar:	1 space per 300 square feet
Bicycle Parking	
Non-residential	Except for Dining and Drinking establishments, all non-residential uses shall provide a minimum of two spaces, and one additional space for each 10,000 square feet.
Dining and Drinking Establishments	Dining and Drinking Establishments less than 5,000 square feet shall provide a minimum of 8 bicycle spaces in the frontage setback and/or right-of-way if no vehicular parking is provided. When vehicle parking is provided, a minimum of 8 bicycle spaces shall be provided plus an additional bicycle space for every 25 vehicle parking spaces provided.
Residential	Secured bicycle parking shall be provided at 0.25 space for each residential unit, with a maximum of 50 spaces.

On-Site Loading	Not required.
On-Street Loading	On-street loading shall be allowed adjacent to the site, subject to review and approval by the Planning and Development Department.

H. DESIGN GUIDELINES

The PUD shall conform to the Guidelines for Design Review, set forth in the Phoenix Zoning Ordinance. Where standards differ (either more or less restrictive) between the two, the PUD standards shall prevail over the standards in the zoning ordinance.

Building Design

The building façade should be designed to provide a sense of human scale at the ground level by providing a clear architectural distinction between ground floor levels and all additional levels.

1. All visible sides of a building are given equal design consideration. All building sides are designed purposefully
2. Buildings are pushed close to the street, and incorporate a variety of ground story activation elements (eg. windows, awnings, outdoor patios) to create a pedestrian-friendly environment.
3. Monotonous building elevations should be avoided. Building accents should be expressed through differing materials or architectural detailing.

Pedestrian-scaled Base for Multi-story Buildings

The building base should be designed to provide interest and durability. It shall be appropriate to the architectural style of the building. Emphasis and careful attention should be dedicated to the design to create functional, pedestrian-oriented spaces on the ground plane. Horizontal building modulation may be used to reduce the perceived mass of a building and to provide continuity at the ground level for unified developments.

1. Building frontage onto streets and open spaces should be maximized. Refer to the Urban Design Standards in the Development Standards Table for frontage requirements.
2. Recesses and projections are encouraged to divide horizontal planes of the building at the ground floor level into smaller-scale elements.
3. Pedestrian walkway zones shall be unobstructed and clear at all times.
4. The unobstructed pedestrian walking zone shall be organized to create a continuous pedestrian walkway through the site.

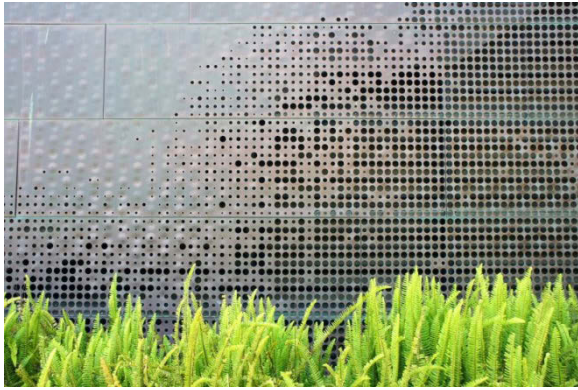
Corner Treatments

Buildings located at street intersections should be designed to mark the intersection as a landmark, focal point, or gateway. This can include defined entryways by the use of architectural details, change in materials and colors, and/or recessed entrances in addition to addressing minimum shade requirements.

Sidewalk Shading

Where they do not conflict with street trees, the use of awnings, canopies, and overhangs is encouraged on building façades to add color, weather protection, and opportunities for signage. They may also be used to unify the building façade. Building mounted shade elements should be integrated with the design of the architectural façade.

1. Street trees and landscaping treatments shall be provided in accordance with the Urban Design Standards and Shade Standards sections in the Development Guidelines Table, unless there is a conflict with an existing or proposed public utility easement.



Example: Decorative landscape screen wall elements.

2. The Planning and Development Department staff has the authority to accept modifications to landscaping requirements in the streetscape to accommodate for public utility easement conditions, and to accept alternative design solutions consistent with a pedestrian environment.
3. If street trees cannot be planted due to public utility conflict, public amenities shall be provided within the area. Amenities include, but are not limited to the following:
 - a. Additional stand-alone structural shade elements (not including building or frontage shade requirements).
 - b. Seating (benches/chairs).
 - c. Public art elements.
 - d. Community information/news event board/kiosk.
 - e. Area way-finding signage.

Parking Placement

Off-street parking shall be located at the side or rear of buildings, and behind the primary structure. Off-street parking shall occupy no more than 30% of the primary street front, or 75% of secondary street front.

1. Parking lots shall be screened.
2. Screen walls of materials and design consistent with the primary building.
3. Parking garages should have a maximum 50 percent of the ground floor area facing the street right-of-way, excluding driveways.
4. Any portion of parking garage areas that are visible from the parking right-of-way should be screened with material and design consistent with the primary building.



Example: Pervious pavement surrounding trees.

5. Appropriate visibility triangles and pedestrian crossings at parking garage exits and entrances should be provided.

Outdoor Dining

Sidewalk cafes and outdoor dining should be encouraged as a means to activate the streetscape, provide opportunities for pedestrian interaction, and promote commerce in a dynamic transit corridor. Greater efficiencies can also be achieved through functional blending of indoor and outdoor spaces. Folding or opening glass walls and doors along street facing exterior walls can enhance connectivity between indoor and outdoor spaces.



Example: Tree grates used for integration of shade and outdoor functions.

Blank Walls

Continuous blank walls over 3 feet in height shall be minimized to increase visual connectivity and deter vandalism and graffiti. Blank walls near streets or adjacent to sidewalks shall be limited to a maximum of 20 feet along a continuous horizontal plane, and shall be mitigated with landscaping, artwork, or other treatment.

I. SIGNS

PROHIBITED SIGNS

Signs with the following features are prohibited:

- a. Signs placed above or on top of any portion of the roof or front parapet
- b. Signs utilizing animation or which contain the optical illusion of sign movement, except as provided by a use permit

- c. Inflatable signs, such as, but not limited to balloons, gas inflated signs or similar inflated signs
- d. Portable signs, except for A-frame signs that are allowed on sidewalks, per the *General Sign Restrictions Table*, below.
- e. Commercial flags, banners, streamers, or other similar advertising devices
- f. Signs advertising goods or services not provided on the premises except for non-commercial signs
- g. Yard signs

PERMITTED SIGNS AND SIGN RESTRICTIONS

Permitted sign types are limited according to the following restrictions and the table provided in this section:

- a. The number of signs per sign type;
- b. The area of signs;
- c. The height of sign copy.

Additional sign restrictions are listed in the table according to sign type.

A permit is required for the installation and modification of signs. Signs projecting into rights-of-way require a revocable permit from the Street Transportation Department.

Exception: A-frame signs shall not require a permit, provided that they are posted on a temporary basis only, and that they meet the requirements specified in this document.

All signs must provide the following clearance except where specified otherwise:

- a. 8 feet over pedestrian ways.
- b. 13.5 feet over vehicular ways and parking aisles.

- c. Illuminated signs as follows:
 - i. All signs may be illuminated by a light source external to the sign;
 - ii. Internal sign illumination at street level is limited to window and wall signs at storefront frontages.
 - iii. Window mounted Neon and LED signs shall meet the requirements listed in the sign table.
 - iv. Signs mounted above the 2nd finish floor level may be illuminated internally or externally, neon, or LED.

GENERAL SIGN RESTRICTIONS				
SIGN TYPE	SIGN NUMBER	MAX. SIGN AREA	MAX. COPY HEIGHT	SPECIFIC SIGN RESTRICTIONS
Awning	1 sloping, plus 1 valence per awning	75% of sloping plane; 75% area of awning valence	16 in. on sloping plane; 8 in. on valence	Valence sign must maintain a minimum 1 in. border.
Canopy	1 per canopy	2 sf per linear foot of storefront	30 in. max.	Canopy signs may be internally or externally illuminated, neon, or LED. Conduit, raceways, and wiring may not be exposed to view from the sidewalk.
Corner	1 per building	40 sf.	n/a	Corner signs may be located only at the corner of a building with both primary and secondary frontages. Internally or externally illuminated.

Directional	2 per driveway	6 sf.	n/a	
Display Case	1 per business	6 sf.	n/a	
Ground	1 per frontage	36 sf.	n/a	Ground signs must be constructed of durable materials. Ground signs must be located within or interior to frontages.
Kiosk	n/a	24 sf.	18 in.	
Marquee	1 per entry	n/a	n/a	Marquee signs may project to within 2 feet of the curb. May require a revocable permit. Marquee signs may be combined with a canopy sign or a projecting sign.
Projecting				
- Primary Building	1 per frontage	36 sf.	18 in.	Projecting signs may project up to 3 feet from façades. Projecting signs may be double sided.
- Tenant	1 per tenant	6 sf.	8 in.	
A-Frames	1 per tenant	9 sf.	n/a	A frames may not be located within 3 feet of a curb. Maximum size: 3 feet high and 30 square feet if located within the public street setback. Sign may not block the sidewalk or ADA

				accessible route.
Suspended	1 per entry	6 sf.	n/a	
Wall Sign				
- Primary Building	1 per frontage	5 sf. Per 1 linear ft. up to 50% of the wall surface	24 in.	Wall signs may be internally or externally illuminated, neon, or LED. Conduit and wiring shall not be exposed.
- Tenant	1 per frontage	3 sf. Per 1 linear ft. up to 90% of the width of tenant space	18 in.	
Wall Mural Sign	1 per frontage	50 ft. max. in width; 56 ft. max. in height.	n/a	Only text or graphics painted directly on the wall or a graphic mural are permitted.
Window	1 per window	25% of glazed area	12 in.	The following window signs are permitted: letters painted directly on the window, neon signs, LED signs, hanging signs hung behind the glass, and vinyl applique letters applied to the window. Appliques must consist of individual letters or graphics with no visible background.
Window: Neon & LED	n/a	25% of glazed area	12 in.	



J. SUSTAINABILITY

In ecology, sustainability refers to how biological systems remain diverse and productive with their nearby counterparts. Sustainability should not be limited to efforts associated with reducing the many harmful impacts that buildings and material selection can have on our environment and on our personal well-being. The idea of “sustainability” (verses the commercialized term, “green”) is defined as a process that “meets the needs of the present, without compromising the ability of future generations to meet their own needs.” Creating walkable, transit-friendly communities is a necessary component in the larger effort to reduce our environmental impacts and carbon footprint, improve human health, and increase social resilience.

Mixed-use developments along the transit corridors are contributors to sustainable urbanism and they help to support ecological principles by decreasing the distribution demand for resources across large areas. Smart growth is encouraged by the support for a balance of housing and job opportunities. This project will help to fill the demand for a residential base in the immediate area that will, in turn, promote and increase business and increase ridership on the light rail.

1. Additional trees and plantings provided as part of the landscape improvements for this project further help to reduce heat gain and promote pedestrian comfort and public health. Strategies to reduce the Urban Heat Island (UHI) effect, including reflective roofing and covered and/or pervious paving shall be encouraged.
2. Provide dedicated on-site locations and containers to promote recycling.

3. When provided, electric vehicle (EV) charging stations should be located near building and/or residents' entrances. Provide a 3-foot by 3-foot space in front of the EV supply equipment, in addition the space dedicated for a parked vehicle.

K. INFRASTRUCTURE

Grading and Drainage

Engineering plans will be submitted as part of the Planning and Development Department Site Plan submittal.

Water and Waste Water

The site will be serviced from the existing water and sewer lines in the adjacent streets and/or alley. Private on-site water and sewer lines will be provided and installed in accordance with the adopted plumbing code.

L. PHASING PLAN

The project will not be phased.

M. EXHIBITS

See Attached Exhibits 1-12

EXHIBIT 1 - COMPARATIVE ZONING STANDARDS TABLE

	C-3 with TOD-1 Overlay	PUD
Maximum Building Height	56'-0" Max. with Height Waiver	60'-0"
Maximum # Stories	4 stories, with Height Waiver	n/a
Maximum Density	52.2 DU/acre max. with Planned Residential Development + bonus	75 du/ acre
Building Frontage	75%	75%
Building Setbacks		
Front (Washington St./ Jefferson St.)	6'-0" Max.	0' to 10'-0"
Side (11 th St.)	6'-0" Max.	6'-0" Max.
Side	0'	0'
Rear	0'	0'
Lot Coverage	75% Min. (No limit - For parcels along a transit Street)	100%
Landscape Setbacks		
Frontage - Primary (Washington St.)	Single row of trees 20 feet on center, with shade elements parallel to landscape. or	22'-0" total landscape/pedestrian streetscape measured to back of existing curb
Frontage (Jefferson St.)	Double row of trees 20 feet on center, staggered, on opposite sides parallel to sidewalk.	15'-0" total landscape/pedestrian streetscape measured to back of existing curb
Side (11 th St.)		0'
Rear		0'
Street and Sidewalks		
Minimum Width	8'-0"	6'-0" (Arterial) 4'-0" (Non-Arterial)
Private Use of Sidewalks (Minimum unobstructed path)	8'-0"	6'-0" (Arterial Streets); and 4'-0" (Non-Arterial Streets)
Parking Required	103 spaces Min. per TOD-1	94 spaces minimum

EXHIBIT 2 - LEGAL DESCRIPTION

LOTS 1, 2, 3, 4, 5, 25, 26, 27, AND 28, BLOCK 3, PORTER AND BAXTER'S SUBDIVISION OF TRACT B, MURPHY'S ADDITION, ACCORDING TO BOOK 1 OF MAPS, PAGE 28, RECORDS OF MARICOPA COUNTY, ARIZONA.

TOGETHER WITH THAT PORTION OF THE ABANDONED ALLEY AS SET FORTH IN RESOLUTION NO 16066, AND RECORDED IN DOCUMENT NO 83-055801

EXCEPTING THE PROPERTY WHICH WAS DEEDED TO THE CITY OF PHOENIX FOR LIGHT RAIL CONSTRUCTION MORE PARTICULARLY DESCRIBED AS FOLLOWS:

A PART OF LOTS 1, 2, 3, 4 AND 5, BLOCK 3 OF PORTER AND BAXTERS SUBDIVISION OF TRACT "B" IN MURPHY'S ADDITION, AS RECORDED IN BOOK 1 MAPS, PAGE 28 AND IS LOCATED IN THE NORTHWEST QUARTER OF SECTION 9, TOWNSHIP 1 NORTH, RANGE 3 EAST OF THE GILA AND SALT RIVER BASE MERIDIAN, MARICOPA COUNTY, ARIZONA. MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE INTERSECTION OF 12TH STREET AND WASHINGTON STREET; THENCE, NORTH 89°53'30" WEST, ALONG THE CENTERLINE OF WASHINGTON STREET, A DISTANCE OF 489.69 FEET; THENCE SOUTH 00°10'10" WEST, A DISTANCE OF 50.00 FEET TO THE POINT OF BEGINNING;

THENCE CONTINUING SOUTH 00°10'10" WEST, A DISTANCE OF 9.20 FEET;

THENCE NORTH 89°53'30" WEST, A DISTANCE OF 12.54 FEET;

THENCE SOUTH 01°38'33" WEST, A DISTANCE OF 4.22 FEET;

THENCE NORTH 88°21'27" WEST, A DISTANCE OF 8.50 FEET;

THENCE NORTH 01°38'33" EAST, A DISTANCE OF 4.50 FEET;

THENCE NORTH 88°21'27" WEST, A DISTANCE OF 74.02 FEET;

THENCE SOUTH 02°15'00" WEST, A DISTANCE OF 4.40 FEET;

THENCE NORTH 87°45'00" WEST, A DISTANCE OF 12.76 FEET;

THENCE NORTH 02°15'00" EAST, A DISTANCE OF 4.50 FEET;

THENCE NORTH 87°45'00" WEST, A DISTANCE OF 72.08 FEET;

THENCE SOUTH 02°15'00" WEST, A DISTANCE OF 4.50 FEET;

THENCE NORTH 87°45'00" WEST, A DISTANCE OF 3.50 FEET;

THENCE NORTH 02°15'00" EAST, A DISTANCE OF 6.50 FEET;

THENCE NORTH 87°45'00" WEST, A DISTANCE OF 35.00 FEET;

THENCE SOUTH 89°53'30" EAST, A DISTANCE OF 218.21 FEET TO THE POINT OF BEGINNING.

EXHIBIT 3 - Area Vicinity Map

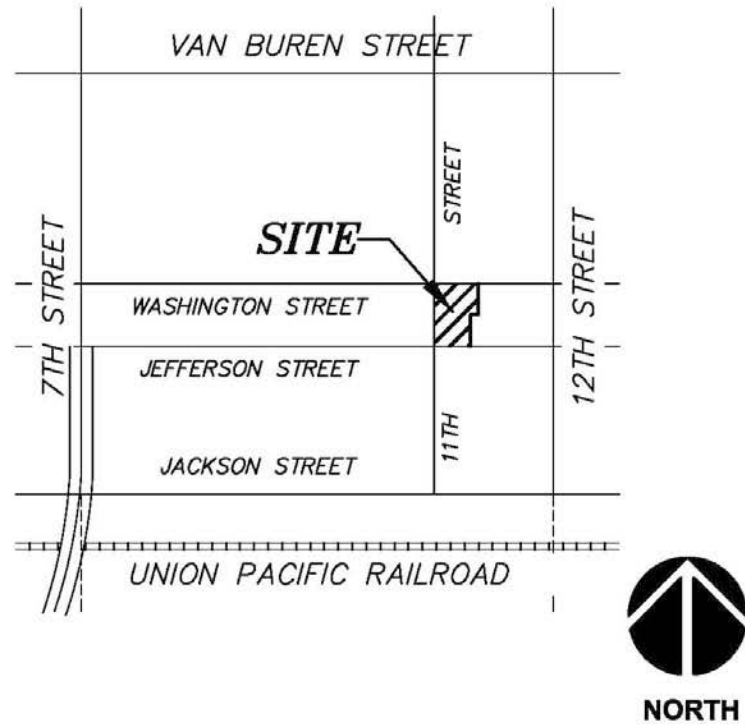
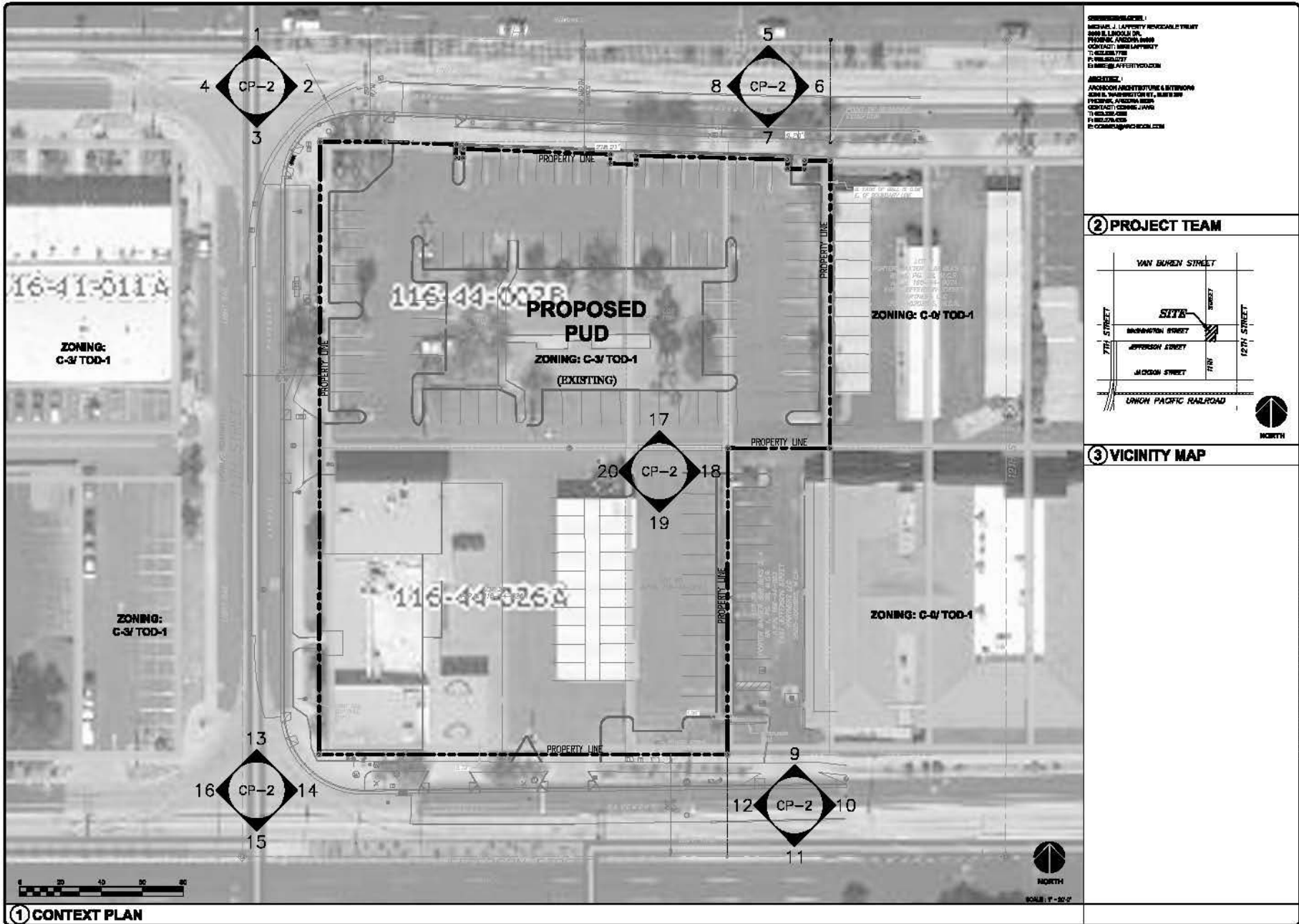


EXHIBIT 6 - Context Plan



1 CONTEXT PLAN

CONSULTANTS:
 MICHAEL J. LAFFERTY REVOCABLE TRUST
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2 PROJECT TEAM

3 VICINITY MAP

LAFFERTY
 DEVELOPMENT

THE PRESIDENTIAL
 1100 E. JEFFERSON ST.
 NEC 11TH ST. & JEFFERSON
 PHOENIX, AZ 85004

OWNER	LAFFERTY TRUST
DESIGNER	ARCHICON
PLANNER	J. PLANK
DATE	8/18/2014

PROJECT NO.
 144787042

DRAWING NO.
CP.1

THE PRESIDENTIAL - 1100 E. Jefferson Street
 Planned Unit Development – Hearing Draft



PHOTO 1



PHOTO 2



PHOTO 3



PHOTO 4



PHOTO 5



PHOTO 6



PHOTO 7



PHOTO 8



PHOTO 9



PHOTO 10



PHOTO 11



PHOTO 12



PHOTO 13



PHOTO 14



PHOTO 15



PHOTO 16



PHOTO 17



PHOTO 18

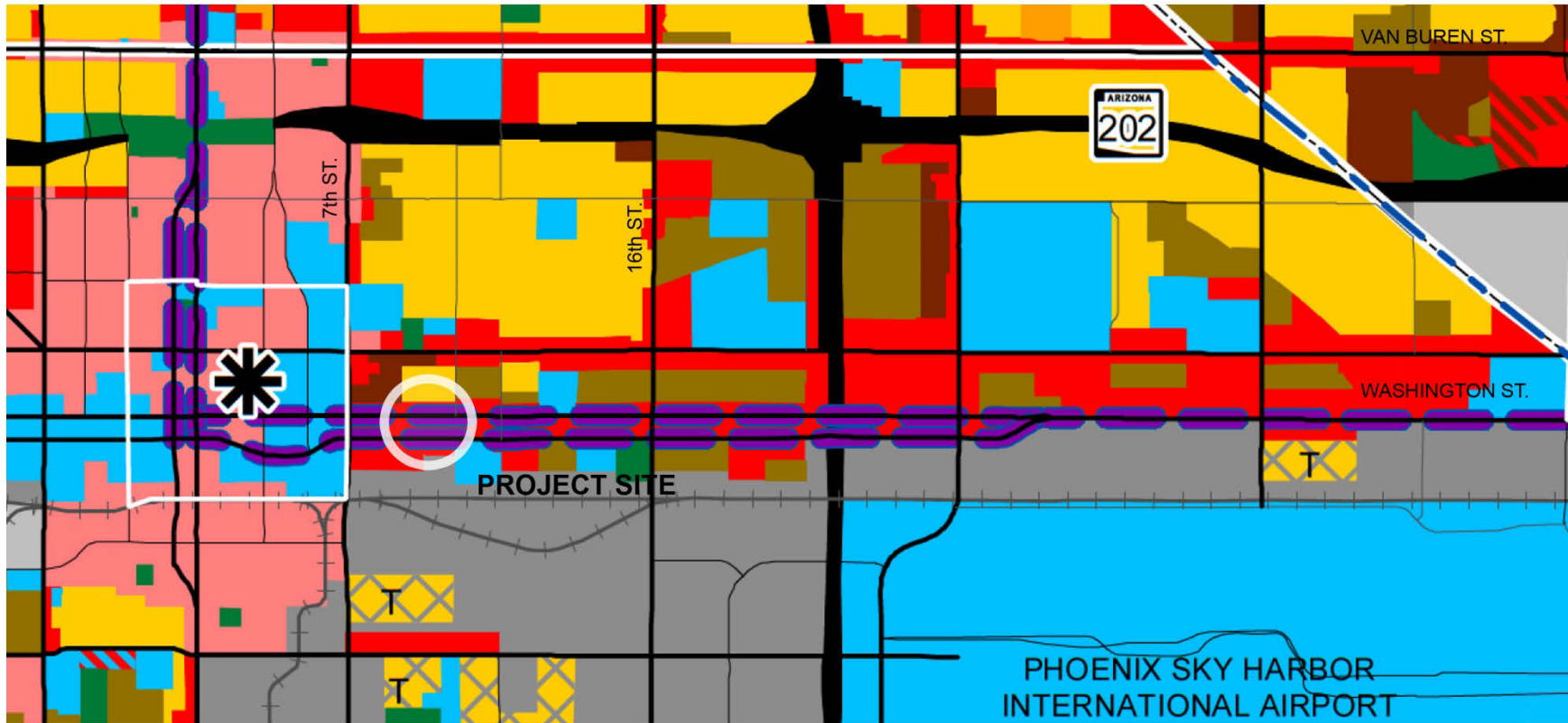


PHOTO 19



PHOTO 20

EXHIBIT 7 - General Plan Map



- 2 to 3.5 du/acre - Traditional Lot
- 3.5 to 5 du/acre - Traditional Lot
- 5 to 10 du/acre - Traditional Lot
- 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
- 15+ du/acre - Higher density attached townhouses, condos, or apartments
- Parks/Open Space - Publicly Owned

- Commercial
- Mixed Use (MU)
- Mixed Use (Areas C, D and Northwest Area only)
- Industrial
- Public/Quasi-Public
- Floodplain

- * Primary Core
- * Secondary Core
- Canal, Watercourse, Wash
- Existing Railroad
- Arterial and Collector Streets
- Future Transportation
- Light Rail

EXHIBIT 8 - Land Use Map

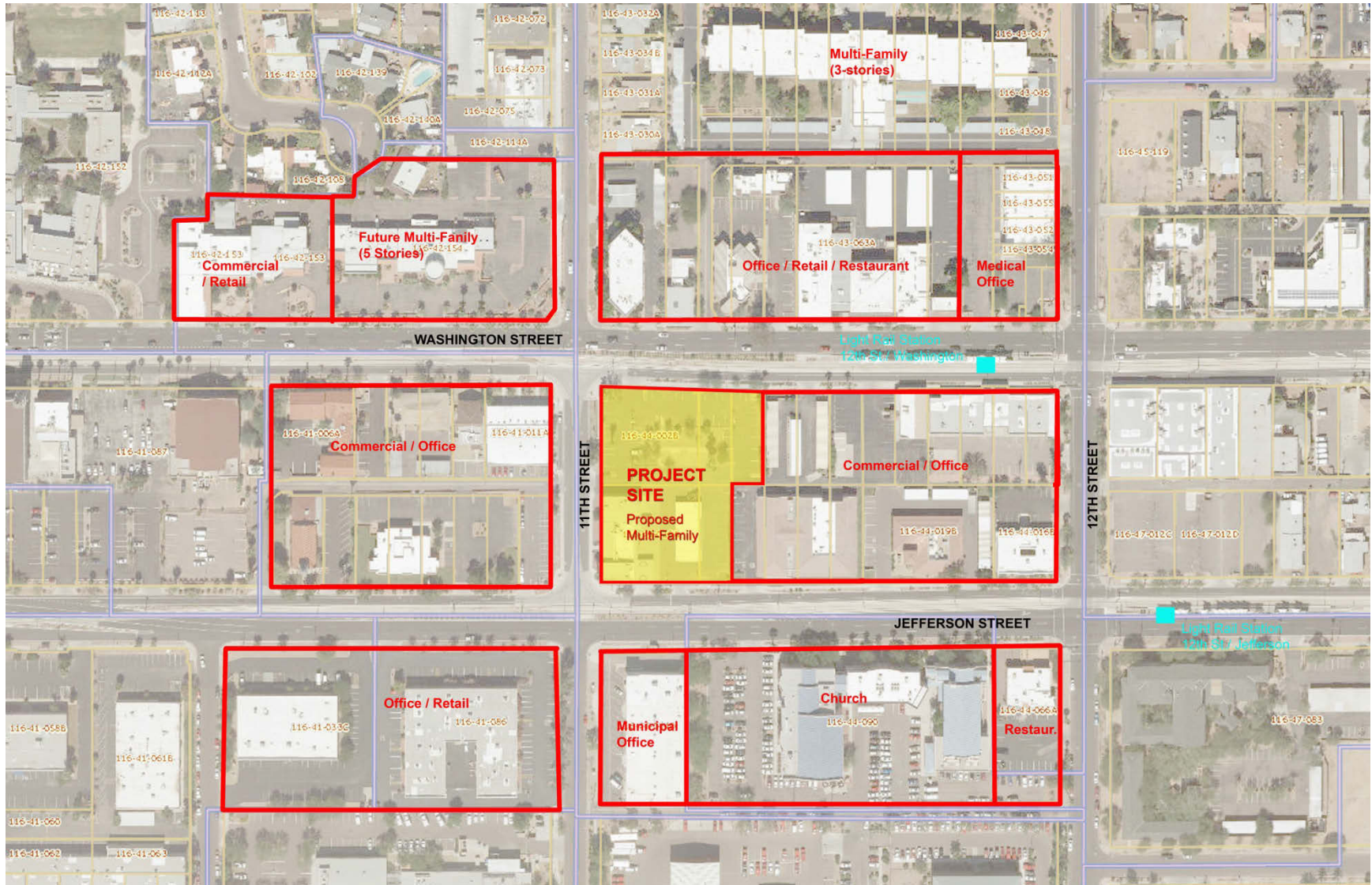
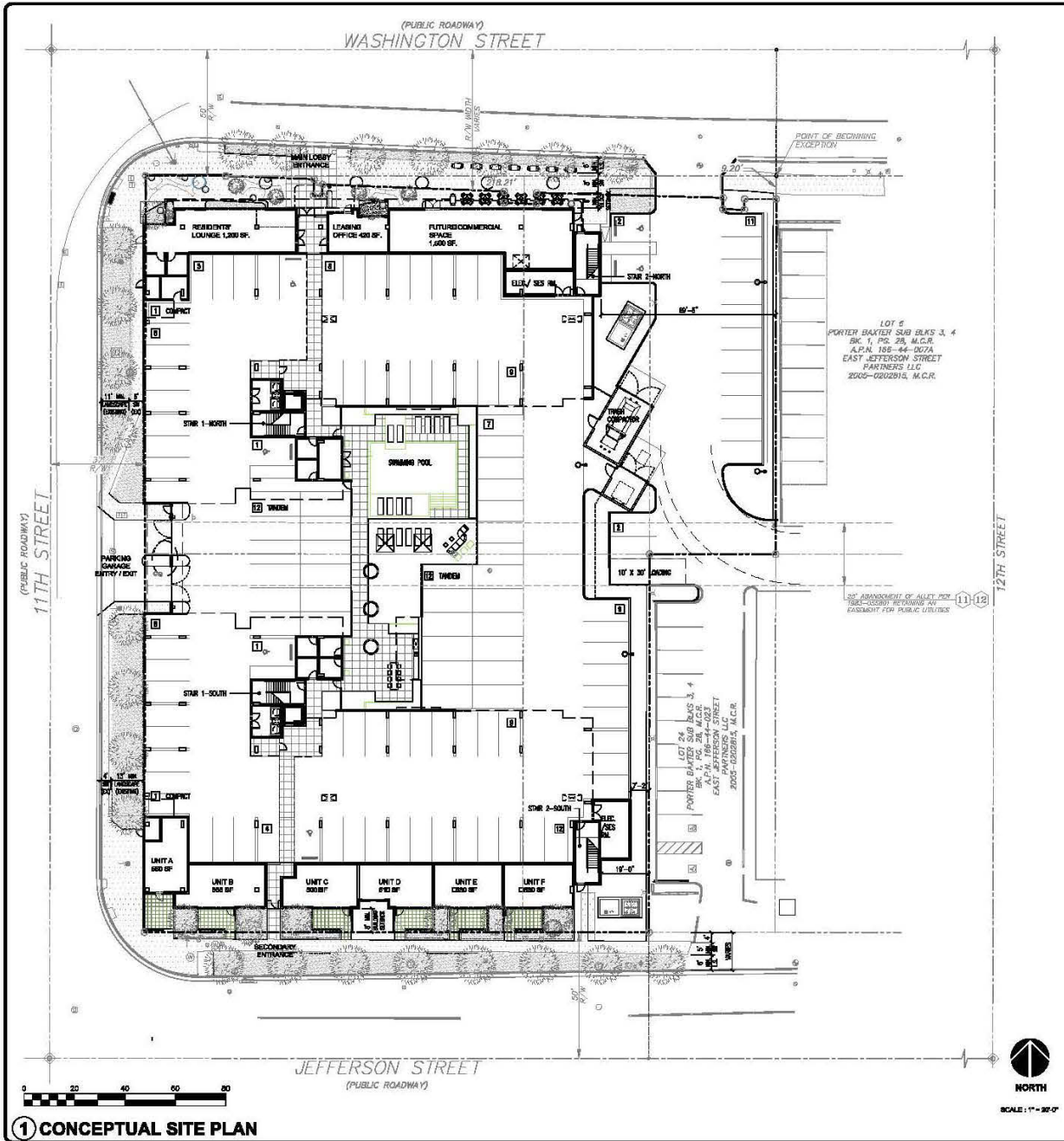


EXHIBIT 9 - Conceptual Site Plan



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CONTACT: CONNIE JIANG
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E: CONNIE@ARCHICON.COM

PROJECT NAME: THE PRESIDENTIAL
SITE ADDRESS: 1100 E. JEFFERSON STREET
PHOENIX, AZ 85034

PARCEL NO.: 118-44-028B, 118-44-028A, 118-44-034
NET SITE AREA: 88,131 SF (1.92 AC)

ZONING: C-3/TOD-1

PROPOSED BUILDING USE: MULTI-FAMILY RESIDENTIAL (R-2)

DISTANCE TO LIGHT RAIL STATION: ~600 FT

PARKING LOT AREA: 263 SF

BUILDING AREA:
TOTAL BUILDING AREA: 133,270 SF
GROUND FLOOR: 50,701 SF
2ND FLOOR: 36,300 SF
3RD FLOOR: 25,000 SF
4TH FLOOR: 21,269 SF

BUILDING HEIGHT: 3 ST FT

NUMBER OF STORES: 4 STORES
DENSITY: 1.9 UNITS/SF
LOT COVERAGE: 51 (81%)

BUILDING SETBACKS:
FRONT (NORTH) - WASHINGTON ST. 8'-0" MIN. (REQUIRED) 8'-0" MIN. (PROVIDED)
SIDE(WEST) 8'-0" MIN. (REQUIRED) 8'-0" MIN. (PROVIDED)
SIDE (EAST) 8'-0" MIN. (REQUIRED) 8'-0" MIN. (PROVIDED)
REAR (SOUTH) 8'-0" MIN. (REQUIRED) 8'-0" MIN. (PROVIDED)

2 PROJECT TEAM

PROJECT DESCRIPTION:
NEW CONSTRUCTION FOR A 4-STORY MULTI-FAMILY RESIDENTIAL BUILDING COMPRISING OF ONE (1) LEVEL. THE FOLLOWING SHALL BE LOCATED ON THE GROUND FLOOR: THE LEASING OFFICE, SHARED AMENITIES, AND STRUCTURED COVERED PARKING. EIGHTY-FOUR (84) APARTMENT UNITS WILL BE LOCATED ON FLOORS 2 THRU 4 OVER A CONCRETE FOOTING STRUCTURE, AND SIX (6) RESIDENTIAL UNITS FOR LEASING USE WILL BE LOCATED ON THE GROUND FLOOR AT THE SOUTH SIDE OF THE BUILDING ALONG JEFFERSON STREET.

RESIDENTIAL LIVING UNIT TYPES ARE AS FOLLOWS, FOR A TOTAL OF 90 DWELLING UNITS:

FLOOR/UNIT TYPE	UNIT AREA	#	FLOOR AREA
LEVEL 1 RESIDENTIAL LEASING			1,800 SF
FACILITIES			1,800 SF
COMMERCIAL LIVING WORK	400 sf x 5	6	2,700 SF
UNITS 1 THRU 4			
STUDIO	500 sf x 6	6	3,000 SF
1 BEDROOM	700 sf x 6	6	4,200 SF
2 BEDROOM	1,050 sf x 24	24	25,200 SF

3 PROJECT DESCRIPTION

- ASPHALT PAVING
- CONCRETE CURB
- 2'-0" PAVING SCREEN WALL
- ACCESSIBLE PARKING STALL WITH WHEEL STOP AND ACCESSIBLE PARKING SIGN
- LINE OF CANOPY OVERHANG, ABOVE
- LANDSCAPE AREA
- ACCESSIBLE ABLE PAVING PLUMB WITH SIDEWALK
- TRASH BIN AND REUSE ENCLOSURE PER CITY OF PHOENIX REQUIREMENTS. REFER TO DETAIL 05P2.2
- CONCRETE SIDEWALK MATCH EXISTING SIDEWALK GRADES
- EXISTING SIDEWALK TO REMAIN.
- 8" SCREEN WALL
- PRIVATE PEDESTRIAN ACCESS GATE
- PRIVATE VEHICULAR ACCESS GATE WITH ENTRY KEYPAD
- 40 INCH HIGH WALL
- ELECTRICAL TRANSDUCER
- BIKE RACK (3 BIKES PER RACK) - 8 STALLS
- NEW CURB CUT PER CITY OF PHOENIX STANDARD DETAILS
- REARLAND INDICATES PAVED AREA / LANDSCAPE TO EXTEND TO EXISTING SIDEWALK MATCH EXISTING GRADES
- 32' X 32' INTERSECTION RIGHT VISIBILITY TRIANGLE
- 10' X 20' DRIVEWAY RIGHT VISIBILITY TRIANGLE


ACCESSIBLE PARKING (SECTION 504.2)	REQUIRED	PROVIDED
REQUIRED PARKING FOR RESIDENTIAL USE (8'-0" X 18'-0")	80 SP	80 SP
1 SP PER DWELLING UNIT (8' X 18'-0")	1 SP	1 SP
1 SP PER 400 SF (8' X 18'-0")	1 SP	1 SP
REQUIRED PARKING FOR RETAIL USE (8'-0" X 18'-0")	3 SP	3 SP
1 SP PER 400 SF (8' X 18'-0")	3 SP	3 SP
TOTAL PARKING PROVIDED		84 SP
PARKING PROVIDED:		
STANDARD STALLS (8' X 18'-0")		26 SP
18' X 8' X 18'-0" (18' X 8' X 18'-0")		2 SP
COMPACT STALLS (8' X 18'-0")		24 SP
TANDER STALLS (8' X 18'-0")		34 SP
TOTAL PARKING PROVIDED		122 SP

4 SITE PLAN KEYNOTES

6 VICINITY MAP

5 PROJECT DATA

ACCESSIBLE PARKING (SECTION 504.2)	REQUIRED	PROVIDED
TOTAL ACCESSIBLE PARKING REQUIRED (TOTAL SPACES PROVIDED 85-10)	6 SP	6 SP
TOTAL ACCESSIBLE PARKING PROVIDED		6 SP
BIKE PARKING:		
NON-RESIDENTIAL (2 SP MINIMUM)	2 SP	2 SP
RESIDENTIAL (1 SP PER 40 UNITS)	2 SP	2 SP
TOTAL BIKE STALLS REQUIRED	2 SP	
TOTAL BIKE STALLS PROVIDED		2 SP



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SEC WASHINGTON ST. & 11TH ST.
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PREPARED BY: C. JIANG
REVIEWED BY: C. JIANG
DESIGNED BY: J. PLANK
ISSUED: 11.24.2014

PROJECT TITLE:
CONCEPTUAL SITE PLAN

PROJECT NO.: 144817D-02
DRAWING NO.: **PA.1**

EXHIBIT 10 - Conceptual Elevations



1 NORTH ELEVATION

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



7 SOUTH ELEVATION

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



13 WEST ELEVATION

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



19 EAST ELEVATION

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

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SEC WASHINGTON ST. & 11TH ST.
PHOENIX, AZ 85034

DESIGNER: C. SANG
DRAWN BY: DRAWING
CHECKED BY: J. FLANCK
DATE: 8.13.2018

NO.	REVISION	DATE

SHEET TITLE:
ELEVATIONS

PROJECT NO.
1449710 02

DRAWING NO.
PA.2

EXHIBIT 11 - Conceptual Perspective Views



View from the Southeast corner of Washington Street and 11th Street



View from the Northeast corner of Jefferson Street and 11th Street