

Camelback East Primary Core Specific Plan, 2006 Update

Excerpts and Chapter 5, Implementation
(Regulatory Provisions of Specific Plan)



City of Phoenix Planning Department



Camel Back East Primary Core Specific Plan

**Excerpts and
Chapter 5, Implementation
(Regulatory Provisions of Specific Plan)**

**Complete Document is Available online on the Phoenix
Planning Department Web Site, phoenix.gov/planning**

A Specific Plan for the Camelback East Primary Core

Phoenix, Arizona

Adopted by City Council
May 29, 1991

Paul Johnson, Mayor

Council Members

Alan Kennedy, Vice Mayor, District 3
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Prepared for:
Primary Core Specific Plan Subcommittee
Camelback East Village Planning Committee

Prepared By:
City of Phoenix Planning Department

2006 Update of the Camelback East Primary Core Specific Plan

Approved by City Council May 17, 2006

Ordinance No. S-33318 Adopted, September 6, 2006

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Prepared By:
City of Phoenix Planning Department

ORDINANCE S-33318

AN ORDINANCE AMENDING THE CAMELBACK EAST
PRIMARY CORE SPECIFIC PLAN AND ITS POLICY AND
REGULATORY SECTIONS.

WHEREAS, the General Plan for Phoenix identifies village cores as the appropriate location for development of the greatest height and intensity of use within a village;

WHEREAS, the Phoenix City Council Adopted Ordinance S-20180 which created a regulatory specific plan for the Camelback East primary core, (the "Specific Plan") and;

WHEREAS, the Specific Plan established general design principles and guidelines for designated subareas within the Specific Plan boundaries, and also established policies for unique and specified locations within the core center, and;

WHEREAS, the regulatory elements of the Specific Plan established maximum heights for development within individual core center subareas, and;

WHEREAS, Applications GPA-1-05-6 and GPA-1-06-6 involved a comprehensive review of the Specific Plan, which involves an area generally bounded by 16th Street on the west, 32nd Street on the east, the Medlock Drive, Pasadena Avenue and Colter Street alignments on the north and Campbell Avenue on the south, and proposed to amend its policy provisions and its regulatory provision, including changes to building heights, lot coverage, building setbacks, and private and public open space requirements;


WHEREAS, this update of the Camelback East Primary Core Specific Plan involved extensive negotiations between neighborhood interests and developers;

WHEREAS, this comprehensive update of the Specific Plan is intended to provide guidance on development within the core area for the next ten years.

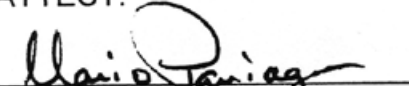
BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1. That Ordinance S-20180, adopted May 29, 1991 which established the Camelback East Primary Core Specific Plan, is hereby amended by deleting the attachment to the ordinance and substituting Exhibit A which accompanies and is annexed to this Ordinance and declared a part hereof.

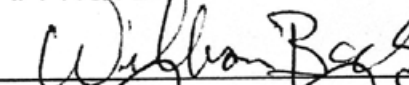
PASSED by the Council of the City of Phoenix this 6th day of September, 2006.


MAYOR

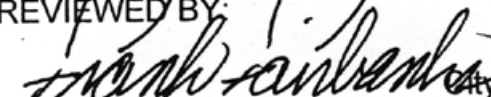
ATTEST:


City Clerk

APPROVED AS TO FORM:


Acting City Attorney

REVIEWED BY:


City Manager

MLW:tk/655582
CM 4; 8/30/06 Agenda

CITY CLERK DEPT.
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The Table of Contents and the following List of Tables, Maps and Figures are presented as they are in the full document of the Camelback East Primary Core Specific Plan. However, those items not included in this summary document are shown in italic and in a small font size. Also, they have no page number. The entire Specific Plan is available on the Planning Department's Web Site at Phoenix.gov.

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Overview

Preface

This document presents excerpts from the Camelback East Primary Core Specific Plan; its vision, goals and objects and plan elements, and all of Chapter 5, Implementation. Each section is numbered as it is found in the complete Specific Plan document. Chapter 5, which contains the regulatory standards and design guidelines of the plan, is presented in its entirety.






This document provides the policy direction and regulatory components of the Specific Plan needed by city staff, developers and others interested in preparing and reviewing development proposals. The entire Specific Plan, as amended, is available on the Planning Department's Web Site at phoenix.gov

1. Overview




1.1 2006 Update of Specific Plan

The Camelback East Primary Core Specific Plan, adopted in 1991, was developed with considerable input and effort by property and business owners, residents and other stakeholders in the area. It arose from concern over piecemeal development and the desire for greater predictability over future development; and it responded to a desire to create a unique and identifiable urban form with consistent development design guidelines and a pedestrian-friendly environment. The Specific Plan is both regulatory and policy plan.

Since adoption of the Specific Plan, the land use mix in the area more clearly fits the village core model and goals of the General Plan. Retail, entertainment activity, and office development is in place, and some housing is being developed. The 1991 Specific Plan, however, did not promote residential uses which today are seen as critical to the Core's long term health and sustainability. Recent interest in developing mid-rise residential, changing conditions in the area and a need to strengthen the Specific Plan's design guidelines gave cause for the Planning Commission, in July 2004, to initiate an amendment to the Specific Plan (GPA-CE-1-05-6). Under that application, a comprehensive review of the Specific Plan took place. This review included an analysis of the Plan's impact on the area, changing conditions over the last 14 years and the possible need for amendments to regulatory development standards and design guidelines. Public meetings were held with the following groups:

-  Core Subcommittee of Camelback East Village Planning Committee (17 meetings);
-  Community (three meetings) – Notices were mailed to property owners within and 600 feet surrounding Specific Plan boundaries;
-  Camelback East Village Planning Committee (two meetings);
-  Planning Commission (two hearings) - Continued design guidelines section of Specific Plan;
-  City Council (September 21, 2005 hearing) - Approved amendments to the Specific Plan.

Following the City Council's approval of amendments to the Specific Plan, a referendum petition drive obtained sufficient signatures to send the matter to voters citywide. On December 21, 2005, the City Council rescinded its action of September 21, 2006 and requested:

-  That the Planning Commission initiate a new application to amend the Camelback East Primary Core Specific Plan (GPA-CE-1-06-6);
-  That the application be brought back to the City Council as quickly as possible through the public hearing process; and,
-  That review under the new amendment involve discussions/mediation between neighborhood representatives and development interests, with the intent that areas of mutual understanding and compromise should be reached.

The city hired an independent mediator who, over several months, worked with Council specified property owners and neighborhood representatives involved in the earlier review on issues of building height, setbacks from residential areas and other development and entitlement matters. Agreements were reached on issues specific to properties in the CC1

(Colonnade), CC2 (Town & Country), CC3b (Biltmore Fashion Park) and the proposed CG2a site (Bayrock Property) areas identified on Maps 3 and 4. Additional private agreements were also reached on a number of issues enforceable either through the Specific Plan update or subsequent rezoning actions.

Results of the mediation process were included as staff recommendations to the Camelback East Village Planning Committee, Planning Commission and City Council. The staff recommendations, including those on design guidelines, were approved unanimously by each hearing body. The City Council recognized the mediation effort and commended those involved for reaching fair and meaningful compromises in the best interest of the village Core, surrounding community and city. They further noted that this comprehensive review of the Specific Plan was intended to guide development within the Core for the next ten years, although individual property owners may file Plan amendments as they would apply to their own property.

Much of the focus in the 2006 review and amendment of the Camelback East Primary Core Specific Plan was directed towards encouraging development that supported continued vitality of retail activity in the area and to minimize future traffic congestion. Incentives added to the Plan encourage mid-rise residential over office development and the placement of buildings with height adjacent to the area's designated pedestrian spine. Development standards have been added to encourage appropriately located development, that is consistent with the desired urban form of the Core, and which is intended to protect adjacent neighborhoods and their residential character and quality of life. The Core area design guidelines have also been refined to ensure quality design and a pedestrian friendly development envisioned when the Specific Plan was adopted in 1991

The 2006 update of the Camelback East Primary Core Specific Plan entailed a comprehensive review and legislative edit of Chapter 5, Implementation. This chapter contains the regulatory development standards and design guides governing development within the planning area. The remaining chapters of the Specific Plan have been amended to reflect corresponding changes found in Chapter 5.

2.6 A Vision for the Camelback East Primary Core

The planning, design and development of the Core should reflect its unique history and environmental context.

Major public street rights-of-way represent the Core's most valuable public open space. From these streets, people form their impressions of the Core. Piestewa Peak and Camelback Mountain are prominent reminders of the desert's presence close-at-hand, primary orientation points and unique elements of Core image. View corridors to these mountains must be protected and enhanced by "framing" views along major streets with appropriate street landscaping and architectural forms. A strong landscaped edge for major streets is envisioned, with a double row of formally spaced "theme" trees....and buildings that are sited or stepped-back so they frame, rather than block, mountain views.

Phoenix is a city in a desert. Here in the Core, the desert has historically been presented as a scenic "attraction." Native plants are placed in the context of "old Phoenix" lawns, trees, flowers and shrubs. This strong and historic landscaping theme should be continued, updating it through addition of new and colorful arid region plant materials and a sensitivity to seasonal cycles of sun and shade.

Architectural design should reflect an awareness of its context within the Core, the Southwestern region and the desert environment. The way buildings relate to their surroundings in terms of shade, views, reflected light, heat gain, noise and other factors should be carefully considered. In particular, the effects of summer shade and winter sun on pedestrian spaces should be studied, and used to good advantage.

The Arizona Biltmore Hotel, with its strong Frank Lloyd Wright influence and rich history, can set a strong design theme for the Core. Biltmore Fashion Park already includes contemporary design elements related to the Biltmore's architectural style. An urban design theme based on this style can be developed and used to create a unifying streetscape for the Core with light standards, paving patterns, benches, gateways, landscaping and many other design elements. The "Biltmore" style is unique, adaptable, an historic part of the Core that symbolizes quality design and development. It can be perhaps the single most important contributor to a distinctive Core image.

There is a strong pattern in the vicinity of the Core of public and private pedestrian places. Many people go out of their way to walk through the Core's neighborhoods. The experience is pleasant, traffic generally light and the streets visually appealing. The neighborhoods should retain this quality as the Core develops; it is an important amenity for all. The canal banks, Biltmore Fashion Square and parks near the Core also offer good walking environments. Many people

walk for exercise and pleasure as well as to specific destinations; and the Core should be developed with many types of “good places to walk.”

The Core should become a destination, not a conduit for through, regional traffic.

The Core should become a place for people — active and lively, with many options for shopping, entertainment, employment and services. People should be encouraged to live within and adjacent to the Core and be able to select from a broad range of housing types. There should be an emphasis on creating high-quality pedestrian experiences throughout the Core, not just in isolated areas.

The Core should become a destination, a place that is so visually rich and active that motorists slow down to take a closer look. Camelback Road and other major streets should be given distinctive design treatment. Art, landscaping, street lighting, gateways, benches, paving patterns and other streetscape elements should be added to create a unique street environment that relates to the history and culture of the Core area. People will know they are entering a special district when they enter the Core.

Pedestrians should be given greater priority. Camelback Road should not be widened. Pavement width, in fact, should be minimized and street design improved so pedestrians can cross in greater safety and comfort. Walking along the streets should also be a pleasant experience. Sidewalks should be separated from motor traffic. There should be amenities such as shade, benches, drinking fountains and waste receptacles. There should be things to see and enjoy — sidewalk cafes, window shopping, exhibits, public art, music, water and, best of all, other people.

Bicyclists and transit users should be recognized as increasingly important. Streets should be designed with bicycle and transit use in mind. Convenient bicycle parking and comfortable transit waiting areas should be provided, to encourage use of these resource-conservative transportation modes.

The Core should be a showcase for good design, reflecting its unique context of the desert oasis and the area’s cultural history. People walking along streets or through other public spaces should be treated to ground-level architectural details and displays that delight the eye and uses that invite interaction. Blank walls and impenetrable building facades are strongly discouraged in the Core. Building service areas, parking, mechanical equipment and other “underpinnings” of commerce should be sited and screened for minimum impact on passers-by.

Pedestrians should be able to identify building entrances easily, and access buildings directly from the street and other pedestrian spaces rather than having to detour by an inconvenient route to a building entrance oriented primarily to motor vehicles.

Pedestrian plazas and walkways should be continuous, linked with one another and with nearby shops, offices, neighborhoods and open spaces. Active, visually exciting outdoor public spaces (plazas, courtyards, promenades, gardens) can be created throughout the Core. A linked series of pedestrian places and walkways is envisioned south of Camelback Road between 26th Street and 18th Street, a combination of indoor and outdoor spaces that extends, mid-block, for the length of the Core.

To make the Core more attractive to all users, the Core must concentrate its greatest intensity within a central, walkable area. Where there is greater intensity, there are more likely to be pedestrians. Although there may (and should) be secondary concentration points linked to the center by a spine of plazas and walkways, a distinct hierarchy of districts should be created.

Development intensity and building height should be centered around 24th Street and Camelback Road and along the pedestrian spine. This area’s history of mid-rise, high-floor-area ratio zoning approvals and its central location make it the logical focus. Within this area, there should be an exciting array of experiences, uses and Core “theme” features designed with pedestrians in mind. This should be the 100% Camelback East Primary Core experience — focused, vital, and unique to the place.

There should be plenty of places to live within easy walking distance of the Core’s many attractions. Pedestrian and bicycle access to the Core from nearby residential areas should be provided, with continuous sidewalks, bicycle lanes, gates and other improvements.

Housing types should include a balanced range from low-density single-family to high-density condominium and/or apartments. Community facilities such as a library, meeting rooms, day care, museums and other cultural centers should be provided, along with attractive parks, open spaces, plazas and “good places to walk.”

Existing residential neighborhoods should be protected and enhanced as valuable assets to the Core. Immediate steps should be taken to eliminate short-cut traffic through neighborhoods, treating neighborhood streets as quality open space. Buffers, screening and transitions between residential areas and commercial or higher-intensity residential uses must be provided. Steps should be taken to ensure resident privacy and security, protection from noise, glare, vibrations, dirt and unsightly intrusions. In general, building height and intensity should be decreased with proximity to single-family residential areas.

People should be able to live right next to the Core if they want to, and maintain a high-quality residential lifestyle. This can be seen as a real asset for Core neighborhoods, with easy access to all the exciting Core uses and amenities. It brings the vision for the Camelback East Primary Core full-circle, back to the original Urban Village concept. Here, in this Core, is the potential to demonstrate that the Urban Village concept is alive and well.....that the concept of a village core -- designed to reflect its unique history and environment, surrounded by neighborhoods of people who can shop, work, live and play right there if they want to -- is viable, and a step closer to reality.

3. Goals, Objectives and Policies

3.2 Design Guideline Goals and Objectives

Based on the vision for the Core (Section 2.6) the following goals and objectives were developed. The goals and objectives are general, yet they establish a conceptual framework for the Camelback East Core Design Guidelines (see Section 5.4.4). Each guideline relates back to a specific objective and goal.

Goal 1 The Core should become a destination, not a conduit for through, regional traffic.

Objective 1.1. Enhance the Core's pedestrian environment in terms of circulation, activities and overall quality of experience.

Objective 1.2. Provide for vehicular access to the Core, including private motor vehicles, transit and bicycles.

Goal 2 The physical, cultural and environmental context of the Core should be respected.

Objective 2.1. Maintain and enhance views of Camelback Mountain and Piestewa Peak.

Objective 2.2. Design for responsiveness to the desert environment.

Objective 2.3. Create a distinct district image based on the Core's history, cultural context and environment.

Objective 2.4. Establish appropriate transitions between the Core Center and Gradient and adjoining residential areas.

3.3 Specific Plan Objectives

Based on the issues and problems identified by the community and the information obtained from the Existing Conditions and Trends Report, city staff identified alternative objectives for the Primary Core. These objectives represented a range of alternatives for land use (core function), transportation, neighborhood concerns, urban design, and pedestrian circulation. Many of the alternatives were mutually exclusive but some were not.

Core Function

1. Maintain a core function which balances regional and community services.
2. Expand the core's housing opportunities.
3. Promote a mix of uses within the Core Center while maintaining the Core Gradient as an area of primarily residential uses with supporting neighborhood retail.

Transportation

1. Discourage movements of through traffic on Camelback Road.
2. Maximize opportunities for bicycle access to the Core.
3. Provide a form of internal circulation for the movement of people who desire to go beyond acceptable walking distances.
4. Develop transportation improvements for a pedestrian environment that link both surrounding neighborhoods and an internal circulation pattern to regional and community land uses within the core.

Neighborhood Concerns

1. Maintain existing residential areas surrounding the core and mitigate the impact of adjacent core development.

Urban Design

1. Develop a streetscape design that will establish the character of the Core as unique and separate from the rest of the Village.
2. Protect views of the mountains.

4. Specific Plan Elements

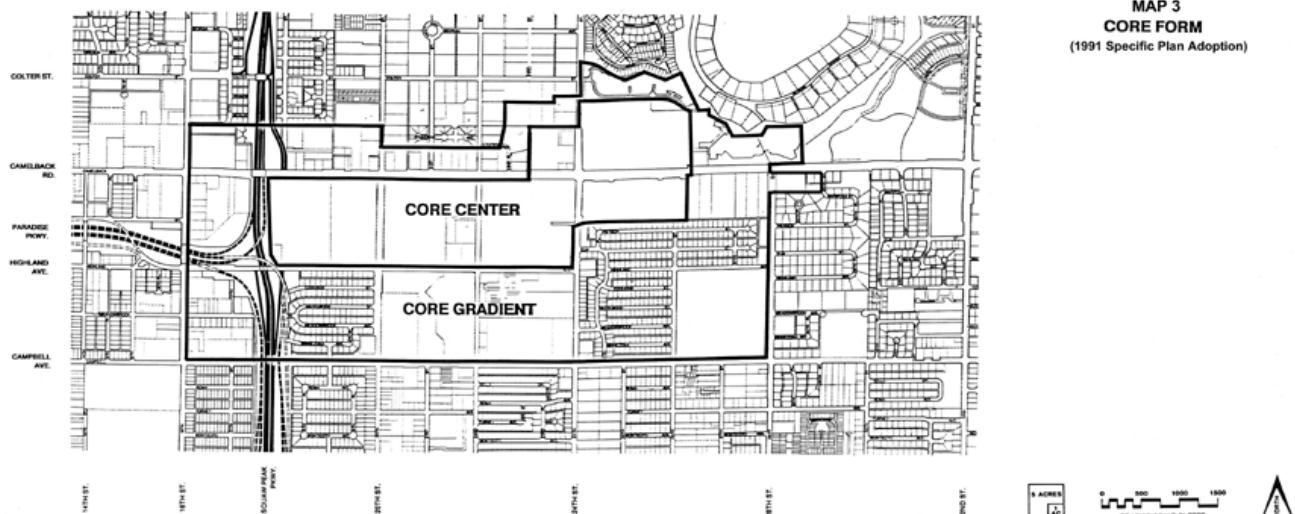
4.2 Land Use

4.2.1 Core Form

A two-tier core form, consisting of a Core Center (intense land uses serving the village) and a Core Gradient (area of transition from the core to surrounding single-family area) meet the above goals in the Camelback East Primary Core. The Core Center (see Map 3) is generally bounded by the Piestewa Peak Freeway, 26th Street, Camelback Road and Highland Avenue. The Core Gradient is generally bounded by Medlock Drive, Campbell Avenue, 16th Street and 28th Street.



PRIMARY CORE SPECIFIC PLAN



 Core Center

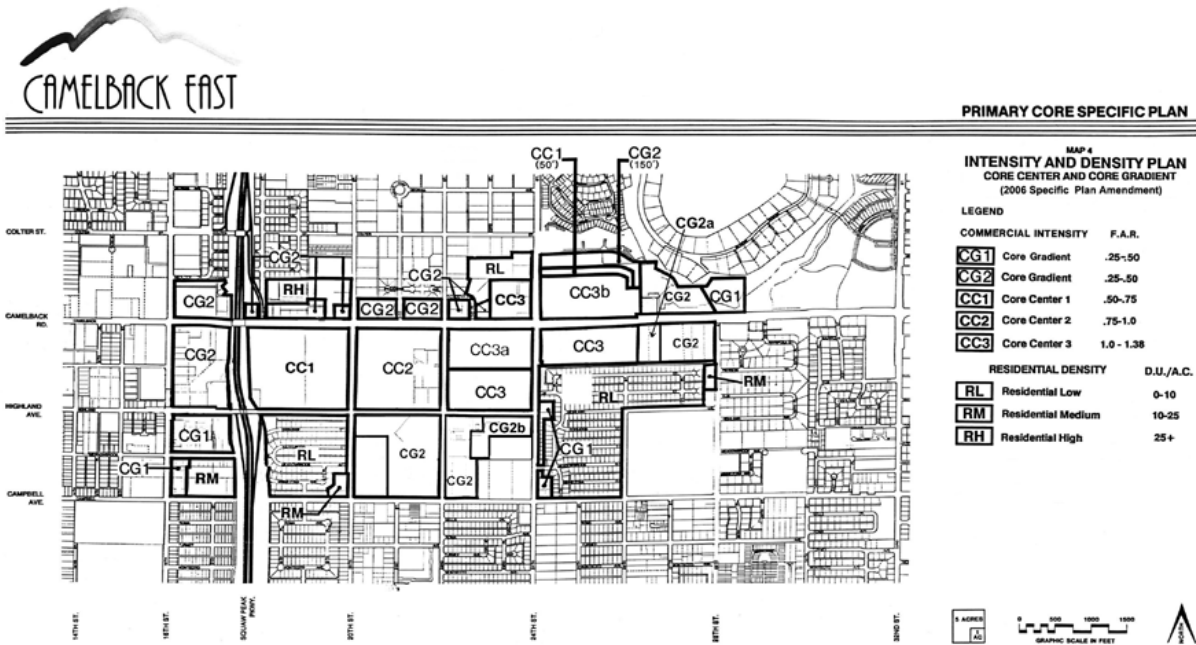
The Core Center is to contain the most intense development within the Camelback East Village. The character of the area will be established by the zoning ordinance for core properties. Buildings in the Core Center will be taller and have greater lot coverage than in other areas of the Core or Village. Specific urban design elements and facilities to promote a pedestrian environment and the movement of people will also define the Core Center. Further, this area will provide a focus for residents of the Camelback East Village.

 Core Gradient

The Core Gradient is to act as an area of transition between building intensity within the Core Center and the area beyond the Core Gradient or the Periphery. Development standards for this area are to be transitional between the standards contained within the City of Phoenix **Zoning Ordinance** for non-core development and standards provided for the Core Center. The design guidelines provide standards which are unique to the Core Gradient. For non-residential uses, building heights of 4 stories (56 feet) are permitted in the Core Gradient subject to the granting of a height waiver and the setback and landscaping standards provided within the **Zoning Ordinance** (commercial districts 622, 623, 624). Residential uses which are otherwise limited to 48 feet in height in the Core Gradient should be governed by the same 56-foot height provision. This may allow one additional floor in a residential structure, based on current industry standards for residential floor to floor building heights.

4.2.3 Development Limits

In order to ensure timely and appropriate development levels to achieve the desired urban form goals for the Core, development within the Core Center and Core Gradient of Camelback East Primary Core should be limited to a maximum Floor Area Ratio (FAR) for non-residential uses. These FAR standards are structured into subareas to provide a tent of intensity, with the Core Gradient less intense than the Core Center, and the western portions of the Core Center less intense than the eastern portions (see Map 4 and Table B). Each area has a base maximum FAR that is associated with the processing of a development plan (site plan/design review, Development Services Department) under an umbrella of the design guidelines. Each area also has a maximum incentive FAR standard which provides a range of FARs that are appropriate if a project includes elements of design and Core support incentives.



This system of bonus FARs and building heights recognizes approved site plans and zoning with stipulated FARs. Projects with stipulated FARs, however, should provide base level design elements.

Table B: Table of Building Height and Floor Area Ratio

Location (see map 4)	FAR Standards		Building Height (Stories)	
	Base	Bonus	Base	Bonus
Core Gradient 1	.25	.50	2(30')	4(56')
Core Gradient 2	.25	.50	4(56')	4(56')
Core Gradient 2a	.25	.50	4(56')	75'3"
Core Gradient 2b	.25	.50	4(56')	70'
Core Center 1	.5	.75	4(56')	6(84')* or 165'
Core Center 2	.75	1.0	4(56')	8-9(112') or 165'
Core Center 3	1.0	1.38	8(112')	10-11(140') or 165'
Core Center 3a	1.0	1.38	8(112')	140' or 165'
Core Center 3b	1.0	1.38	8(112')	140' or 165'

Note: Floor area ratio (FAR) is defined for the purposes of this Specific Plan as the ratio of the gross floor area of the building(s) to the gross land area of the site. Residential and hotel uses within a mixed use development are excluded from the gross floor area of the buildings but are included in the gross land area of the site. The gross land area includes one half of all abutting streets and alleys which are dedicated to public use.

* An urban mall development alternative is available for the CC1 site adjacent to the Piestewa Peak Freeway. This development alternative would allow greater building height and intensity than what is otherwise allowed within the CC1 Subarea. If the urban mall alternative is pursued, the Colonnade site should be permitted to increase height up to 10 stories (126') with a maximum FAR of up to 1.0 subject to the following conditions:

1. The retail component shall at no time be less in gross leasable area than that existing as of January 1, 2005.
2. The following additional design standards should be included as part of the zoning approval process:
 - a. Highly visible and direct pedestrian access to buildings (see guideline B.4.2).
 - i. Building entries shall be architecturally prominent.
 - ii. Ground floor businesses along the 20th Street frontage shall have direct pedestrian access to the street frontage.
 - b. A strong building frontage shall be provided along the 20th Street frontage (see guideline B.1.1).
 - i. A minimum building facade of 300 feet shall be located along a build-to line approximately 130 feet from the 20th Street right-of-way. An urban plaza and a two lane drive (connecting the parking lot on the north side of the site with the lot on the south side of the site) shall be provided between the building facade and the east property line fronting 20th Street. The plaza and drive shall be improved with a consistent hardscape material which promotes a pedestrian zone.

- ii. Streetscape elements (landscaping, art, and special paving) with visual interest where buildings are not at the setback line shall be provided to ensure continuity.
- c. Continuous sidewalks or pedestrian walkways (of a distinct paving pattern to be identifiable to pedestrians) shall be provided to link private shops and offices with sidewalks along public streets (see guideline A.5.1).
- d. A Core gateway shall be provided within the public right-of-way at Piestewa Peak Freeway and Camelback Road. The theme shall be established with public input, by an artist or artist collaboration selected through the Phoenix Arts Commission's public art guidelines and process (see guideline A.3.4.1).
- e. A pedestrian/shuttle crossing, with a distinct pedestrian zone paving pattern, shall be provided midblock between Camelback Road and Highland Avenue across 20th Street (see guideline A.5.2 and A.10.1.a).
- f. Consideration should be given to the relocation of the public library and providing a community commons area.

The aforementioned conditions are in addition to the applicable Specific Plan provisions and regulations.

The floor area ratio (FAR) standards in the table above would result in approximately 11.5 to 14.5 million square feet of office and retail development in the study area. The range reflects the difference between the base and incentive levels of development.





Note: The height of buildings next to residential uses is subject to setback requirements as stated in the Specific Plan design guidelines and as provided by the City of Phoenix **Zoning Ordinance**.

Recommendations:

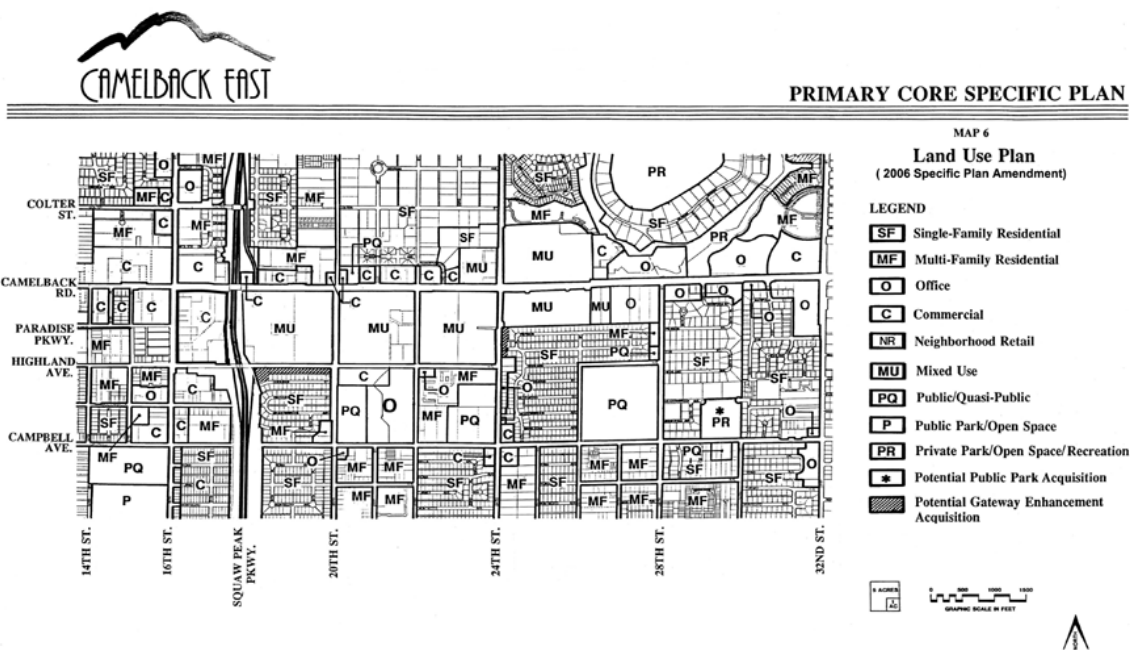
1. Due to the abundance of commercial development potential and the goals of Core development, discourage land use conversions of residential property to commercial use (for Specific Plan Policy see Appendix D, policy 8B).
2. Use the floor area ratio standards from Table B above as a guide (policy) in the review of requests for zoning (for Specific Plan Policy see Appendix D, policy 2A).
3. Develop residential incentive development standards to encourage the placement of high density and high quality residential uses within the Core Center and appropriately located Core Gradient properties.

4.2.6 Land Use Plan

A generalized land use plan has been developed based on the Plan Elements related to core form, core function, development limits, land use mix and neighborhood preservation (see Map 6). The major characteristics of the land use plan are:

-  A mixed use Core Center, large enough to accommodate the majority of commercial development projected for the Primary Core through at least 2015;
-  No significant new commercial land use sites;
-  Single-family neighborhoods encouraged to remain single-family through a commitment to neighborhood strategies (unless a multi-family residential option is adopted); and
-  Identification of two other potential public acquisition sites, for the purpose of neighborhood buffering and enhancement of visual gateways to the Core Center.

The generalized land use plan should be used for future land use decisions in conjunction with the Intensity/Density Plan (Map 4) and the various land use policies contained within the Specific Plan. All requests for zoning modifications will immediately be distributed to the Village Planning Committee Chairperson (or the Vice Chair if unable to reach the Chair) by the Planning Department. Communication shall be by phone and by mail to provide an immediate warning and a subsequent distribution of appropriate materials. This notification shall provide the Village Chair the opportunity to appeal the staff decision as to whether or not a Specific Plan amendment is needed in reference to the non-regulatory land use map within the 10 day appeal period.



4.3 Urban Design

4.3.1 Building Height

Building heights for both the Core Center and the Core Gradient are based on a base maximum (building heights allowed by right) and an incentive maximum (building heights permitted through a public hearing process and the provision of special amenities and off-site improvements). For residential and hotel uses a maximum building height of 165 feet is encouraged within the CC1, CC2, CC3 Subareas, when located along the pedestrian spine. Additional building height is also encouraged for residential and hotel uses for CG Subareas 2a and 2b. For all areas, additional building height should be considered through the rezoning public hearing process.

Base Requirements - The design guidelines, contained within Section 5.4.4, should be a prerequisite to all development within the Core Center and the Core Gradient. The requirements, presumptions and considerations are to be associated with development of buildings between the one (1) and four (4) story height range within both the Core Center and the Core Gradient. All future development should be required to provide improvements provided under the Base Requirements as per the applicability statement contained in Section 5.4.2 (see Figure 2).

Incentive Requirements - In addition to the incorporation of the base requirement standards (design guidelines) through the site plan review process, the incentive requirements are to be incorporated as a part of the public review process associated with requests for mid-rise and high rise zoning. Requests shall be filed for consideration of building heights above four (4) stories within the Core Center and Core Gradient 2a and 2b Subareas. Approval of mid-rise and high rise zoning should incorporate elements provided within the Incentive Program contained within Section 5.3 (see Figure 2).

Core Center

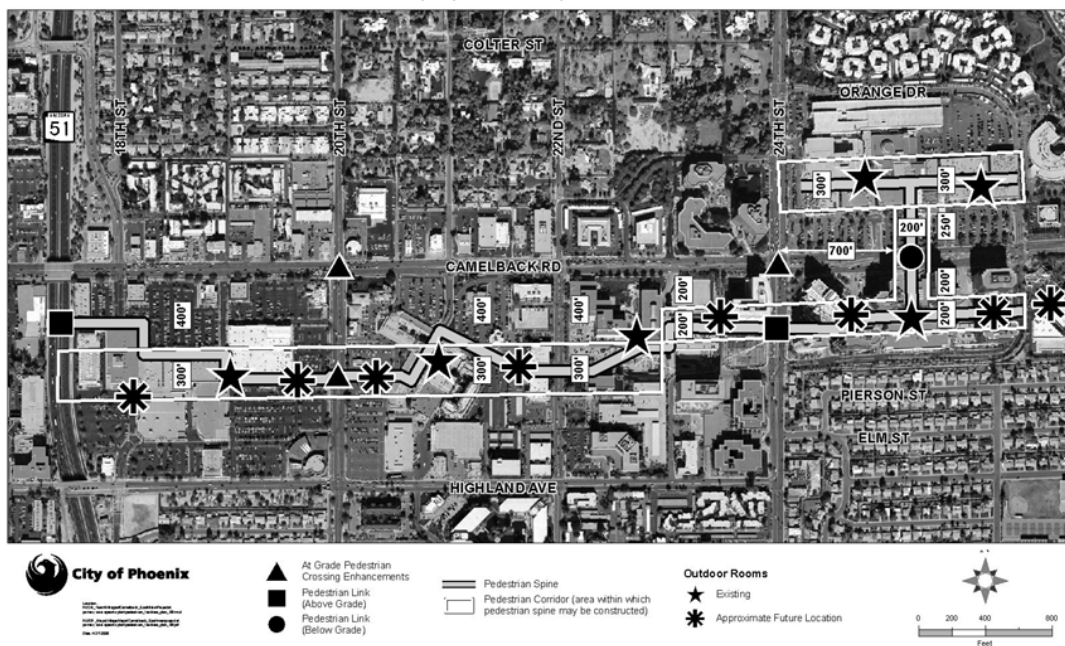
Base Maximum Height – The Core Center should be limited to a base maximum of 56 feet within the CC1 and CC2 Subareas and 112 feet within the CC3 Subarea (see the Intensity/ Density Plan, Map 4). Base maximum development within the CC1 and CC2 Subareas should incorporate the Camelback East Core Design Guidelines (Section 5.4.4). Base maximum development within the CC3 Subarea should include high architectural and site plan standards as provided within the building height regulation (Section 5.2) and the Camelback East Core Design Guidelines (Section 5.4.4).

Incentive Maximum Height - The Core Center should be limited to an incentive building heights of 140 within the CC3, CC2 and CC1 Subareas. For residential and hotel uses located along the pedestrian spine an additional building height, to a maximum 165 feet, may be considered in the CC3a, CC3b, CC2 and CC1 Subareas. Proposals for building heights within the incentive maximum building height range should incorporate the design guideline standards and one or more of the incentives provided within the Development Incentive Program (Section 5.3).

Core Gradient

The Core Gradient shall be limited to four (4) stories (56 feet) as per the City of Phoenix Zoning Ordinance for core sites. Other than for Core Gradient 2a and 2b, requests for additional height waivers should not be granted. Additional building heights should be reserved for developments within the Core Center. Development within the Core Gradient (CG1 and CG2) Subareas should incorporate the Camelback East Core Design Guidelines (Section 5.4.4).

Map 8
Pedestrian Facilities Plan
(2006 Specific Plan Amendment)



5. Implementation

5.2 Specific Plan Regulations

The following regulations modify and supersede provisions within the City of Phoenix **Zoning Ordinance**. The purpose of these regulations is to implement the policies identified within Chapter 4 (Specific Plan Elements) of this Specific Plan, as modified by the City Council action of May 17, 2006. These regulations will be used during rezoning and the development review process.

Applicability of Specific Plan Regulations to applications for Rezoning or Amendments to Existing Zoning Approvals.

All regulatory provisions of the Specific Plan shall govern regardless of contrary provisions of the underlying zoning and conditions of prior zoning approval. Where regulatory provisions do not prevail, all conditions and stipulations of

development approved prior to the effective date of the Specific Plan, including particular development plans, provisions for maximum development square footage and/or floor area ratios, minimum setbacks or maximum building heights, shall remain in effect, subject to all other applicable City regulations, and shall not be amended or affected by the Specific Plan. Any amendments to pre-existing zoning approvals or development plans which would have the effect of increasing the approved building heights or approved project floor area ratio will become subject to the applicable Specific Plan provisions and regulations. Any amendments to pre-existing zoning approvals or development plans which would not have the effect of increasing the approved building heights or approved project floor area ratio will not become subject to the applicable Specific Plan provisions and regulations.

5.2.1 Permitted uses

The regulations governing the uses of land and structures shall be as set forth in the underlying zoning districts.

5.2.2 Maximum Building Height

Within the Core Center two height limits are established, a base maximum (permitted building height limit by right) and an incentive, or bonus maximum building height limit (that which can be approved through rezoning). The purpose of the base/incentive building height regulation is to encourage the implementation of the core policy contained within the **General Plan**. This policy is to reserve additional height for projects which provide the best mix of uses and the most amenities and infrastructure improvements. Additional building height for residential and hotel uses is an incentive that supports the desired mixed use environment of the core.

Base maximum building height – Four (4) stories not to exceed 56 feet is the maximum building height that is permitted by right within the CC1 and CC2 subareas as per the Intensity/Density Plan (Map 4). and eight (8) stories not to exceed 112 feet is the maximum building height that is permitted by right within the CC3 Subarea as per the Intensity/Density Plan (Map 4). Base maximum height (the height that is permitted by right pursuant to existing zoning and the provisions of this ordinance) is listed in Table D below. Where the base height specified in this Specific Plan, is greater than that permitted within the base zoning or as stipulated as part of zoning approval, then this base height becomes the new permitted height limit. Where the base height specified is less than a height limit stipulated as part of a previous zoning approval, the height stipulated in the previous approval will remain the height limit.

Building height within the CC3 Subarea as per the Intensity/Density Plan (Map 4) may exceed the four (4) story by right limitation of the City of Phoenix **Zoning Ordinance**, providing the following conditions are met through the Development Review Process, in accordance with procedures defined by Section 507 of the Phoenix Zoning Ordinance:

- a. Underground parking shall be provided for required office use parking.
- b. Design elements at ground level shall be provided with sufficient variety and detail to be of interest to pedestrians as per design guideline B.4.1.
- c. Highly visible and direct building access shall be provided per design guideline B.4.2.
- d. Streetscape elements with visual interest if buildings are not built to the “build to” line as per design guideline B.1.2.
- e. Continuous pedestrian circulation shall be built into the project design per design guideline A.5.1.
- f. Active pedestrian outdoor spaces public spaces shall be provided as per design guideline A.4.4.
- g. A linkage for the mid-block spine shall be provided per design guideline A.5.2 and the Streetscape Design Study (Action Program 5.5.5).
- h. A double row of street trees and landscape elements along street frontages shall be provided as per design guideline A.10.10.
- i. Buildings adjacent to a single-family residential zoning district shall be subject to the commercial setback standards per design guideline B.2.2.

Incentive maximum height –Within the Core Center building heights higher than the base maximum but not exceeding an incentive maximum, or bonus height, as listed in Table D below, may be granted by the City Council through a request for additional height through the city’s rezoning hearing process.

Table D: Building Height Regulation

<u>LOCATION (SEE MAP 4)</u>	BUILDING HEIGHT (STORIES AND FEET)	
	<u>BASE</u>	<u>Bonus</u>
Core Center Subarea 1	4 (56')	84' or 165'*
Core Center Subarea 2	4 (56')	112' or 165'*
Core Center Subarea 3	8 (112')	140' *
Core Center Subarea 3a	8 (112')	140' or 165'*
Core Center Subarea 3b	8 (112')	140' or 165'*
Core Gradient Subarea 2a	4 (56')	75'3"
Core Gradient Subarea 2b	4 (56')	70'

(*) Heights provided are for the habitable portion of the building. Fourteen additional feet may be added to the habitable height (provided in the table above) to allow for the provision of architectural screening of mechanical equipment. The highest point of the structure should not exceed the habitable building height plus the fourteen (14) foot non-habitable height provision.

Note: Buildings heights within the CC1 Subarea may exceed the 84 foot height limitation based on the development of an urban mall as outlined within Section 4.2.3 of the Specific Plan.

Such approval by the City Council should be contingent on the provision of additional on-site and off-site amenities as outlined by the Incentive/Bonus Matrix (Section 5.3.5).

5.2.3 Camelback East Core Design Guidelines

The Camelback East Core Design Guidelines, set forth in Section 5.4.4, are presented in a consistent manner as the citywide Design Review Manual (Section 507) of the City of Phoenix **Zoning Ordinance** as requirements (R), presumptions (P) and considerations (C). The requirements set forth within the Camelback East Core Design Guidelines are enforceable as regulatory elements of the City of Phoenix **Zoning Ordinance**.

5.2.4 Development Standards

The development standards in Table E shall prevail when different from those otherwise permitted by the underlying zoning.

Table E - Development Standards

	Density (du's/acre)	Building Height	Lot Coverage
CC1 - Colonnade	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 56' feet as of right. Subject to Urban Mall option outlined in Section 4.2.3, 140' is allowed with additional setback provisions and on pedestrian spine (1), and subject to rezoning approval <u>Residential/hotel:</u> Subject to Urban Mall option outlined in Section 4.2.3, 165' is allowed with additional setback provisions and on pedestrian spine (2), and subject to rezoning approval	Per underlying zoning
CC2 - Town and Country	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 56' feet as of right and up to 112' subject to rezoning approval; 140' is allowed with additional setback provisions and on pedestrian spine (1), and subject to rezoning approval <u>Residential/hotel:</u> 165' is allowed with additional setback provisions and on pedestrian spine (2), and subject to rezoning approval	Per underlying zoning
CC3a - Hines	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 112' as of right and up to 140' subject to rezoning <u>Residential/hotel:</u> total site 165' subject to rezoning approval. The first 56 feet of height may be used for commercial, office or retail activity	Per underlying zoning
CC3b - Biltmore Fashion Park	96.8 dwelling units per acre	<u>Commercial and residential:</u> height allowed as per Exhibit A except that building height between 112' and 140' is subject to rezoning approval 112' <u>Residential/hotel:</u> as per Exhibit A, 165' subject to rezoning approval. The first 56 feet of height may be used for commercial, office or retail activity	Per underlying zoning
CC3 - Other Sites	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 112' by right and up to 140' subject to rezoning approval	Per underlying zoning

Table E - Development Standards continued

	Density (du's/acre)	Building Height	Lot Coverage
CG2a - Bayrock	96.8 dwelling units per acre	<u>Commercial and residential:</u> per underlying zoning <u>Residential/hotel:</u> 75'3" subject to step back provisions and rezoning approval	53%
CG2b - Gray Development	96.8 dwelling units per acre	<u>Commercial:</u> per underlying zoning <u>Residential:</u> total site is allowed 56' feet as of right; up to 70' subject to step back provisions and rezoning approval	Per underlying zoning
CG1 and CG2	96.8 dwelling units per acre for development over four stories	<u>Commercial:</u> per underlying zoning <u>Residential:</u> per underlying zoning with max height of 56' allowed	Per underlying zoning

	Front Setback	Rear Yard Setback	Side Yard Setback	Step Back From Single-Family
CC1 - Colonnade	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2
CC2 - Town and Country	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2
CC3a - Hines	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2
CC3b - Biltmore Fashion Park	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2
CC3 - Other Sites	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2

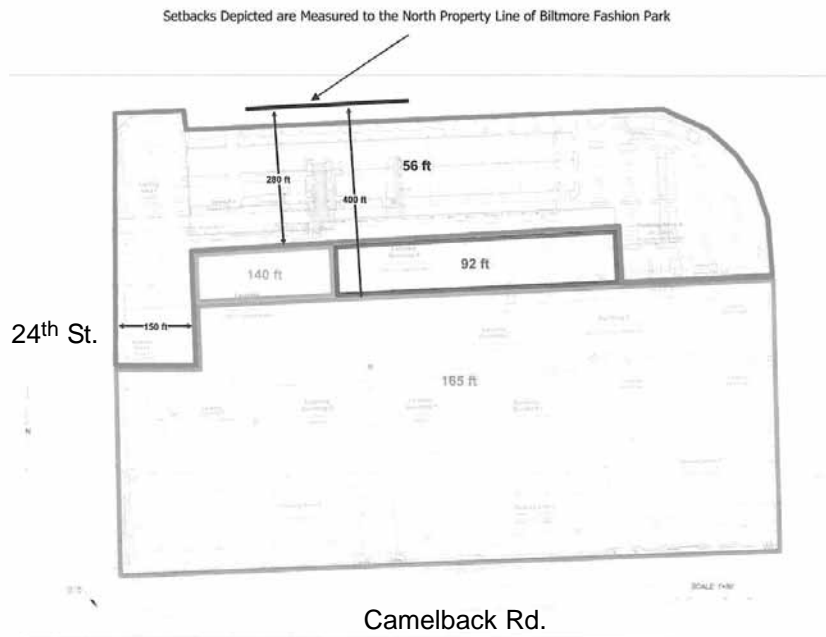
	Front Setback	Rear Yard Setback	Side Yard Setback	Step Back From Single-Family	
CC2a - Bayrock	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2, except for development in excess of 56' building height	
				<u>Building Height</u> 15' 32'6" 43'3" 54' 64'9" 75'3"	<u>Step Back Distance from Single-Family</u> 25' 50' 100' 150' 200' 250'
CG2b - Gray Development	Per underlying zoning	Per underlying zoning	Per underlying zoning	<u>Building Height</u> 15' 30' 42' 56' 70'	<u>Step Back Distance from Single-Family</u> 25' 50' 100' 150' 192'
				Step Back ratio 1:1 from property line adjoining residential other than single family	
CG1 and CG2	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.3	

	Open Space			Parking Spaces Required
	Total (3)	Total Public (4) & Semi-Public	Semi-Private	
CC1 - Colonnade	<u>Commercial Use:</u> 10% of Gross Site Area <u>Residential Use:</u> 15% of Gross Site Area <u>Mixed Use (5):</u> 15% of Gross Site Area	<u>Commercial Use:</u> Minimum 5% of Gross Site Area <u>Residential Use:</u> Minimum 5% of Gross Site Area <u>Mixed Use (5):</u> Minimum 5% of Gross Site Area	<u>Commercial Use:</u> Balance provided through combination of other open space categories <u>Residential Use:</u> Contributes to total Minimum 5% of Gross Site Area <u>Mixed Use (5):</u> Contributes to total Minimum 40 Square Feet per dwelling unit	<u>Commercial Use:</u> Per Section 702 <u>Residential Use:</u> 1.0 per efficiency 1.5 per 1,2 or 3 bedroom unit

	Open Space			Parking Spaces Required
	Total (3)	Total Public (4) & Semi-Public	Semi-Private	
CC2 - Town and Country	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
CC3a - Hines	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
CC3b - Biltmore Fashion Park	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
CC3 - Other Sites	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
CC2a - Bayrock	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
CG2b - Gray Development	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Per Section 702
CG1 and CG2	Per Ordinance	Per Ordinance	Per Ordinance	Per Section 702

- (1) Bonus building height up to 140 feet for commercial, office, retail residential and hotel use, or any combination thereof shall be setback 250 feet from Camelback Road and 250 feet from Highland Avenue and shall be located on the pedestrian spine or within 100 feet of the pedestrian spine and facing an outdoor room.
- (2) Bonus building height up to 165 feet for residential and hotel uses only except that the first 56 feet of height may be used for commercial, office or retail activity. The same 250-foot setback from Camelback Road and Highland Avenue shall apply for any portion of the building 140 feet or higher and the building shall be located on the pedestrian spine or within 100 feet of the pedestrian spine and facing an outdoor room.
- (3) Total open space required. To be calculated as a percentage of gross site area defined on a Final Site Plan. Compliance with open space requirements is demonstrated on a Final Site Plan as a whole and not necessarily on a parcel by parcel basis.
- (4) Public Open Space (defined with a dedicated Pedestrian Access Easement) required only when a development proposal seeks Site Plan Approval immediately adjoining the defined pedestrian/spine alignment
- (5) Any combination of commercial uses with hotel and/or residential use(s).

Exhibit A
Biltmore Fashion Park Building Heights



5.2.5 Pedestrian Spine

All development along the Pedestrian Spine shall provide a pedestrian pathway easement a minimum of 20 feet wide, of which twelve (12) feet of the width shall always be kept completely free of any and all impediments to pedestrian travel including poles, bollards, signs benches, tables, chairs, easels, stalls, space heaters, etc, while the remaining eight (8) feet may be used for such pedestrian friendly uses such as restaurant seating, vendors' stalls, artists' displays, etc.

5.2.6 Rubber Wheel Trolley

Rubber wheeled trolleys or other means of public conveyance shall not travel upon the surface of the pedestrian spine, although they may travel over or under it, or parallel to it.

5.2.7 Defined Terms

This section is intended to supplement and supersede standards of general applicability provided by Phoenix Zoning Ordinance Chapter 2 (Definitions). Each of these Ordinance provisions is modified as provided below:

Open Space, Private: Outdoor space defined on an approved Final Site Plan which is not accessible to the general public and is typically accessible only through a private residence. Private open space is typically affiliated with residential uses only and could include exterior space defined by a patio or balcony. This type of space contributes to social activity while providing "eyes on the street" along the pedestrian spine and outdoor rooms.

Open Space, Public: Outdoor space defined by legal description and presented as an easement granted to the City of Phoenix as necessary to maintain pedestrian access for the general public. Public open space is affiliated with the development and function of the Camelback East Primary Core Pedestrian Spine as defined by Map 8 (Pedestrian Facilities Plan).

Open Space, Semi-Public: Outdoor space defined on an approved Final Site Plan which is typically accessible to the general public but is not defined by an easement of dedication to the public. This space is managed and controlled by a property management company or property owners association with the control of use and access being managed by the board of directors of the management company or property owners association. An example of this type of space is

provided by the common walkways / outdoor rooms affiliated with the Biltmore Fashion Park. This type of space will accommodate outdoor rooms as well as pedestrian pathways linking various types of open spaces to the pedestrian spine and parking facilities on development sites and adjoining sites.

Open Space, Semi-Private: Outdoor space defined on an approved Final Site Plan which is typically not accessible to the general public and is typically accessible only through private indoor space. In the case of non-residential use, this space is typically managed and controlled by restaurant or retail management with complete control of use and access being managed by the management company. In the case of residential use, this space is typically managed and controlled by a property owners association with complete control of use and access being managed by the management company. In both cases, the space is defined by some form of barrier which controls general public access which typically includes some form of low solid partition or fence. An example of this type of space is provided by the outdoor dining within the Camelback Esplanade and the roof pool area affiliated with the Esplanade Place Condominiums. This type of space is encouraged along the pedestrian spine, adjacent to outdoor rooms and adjacent to public streets to promote social interaction in these outdoor spaces.

Outdoor Room: Outdoor space defined by the placement of buildings which typically frame and define the space by providing a defined edge for 80% or more of the perimeter of the intended outdoor room. This form of semi-public outdoor open space is typically located along the pedestrian spine at intervals of one outdoor room located every 600-800 feet of pedestrian spine length and should range in size between 6,000 and 20,000 square feet while maintaining a maximum width to depth ratio of 3:1. Desirable locations for outdoor rooms are defined on Map 8 (Pedestrian Facilities Plan).

Pedestrian Access Easement (PAE): An easement dedicated to the public to ensure that pedestrian public access is maintained to the Pedestrian Spine. The responsibility for maintenance of the improvements and facilities within the PAE are the responsibility of the property owner.

Pedestrian Spine: A pedestrian walkway, which alignment is shown on Map 8 and envisioned as the primary pedestrian connection linking Core Center subareas. The pedestrian spine is intended to transverse a mid-block location between Camelback Road and Highland Avenue for the area west of 23rd Street alignment, and a mid-block location between Camelback Road and Esplanade Lane alignment extended east of the 23rd Street alignment and providing connectivity between the Esplanade and Biltmore Fashion Park (via grade separated crossing) east of 24th Street. North of Camelback Road the pedestrian spine traverses a mid-block location between 24th Street and 26th Street. Terminus points of the pedestrian spine should be improved with architecturally prominent building(s) or other significant focal points. Public access to the pedestrian spine should be protected through the provision and recordation of a pedestrian access easement (PAE) dedicated to the public (City of Phoenix) which is defined with a minimum width of twenty (20) feet.

5.3 Development Incentives Program

5.3.1 The Purpose of the Incentives/Bonus Program

The height and intensity of projects built within the Core are a primary determinant of its form, function and character. Height and intensity, particularly for office and more recently residential buildings, has been the commodity which property owners and developers seek to acquire in the Camelback Core. For residential development, height is an incentive that attracts a narrow but growing housing market that supports and is complementary to the desired form, function and character of the Camelback East Primary Core area. Properly regulated, located and considered, height and intensity can be desirable in furthering the goals of the Core.

The design guidelines (Section 5.4.4) recognize the need to appreciate the unique character of this village center and to encourage urban design elements and motifs. This is accomplished through regulation of development proposals and through the provision of public amenities designed to unify the village center functionally and visually. Many of the goals of the design guidelines can be accomplished through required or presumed elements of design, as outlined in the design guidelines section.

Some of the goals of the plan are more costly to achieve, however. The construction of pedestrian improvements and enticements along the pedestrian spine and street sidewalks, the creation of truly significant open space or ensuring land uses other than office, for example, may require either expensive public subsidy, coordinated direct public and private expenditures, or the recognition of appropriate private trade-offs. The plan proposes the use of bonuses and incentives

to achieve some of these goals. This aspect of the plan continues a practice that had previously occurred in ad hoc zoning decisions within the Core area.

5.3.2 Applicability of the Incentive/Bonus Program

The city of Phoenix often applies incentives as part of its zoning decisions. Such incentives allow additional development intensity for projects that include extraordinary design or amenities. While the design guidelines may impact a project as a result of the site plan approval process, the incentive/bonus development decisions should not be made outside of the public hearing/zoning process.

An incentive analysis is needed to exceed the base levels of development. This includes any new zoning request for such levels of development or any modification of an existing zoning approval which seeks to exceed levels previously approved. The request should present an argument for the bonuses being sought and an analysis of the amenities being offered. City staff shall then review the proposal for consistency with the system as outlined in the Specific Plan and makes a recommendation to the Village Planning Committee, the Planning Commission and the City Council.

5.3.3 Operation of the Incentive/Bonus Program

1. The Amenity Analysis: Desirability and Impact.

The bonus/incentive system does not provide a rigid mathematical formula for determining the height or intensity of a development based upon adding up “points” or deriving a “score” for a project. Rather, the intent is to provide a framework to determine an acceptable level of development given a package of amenities. The consideration of this analysis revolves around two questions.

A. How desirable is the proposed amenity?

Appropriate amenity items are listed and rated within Section 5.3.5, the Incentives/Bonus Matrix, and should be addressed and incorporated into a project seeking to reach incentive development levels. Importance ratings are assigned: H (Highly desirable); M (Medium level of desirability); or L (Lower level of desirability). Designation of an incentive with “L” does not mean that the incentive is undesirable or unimportant; such a rating means only that the incentive has a relatively lower priority than other items.

B. What is the quality and cost impact of the proposed amenity?

Not all open space is created equal. The level of improvements made to the open space, its design quality and its usefulness to the public should all be a part of the analysis. An acre of open space built on a 10 acre site in the CC3 area obviously has a much greater cost impact on that site than the same acre provided on a 40 acre site in the CC1 area. It is also important to note that all items assigned an “H” are not equal. Dedication and construction of a transit center is a multimillion dollar commitment that would represent a truly extraordinary private sector contribution to the City. Street trees are also a highly desirable amenity, but are a relatively minor contribution.

The relative quality and cost impact of each incentive can vary greatly depending upon the site and project. Table F quantifies the relative significance of possible amenities. The relative quality and cost should be determined at the time an application is being considered as well as the necessity of the amenity at any given time. Once certain amenities have been provided, the need for that amenity may have been exhausted. The amount of credit given for any particular amenity proposed will be determined by weighing both the significance of the amenity and its impact on the development. This determination is initially made by the staff recommendation which is then reviewed through the zoning process.

Table F, the Incentive/Bonus Matrix, is not intended to be an all inclusive list of possible amenities. Others which are of equal or greater importance and which further complement the goals of the Specific Plan might be proposed, although the categories and types of amenities listed should be used as guidance in offering any alternatives. The table is also not intended to imply that all amenities worth consideration must be new construction. Many existing projects in the Core already incorporate significant amenities which deserve recognition. This table should provide strong guidance to staff and the decision making process so as to minimize ad hoc or unexpected

proposals. Most importantly, the table, as a part of the Specific Plan, should communicate to owners, developers and designers what is expected in this Core.

Within Table F, comments on many of the amenities are intended to illustrate the meaning of various terms and the way in which an amenity should be handled. The comments may also reflect that a given amenity is more important to a particular area within the Core. Many of the amenities also cross reference the Camelback East Primary Core Design Guidelines (Section 5.4.4). The design guidelines provide ways that may lead to bonus increases in development rights. In order to qualify for bonus consideration, the design guidelines must be observed.

5.3.4 Development Limits

The bonus/incentive system of the plan operates explicitly with regard to building height limits, which are a regulatory component of the plan. Floor area ratio (FAR) limits in the plan are guidelines, rather than regulations, but are also a legitimate part of the bonus/incentive consideration.

Base levels - These are the permitted levels of development which can be obtained under this plan by meeting the base requirements. The base requirements are set forth in the design guidelines (Section 5.4.4).

Bonus levels - These are the levels of development which may be achieved by providing amenities. These levels are to be approved only through a public review process associated with requests for previously unapproved building heights or rezoning which seek to exceed the base level. The maximum incentive level building heights represent the regulatory height limits of this plan which may not be exceeded without a plan amendment (building height regulation, Section 5.2, Table D).

<u>Bonus Levels</u>		
CC3:	10-11 Stories/FAR 1.38	
CC3a:	165 feet	
CC3b:	165 feet	
CC2:	8 Stories/FAR 1.0	
CC1:	6 Stories/FAR .75*	
CG2a	75 feet, 3 inches	
CG2b	70 feet	
CG2	56 feet	
CG1	56 feet	
<u>Base Maximum</u>		
CC3:	8 Stories/FAR 1.0	
CC3a:	8 Stories	
CC3b:	8 Stories	
CC2:	4 Stories/FAR .75	
CC1:	4 Stories/FAR .50*	
CG2a:	30 feet	
CG2b:	30 feet	
CG2	30 feet	
CG1	30 feet	

* Height and intensity may be increased on the CC1 site adjacent to the Piestewa Peak Freeway if the urban mall alternative is selected and certain development conditions are met (see Section 4.2.3, Development Limits, for specifics).

Note: Building heights within the CC1 Subarea may exceed the 84 foot height limitation based on the development of an urban mall as outlined within Section 4.2.3 of the Specific Plan.

5.3.5 Development/Bonus Matrix

TABLE F
Amenity Ratings and Explanation
Office Desirability Followed by Residential
(Office/Residential)

Desired “Amenity”	Desirability Rating in CC areas	Notes
<u>Mix of Land Uses</u>		
Preserve or build Retail Neighborhood/Community	H/M	Community based retail is a substantial asset and should be encouraged, especially in the CC1 and CC2 areas. It is less significant in CC3.
Regional	M/L	Regional retail is an asset anywhere in the Core.
Entertainment	M/L	Entertainment uses add diversity and life to the Core area. Might merit “H” consideration in CC3.
Restaurants	M/M	Restaurants are especially desirable in extending the hours of nighttime activity in the CC3 area. Might merit “H” treatment in CC3.
Hotel	H/M	Hotels bring activity into the Core. Hotels with full service restaurants and meeting facilities are especially to be encouraged.
High density housing	H/na	The provision of Core housing is one of the most significant potential contributions, and may require the maximum possible bonus to subsidize its inclusion in a project.
<u>Community Facilities</u>		
Provide community commons	H/L	The “commons” concept is described in the text of this plan. It represents a very costly amenity that is extremely desirable and should therefore be accorded great weight if offered as part of a project. A commitment to dedicate an area for the commons is highly desirable but a less costly proposal and would therefore be accorded less of a bonus. See Design Guideline B.3.1.
Daycare/Preschool	H/H	In order to be counted toward a bonus, it is important that a significant number of spaces be available to the general public. Any analysis must also take into account previously “bonused” daycare/pre-school uses in light of continuing needs.
Museums, Art Galleries Library or other Cultural Amenities	H/L	These are highly desirable amenities. They should adhere to Design Guideline B.3.1.
Provide public meeting rooms	H/H	This is much less extreme commitment than the “commons” concept, but should still adhere to Design Guideline B.3.1.

Desired "Amenity"	Desirability Rating in CC areas	Notes
Public open space	H/H	A major commitment to public open space could be either a park or a significant public plaza with a high level of improvement and the ability to accommodate a high level of activity. It should be in the 1-3 acre range. If a city park, it should be dedicated with improvements.
Individual Project Design		
Public Art	M/H	Incentive bonus is given for incorporating public art in accord with City's private % for art guidelines. Incentive bonus may also be given for construction, installation and dedication of works of public art located within or adjacent to pedestrian walkways, the pedestrian spine or street-side pedestrian walks. See Design Guideline A.3.4.3.
Extraordinary design quality	M/H	While design quality is highly desirable, it is less significant than items of direct public benefit. Any evaluation of design quality should be based directly on the Design Guidelines in section A.3.4.
Active uses at ground level along public pedestrian walkways	H/H	See Design Guideline A.4.2. Active uses can include retail, restaurant, cultural or public uses. May warrant "H" in CC3. Emphasis should be given to high traffic pedestrian areas like the pedestrian spine, where activities may spill out into the pedestrian areas.
Green building design and technology	H/H	Green buildings are environmentally friendly and should be encouraged with the enhanced building design.
Exceptional mitigation of impact on adjacent property	M/H	See Design Guidelines B.1.4.
Under grounding of utility lines	H/H	Placement underground of larger, community serving utility lines, whether adjacent or not adjacent to project site. This is considered only for those facilities not required to be placed underground through normal development review processes.
Parking		
Exceptional mitigation of structured parking design	H/H	Structured above grade parking should be designed to buffer the negative visual quality of such a structure. This is to be considered for incentive/bonus treatment only if it is significantly above base requirements. See guideline A.6.1.1 and A.6.1.2.

Desired “Amenity”	Desirability Rating in CC areas	Notes
Below grade parking	H/H	Below grade parking is the preferable solution for office uses in all areas of the Core. It is especially critical in the intense urban environment of CC3 and should be very strongly encouraged with a proportionately greater bonus in that area of the Core.
Parking Patio	H/L	“A parking patio” is a surface parking lot screened with landscaping and heavily planted along street-side margins as well as within and among car park spaces. In CC3 it should be regarded as an acceptable substitute for below grade parking only for non-office uses. This is to be considered for incentive/ bonus treatment only if it is significantly above requirements. See Design Guideline A.6.1.1.
<u>Streetscape/Pedestrian</u>		
Provide for midblock pedestrian spine	H/H	Spine is intended to run E/W ½ block south of Camelback. See Design Guideline A.5.1.
Midblock pedestrian street crossing adjacent to project	H/H	Locations specified in Design Guideline A.10.1. Incentive is given for constructing mid block crossing in public R.O.W. Crossing should be signalized or otherwise protected, but should not be above grade, except consideration of an overhead crossing of 24 th Street between Camelback Road and Esplanade Lane.
Pedestrian improvements not adjacent to project	H/H	Construct or contribute to completion of pedestrian linkage improvements.
Core gateways on project site	L/H	Design Guideline A.3.4.1 gives locations and standards. Gateways may only be built in those locations, and therefore are not available as a bonus elsewhere.
Creation of extraordinarily enhanced pedestrian areas within project	H/H	Consideration of open space as bonusable amenity is dependent upon its quality, usability and visibility to the public at large rather than to tenants of an individual project. In order to qualify, open space must meet Design Guidelines B.1.2. Availability of open space for public uses implies meaningful useable space, not merely increased setbacks.
Extend “Biltmore” streetscape urban design details into project open spaces	L/H	Motif can be carried out in an increased, “on project” use of the street furniture, lighting and landscape design elements used for the public ROW areas under Design Guidelines A.10.11.
Streetscape adjacent to project built above city standard	H/H	This may be required in areas of the Core. If it is not required, it should be regarded as a highly desirable amenity. Incentive bonus should be considered for construction of pedestrian improvements, particularly boulevard trees planted along the pedestrian spine or street sidewalks.

Desired “Amenity”	Desirability Rating in CC areas	Notes
Transportation		
Transit center construction	H/L	The transit center is not to be a park & ride function, but rather a major development. It is best located where it will obtain maximum usage and is one of the most significant amenities which could be provided. Obtaining a site or a site and construction should receive very significant bonus consideration. See Design guideline B.3.1 on community facility design.
TMO	L/L	Join a traffic management district or organization designed to install management solutions to mitigate traffic impact in the Core.
Transit stop upgrades	L/H	See Design Guideline A.6.3.3 on design.
Participation in trolley system	H/H	Financial or management and ownership participation in an intra-core trolley system.
H = High; M = Medium; L = Lower		

5.4 Camelback East Core Design Guidelines

5.4.1 The Purpose of the Design Guidelines

The City of Phoenix has established city wide design guidelines to use in the evaluation of development projects. However, the Camelback East Primary Core warrants specific urban design guidance to insure that its unique identity is respected and enhanced by future projects. This unique identity is exemplified by:

- a. the scale, motifs, and landscaping of the Arizona Biltmore Hotel;
- b. the outdoor ambience of distinctive, retail and office centers; and
- c. it being a walk-able place for people.



The Camelback Core design guidelines:

1. focus primarily on open spaces accessible to the public and pedestrian linkages;
2. encourage architectural excellence and design creativity to implement the pedestrian focus in the Core; and
3. minimize visual clutter, and preserve view corridors to Camelback Mountain and Piestewa Peak.

5.4.2 Applicability of the Design Guidelines

Within the Core Center and Core Gradient all development is subject to the Development Services Department, Design Review Process, as per Section 507 of the City of Phoenix Zoning Ordinance, shall be subject to the Camelback East Core Design Guidelines set forth in Section 5.4.4. This requirement applies to existing developments which do not have an approved site plan and may be modified based on the conditions below:

1. For all projects for which preliminary or final Development Services Department Development Review approval has been obtained prior to the effective date of the Specific Plan, or which conform to a site plan that has been stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, the Specific Plan design guidelines **shall not apply**.
2. For all projects for which preliminary or final Development Review approval has not been obtained, and which do not conform to a site plan that has been stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, all Specific Plan design guidelines **shall apply**.
3. For all requests for minor amendment to preliminary or final Development Review approvals or which conform to a site plan stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, Specific Plan design guidelines **shall not apply**.
4. For all requests for major site plan amendment approval by the Development Services Department, which amendment would have the effect of increasing the approved building heights or approved project floor area ratio, and where construction of one or more phases of development has not been commenced, all Specific Plan design guidelines shall apply as related to the requested amendment.
5. For all requests for major site plan amendment where site plan approval has been obtained or construction of one or more phases of development has been commenced prior to the effective date of the Specific Plan, Specific Plan design guidelines shall not apply, with the exception of the following selected guidelines, which will be applied by the Development Services Department to the extent that such guideline(s) are: a) directly related to the impact of the requested amendment, or b) such guidelines address improvement of areas within or immediately adjacent to the portion of the site directly affected by the amendment request. The selected guidelines are Sections A.3.1.1, A.3.1.2, A.6.3.2, A.6.4.1, A.10.1.D.1, A.10.3, A.10.6, A.10.10, and A.10.11.

5.4.3 Use and Organization of the Design Guidelines

The guidelines will be applied during the normal process of applications for zoning changes and Development Services Department development review. At the Pre-Application Meeting to discuss a zoning case, the design guidelines and incentive program will be discussed with the developer/applicant.

At the Development Services Department's development review Pre-Application Meeting the guidelines will be highlighted and the applicant informed about the unique development review process for projects within the Core Center and Core Gradient areas of this Specific Plan.

The Camelback East Village Planning Committee may appoint an Application Review Committee (ARC) comprised of a registered architect, a registered landscape architect, a representative with commercial interests in the Camelback East Village Core, a representative of residential neighborhood interests who resides in the area of the Camelback East Village Core, and a member of the Camelback East Village Planning Committee. All Application Review Committee members shall serve at the pleasure of the Camelback East Village Planning Committee.





The ARC will be notified of the Development Services Department's preliminary approval meetings by the Planning Department's Camelback East Village Planner. The preliminary approval meeting will be scheduled no less than 30 days nor more than 45 calendar days from preliminary filing.

Prior to or concurrent with preliminary site plan submittal to the Development Services Department, the applicant shall submit five sets of the site plan, elevations, landscape plan and associated documents, including an itemized response by the applicant as to how the development plan addresses each of the presumptions and requirements of this Specific Plan, to the Planning Departments' Camelback East village planner. The village planner shall forward these to each member of the ARC.

ARC may provide written comments to the Development Services Department or present their comments at the preliminary review meeting.

5.4.4 The Design Guidelines

DESIGN GUIDELINE NOTES:

-  Sketches accompanying the design guidelines illustrate the intent of the guidelines and should be considered part of the guideline statements.
-  Letters following each guideline indicate whether it is a requirement (R), a presumption (P), or a consideration (C).
-  Unless otherwise noted, subsections of each guideline (A, B, C, etc.) shall have the same category (requirement, presumption, consideration) as the primary guideline.
-  The Camelback East Primary Core Design Guidelines are in addition to the City-Wide Design Review Guidelines found in Section 507 Tab A of the Zoning Ordinance. If conflicts exist between a city-wide and a Camelback East Primary Core design standard, the Core design standard shall prevail.

Design Guidelines

A. Site Design/Development

A.1 Desert preservation

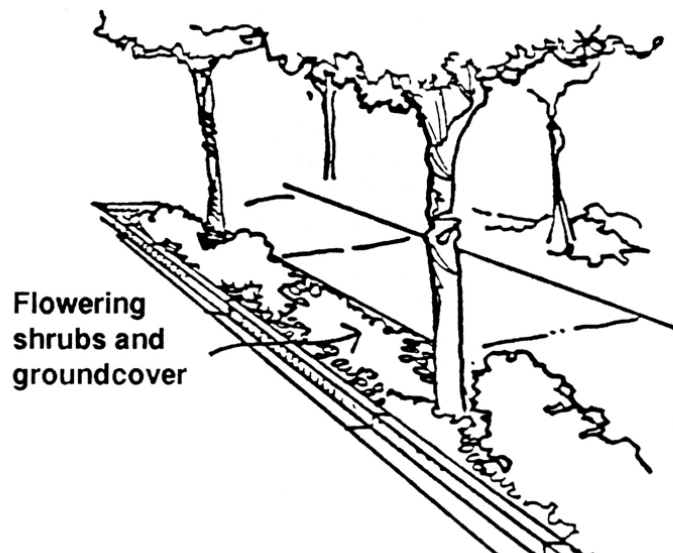
A.2 Grading / Drainage

A.3 Landscape Architecture

3.1 Plant Materials

3.1.1 Materials listed on the Phoenix low-water use plant list should be used within the right-of-way. However, the selected plant material should contribute to the Biltmore landscape design theme. **(P)**

Rational: Planting of low water use plants which are consistent with design theme should be encouraged in our desert climate.



3.1.2 On private property, the existing “Old Phoenix” or “Arizona Biltmore” landscape theme should be continued and strengthened in the Core Center and Core Gradient through use of plant materials such as:

<u>TREES SHRUBS</u>	<u>ACCENTS</u>	
jacaranda	oleanders	roses
palms	privet	annuals
olive trees	boxwood	jasmine
eucalyptus	pyracantha	specimen cacti
pepper trees	catclaw	
juniper	bougainvillea	
mesquite		
palo verde	<u>GROUNDCOVERS</u>	
	turf	

These and other “historic” plant materials should be used in combination with native plants and other low-water use landscape materials. This landscape theme features cacti and other native plants as exotics, setting them in a framework of plant materials historically used in the Core area. **(P)**

Rationale: A consistent landscape design theme will give the Core identity.

3.2 Maintenance

3.3 Hardscape

3.4 Art/Water Elements

3.4.1 An overall theme should be established for the gateways with public input, by an artist or artist collaboration selected through the Phoenix Arts Commission’s public art guidelines and process. An artist or artists should be involved in the design and construction of all Core Gateways.

- A. Core Gateways should be established within the public right-of-way at:
 - 1. 26th Street and Camelback Road;
 - 2. 24th Street, south of Colter Avenue;
 - 3. 24th Street at Highland Street;
 - 4. Piestewa Peak Parkway and Camelback Road (for Camelback Road traffic)
 - 5. Piestewa Peak Parkway and Highland **(C)**
- B. Developers and other private sector interests should be encouraged to contribute to the development of the Gateways. **(C)**
- C. Highest priority and symbolic importance should be given to the Camelback Road Gateways. **(C)**
- D. Gateways should indicate the boundaries of special Core landscaping and streetscape treatment. **(C)**

Rationale: Distinctive gateways will signal to motorists, bicyclists and pedestrians that they are entering the Core.

3.4.2 Locate fountains and/or other water features at those points along the pedestrian spine where the highest concentrations of pedestrians are anticipated engage in activities other than walking through the area. **(P)**





Rationale: Fountains and other forms of water features enhance the pedestrian environment with the splash, sprinkle and reflections of moving water while masking the sounds of vehicle traffic from the surrounding streets and driveways. In warm weather, water in motion and in still pools provides a pleasurable sense of coolness.

3.4.3 Developers should consider planning for and installing public art within their projects or the adjoining right-of-way and provide opportunities for artist/designer collaborations in accordance with the City's "Private Percent for Art Guidelines." (C)

Rationale: Public art enhances both individual projects and the surrounding area.

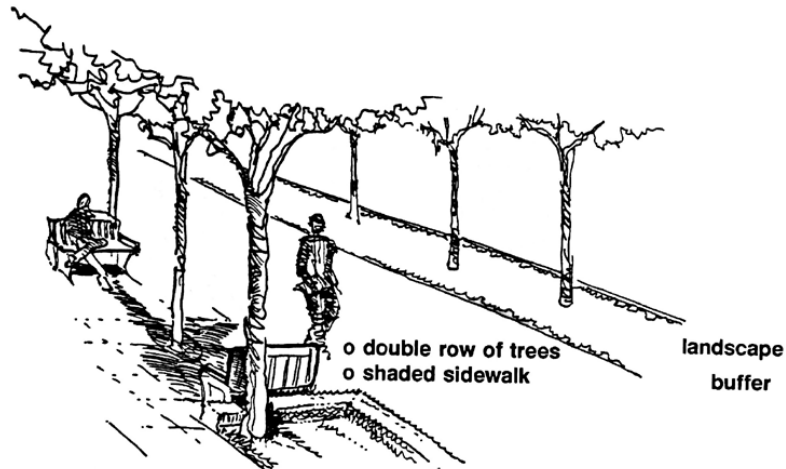
A.4 Open Space/Amenities

4.1 Shade and street furnishings should be provided for the comfort and convenience of pedestrians especially within and/or adjoining the pedestrian spine, (see Map 8 of Specific Plan). Furnishings should include pedestrian lighting fixtures and one or more of the following:









-  drinking fountains
-  benches
-  trash receptacles
-  information kiosks

(P)

Rationale: Pedestrian amenities encourage the use of public outdoor spaces especially along the pedestrian spine.

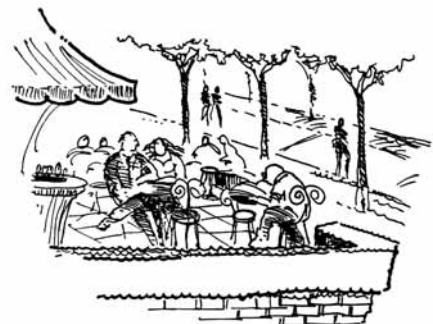


4.2 The Location of active uses at ground level in high-traffic pedestrian areas with particular emphasis along the pedestrian spine should be encouraged, including one or more of the following uses:

-  retail
-  restaurants (food and beverage)
-  service (includes public, community uses)
-  entertainment
-  outdoor room with eating options
-  public art with kinetic movement or descriptive interpretation narrative
-  office space with visual interactive glazing
-  display windows or shadow boxes

(P)

Rationale: Activity at ground level encourages further pedestrian involvement.



- 4.3 Uses and activities that “spill out” into pedestrian areas, especially those adjoining the pedestrian spine (sidewalk cafes, etc.) should be encouraged.
- A. Open space provided in front of a building should be an extension of the public streetscape and act as a transition to the building. **(P)**

Rationale: Activities that “spill out” into adjoining pedestrian areas help activate the street.

- 4.4 Along the defined pedestrian spine, active, pedestrian outdoor public spaces (a plaza, courtyard, garden, “outdoor room,” or a promenade) should be provided within private developments and connected with pedestrian walkways. **(P)**

Rationale: Public spaces, especially adjoining the pedestrian spine, provides opportunities for pedestrian oriented activity.

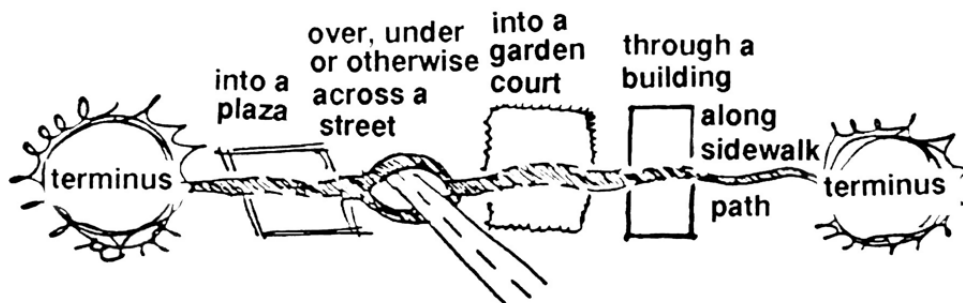
A.5 Trails / Paths / Walkways

- 5.1 Continuous sidewalks or other pedestrian walkways linking private developments with side walks along public streets should be provided. **(P)**

Rationale: Pedestrian activity is discouraged when there are breaks in the sidewalk along a street.

- 5.2 A continuous walkway system shall be as shown on Map 8, pedestrian facilities plan. The pedestrian spine should always be continuous and provide connectivity between pedestrian destinations, even if the alignment is modified. **(P)**

Rationale: The mid-block pedestrian spine should be a series of linked events and activities, combining indoor and outdoor spaces. Developers should be encouraged to plan for this system as an integral part of site planning and architectural design so as to encourage pedestrian use.



The "mid-block spine" can combine indoor and outdoor pedestrian spaces

- 5.3 Safe and convenient means of pedestrian access should be created between neighborhoods and the Core.
- A. Access via other than public streets should be provided if requested by the affected home owners association, with consent of adjacent properties and if security measures for the neighborhood are addressed. **(P)**
- B. Access via public streets should be provided in the form of a continuous side walk connecting all residential areas within or adjacent to the Core Center or Gradient to Camelback Road. **(P)**

Rationale: Citizens should be encouraged to walk to the Core from their neighborhoods.

- 5.4 Vehicular access across the pedestrian spine should be minimized. Exceptions may be made for delivery access only, travel distance around project perimeters on private property, and for “main street” development that enhances the pedestrian environment. **(P)**

Rationale: Vehicular traffic should not interfere with pedestrian movement

- 5.5. Pedestrian spine identity items and way-finding aides shall be provided, including decorative hardscape, medallions, lighting standards and luminaries **(P)**

Rationale: Providing unique identity items for the pedestrian spine will enhance its sense of continuity and its attraction for pedestrians.

A.6 Parking/Circulation

6.1 Surface Parking Design

6.1.1 Parking must be conveniently located, but visually unobtrusive.

- A. Parking lots must be screened from street view with landscaping, berms, walls, grade changes or a combination of these elements. **(C)**
- B. For office and retail commercial projects, every parking space shall be no greater than 150 feet from a sidewalk leading to the building or from a building entrance, and unshaded segments of walkways shall not exceed 15 feet except at a driveway crossing. **(P)**
- C. For all new development a minimum of 15% of parking lot area must be landscaped with trees and shrubs. For all expansions to existing development, remodeling, or additions, a minimum of 10% of parking lot area must be landscaped. Minimum width of landscape area is five feet (seven with parking overhangs). **(P)**

Rationale: Location and screening can mitigate the negative visual appearance of parking lots.

6.1.2 Within the Core Center, all parking for office uses should meet the following standards.

- A. If such parking exceeds 50 spaces, 80 percent of the total number of parking spaces required for office use must be within above grade or below grade parking structures. **(P)**
- B. This requirement can be varied by 20 percent subject to approval of a use permit through the Zoning Administrator. **(P)**
- C. These guidelines apply to the review of a development plan for office uses within the Core Center. For development plans which include more than one phase of office construction, the development plan should demonstrate how this requirement will be complied with when office development exceeds 50 spaces. If an existing office development with 50 parking spaces or less proposes to expand and exceed 50 spaces, then the total existing and proposed spaces should comply with these guidelines. **(P)**

Rationale: Shared parking facilities should be encouraged and placed in structures to minimize land area for parking.

6.2 Parking Structure Design

6.2.1 Parking must be conveniently located, but visually unobtrusive

- A. Parking structures must be either architecturally integrated with adjoining buildings or should be designed with architectural features similar to adjoining buildings for visual continuity. **(P)**
- B. Above grade parking structures should not be located within 150 feet of a major street, collector street or pedestrian spine unless the ground level of the structure is devoted to retail, service, food and beverage, entertainment uses, or has such uses between the parking structure and the pedestrian spine. **(P)**
- C. Openings in parking structures must be screened to eliminate visual impacts of headlights, cars and bright security lighting on adjacent residential properties and streets and major pedestrian areas. **(C)**

- D. Parking on the roof of a parking structure shall be screened on all sides and on the top with a structure to block visibility of cars. **(C)**

Rationale: Location and screening can mitigate the negative visual appearance of parking structures. Parking structures which are architecturally integrated into the near by building or located underground are most desirable. Retail and office use at the ground level of parking structures and well designed parking access encourage pedestrian activity.

6.3 Access/Circulation

6.3.1 Interruptions to pedestrian circulation along streets e.g., driveways, private streets, garage entrances) should be minimized.

- A. Driveways within or near bus stop zones should be eliminated to avoid vehicular/pedestrian conflicts and to avoid sight distance constraints around transit structures for vehicles exiting from developments. **(P)**
- B. Driveways along major streets shall be limited to one per property per street. For properties in excess of 660 feet of frontage along a street, driveways shall be allowed at a minimum separation of 330 feet. **(P)**

Rationale: Pedestrians should be able to walk along sidewalks with minimal danger from vehicular traffic.

6.3.2 Bicycle facilities (such as wide curb lanes, bicycle lanes or paths consistent with AASHTO standards) should be provided linking Core developments to adjoining neighborhoods and to the citywide bikeway system. **(C)**

Rationale: Citizens should be encouraged to bike to the Core from their neighborhoods.

6.3.3 The Core shuttle should be routed to help create activity along major pedestrian corridors and provide maximum utility for travel. **(C)**

Rationale: The shuttle should be easily accessible to pedestrians in the Core.

6.3.4 If the city adopts a plan for a Core shuttle system, the route should be parallel to but not more than 300 feet away from the pedestrian spine. Do not locate the Core shuttle route above the pedestrian spine. **(P)**

Rationale: Locating the shuttle route near the pedestrian spine will encourage both the use of the Core shuttle and the pedestrian spine. Locating the shuttle route on or above the pedestrian spine will detract from the pedestrian environment.

6.3.5 For walkways connecting the Core shuttle route to the pedestrian spine, provide continuous shade along the route and at Core shuttle stops. **(P)**

Rationale: A shaded walkway from the pedestrian spine linked to a shaded waiting area for the Core shuttle will encourage the use of both the Core shuttle and the pedestrian spine.

6.4 Bicycle Parking Design

6.4.1 Secure bicycle parking areas must be provided, preferably in supervised enclosures or in bicycle lockers. The provision of bicycle parking may be phased per approval of the Traffic Management association. However, a minimum of 25% of the required bicycle parking shall be provided at the time of construction.

- A. Bicycle parking must be located within parking structures or other secure covered areas for employees and within convenient distance of primary commercial and community facility destinations. **(C)**

- B. Bicycle parking spaces must be provided at a ratio of one space per 10,000 square feet of retail uses and one space per 15,000 square feet of office or other non-residential uses. **(C)**
- C. Bicycle parking spaces must be either within lockers, a secure enclosure or other facility designed for use of high-security locks, for securing both wheels and frame and offering support (per Appendix J, Arizona Bicycle Facilities Planning and Design Guidelines, 1988). A minimum space of two feet by six feet per bicycle should be provided. **(C)**

Rationale: Use of bicycles should be encouraged by providing secure parking for bicycles.

A.7 Walls/Fencing

A.8 Site Lighting

Citywide lighting standards apply to all light sources in each phase of development. **(R)**

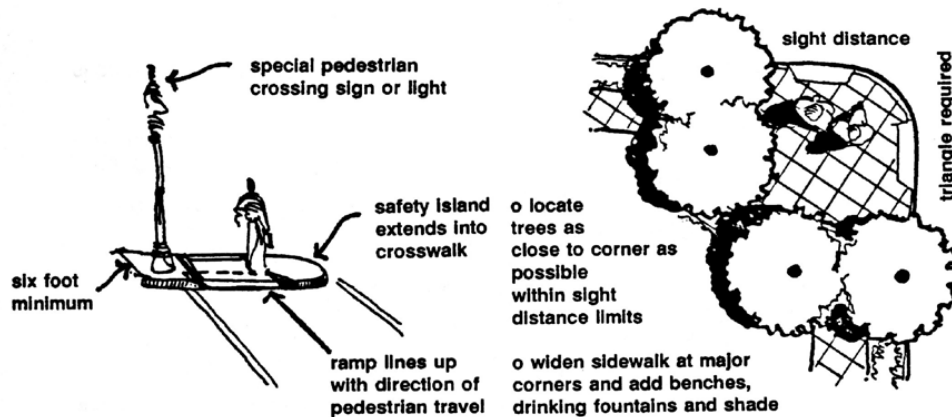
Rationale: Lighting should provide safety but not be offensive to off-site uses, Even during the interim of phased development.

A.9 Hillside Development Guidelines

A.10 Improvements within the Public Right-of-Way

- 10.1 Streets should be designed so that a pedestrian can cross easily, safely and comfortably.
 - A. Safe, convenient places for pedestrians waiting to cross streets should be provided, including medians for all Core arterials. **(P)**
 - B. Signalized or other protected mid-block pedestrian crossings should be provided on Camelback Road between 24th and 26th Streets, and on 20th Street, 22nd and 24th Streets between Camelback and Highland. **(P)**

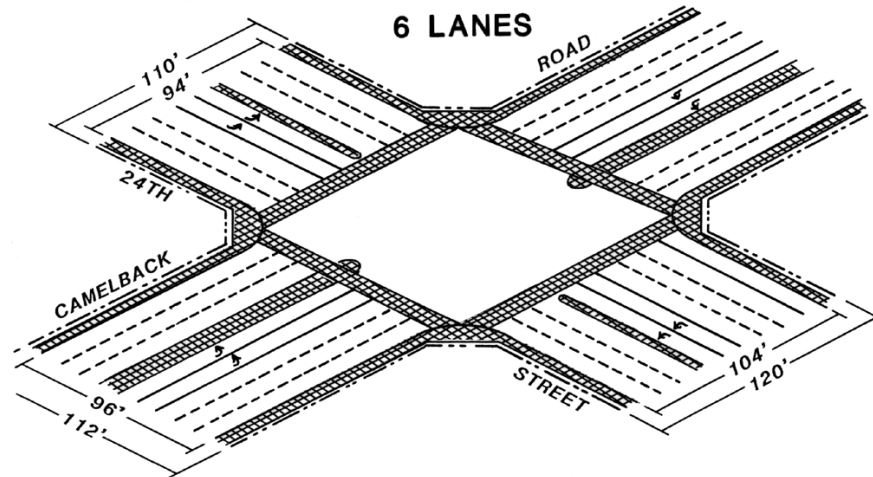
Rationale: Streets should be designed to allow pedestrians to cross easily, safely and comfortably.



- C. Camelback Road should be improved in accordance with the street section shown below. **(P)**

Rationale: The configuration will afford opportunities for pedestrian circulation within the village core.








Figure 11
Six Through Lanes at Camelback Road Intersection



- 10.2 Design elements should be provided within the public right-of-way that contributes to creating a lively and interesting street environment. (This guideline refers to elements that go beyond the merely functional. They can include art, water features, AND gathering places for people, or entertainment.)
- A. Public art should be incorporated into the streetscape as a part of the City's "Percent for the Arts" program. **(C)**
 - B. A diversity of overall streetscape elements should be provided within a consistent frame work. **(C)**

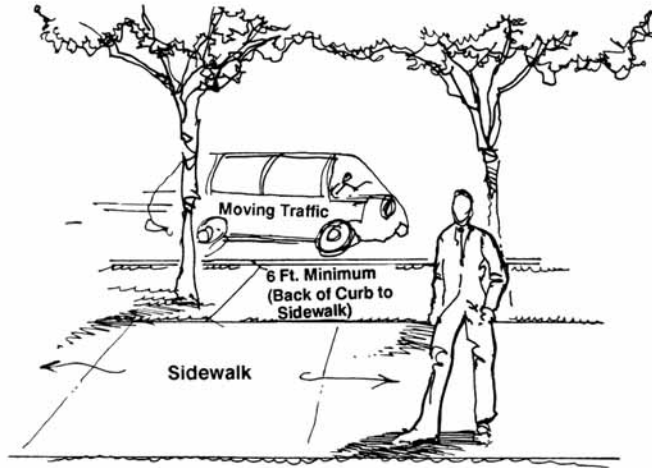
Rationale: Streetscape design elements can contribute to a lively and interesting street environment.



- 10.3 For development site frontage within the Core and adjoining Camelback Road, 24th Street, 22nd Street, 20th Street, 16th Street (east side), and Highland Avenue, ten-foot (10) wide sidewalks should be provided and separated from the roadway with a six-foot (minimum width) landscaped area to achieve the following benefits:
-  Increased aesthetic quality
 -  Increased safety
 -  Increased incentive to walk
 -  Decreased noise
 -  Decreased fumes
 -  Decreased dirt
 -  Decreased heat

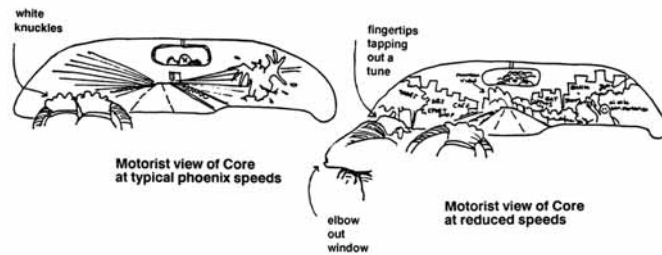
Separation of sidewalks from the roadway is required except at bus stops and pedestrian street crossings or where access to the curb is necessary, or on the north side of Camelback, between 24th and 26th streets, to maintain the established, mature olive tree theme. If a transit shelter is provided, the distance between curb and right-of-way line shall be increased by the width of the transit shelter if the shelter is placed between curb and sidewalk. (See also Design Guideline A.10.10) **(P)**

Rationale: Sidewalks separated from the roadway increase aesthetic quality, safety and incentive to walk.



- 10.4 Street improvements on Camelback Road from 28th Street to Piestewa Peak Parkway and on 24th Street from Highland to Colter should be designed and constructed to provide a condition for reducing vehicular speed. **(P)**

Rationale: Lower vehicular speed promotes pedestrian safety and comfort.



- 10.5 Transit waiting areas should be of a design, consistent with the Core's design theme. They should be designed to meet or exceed City standards for shelter, information, location and convenience. **(C)**

Rationale: Bus shelters designed to be compatible with the Core's design theme will enhance the village core.

- 10.6 Views from the roadway of Piestewa Peak and Camelback Mountain should be protected, looking east along Camelback Road and looking north along 24th Street, 22nd Street, and 20 Street in the following ways:

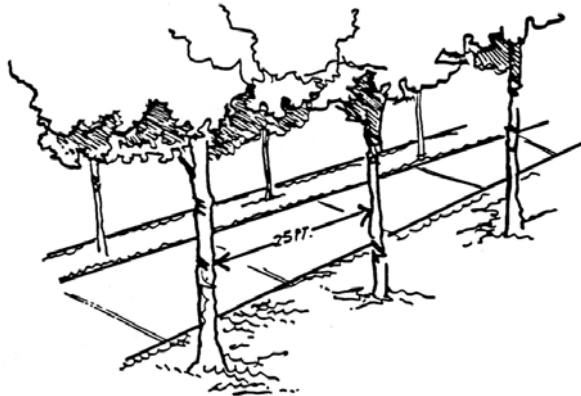
A. Median planting should not exceed three feet in height.








- B. Pedestrian overpasses should not be constructed spanning 24th Street or Camelback Road, except an open pedestrian bridge may be located on 24th Street between Camelback Road and Esplanade Lane. **(P)**
- C. The size and placement of traffic signals, light standards and other street signage should not interfere with views, consistent with safety requirements. **(P)**
- D. New utility lines should be located underground. **(P)**
- E. Gateways should not obstruct mountain views from major roadways. **(P)**

Rationale: The views of Camelback Mountain and Piestewa Peak are the most valuable assets of the Core and blocking these views must be minimized.

- 10.7 Views from the roadway of Piestewa Peak and Camelback Mountain should be framed with a formal, double row of trees, spaced approximately 25 feet on center. The double row of street trees shall be planted along 24th Street, Camelback Road, Highland Avenue, 20th Street and 22nd Street.
- A. The row of trees on the development side of the pedestrian path is the responsibility of the private developer. **(P)**
 - B. The row of trees nearest the street should be provided as part of an improvement district, street project or by private development. (See also Design Guideline A.10.6) **(P)**

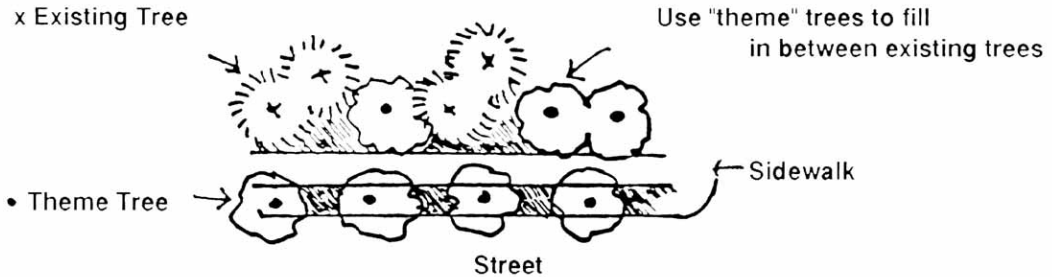


- C. One theme tree shall be adopted for each of the following streets as follows:
 -  Camelback Road - Native Mesquite, Medjool Date Palm and Swanhill Olive
 -  Highland Street – Native Mesquite, and Swanhill Olive
 -  24th Street – Palo Brea, Swanhill Olive (adjacent to Biltmore Fashion Park)
 -  20th Street – Palo Brea
 -  22nd Street – Palo Brea

The outer (street side) row of trees will be exclusively of the “theme” variety; and the inner row shall use the theme tree to supplement existing trees along the sidewalk. The intention is not to remove existing, mature trees to create

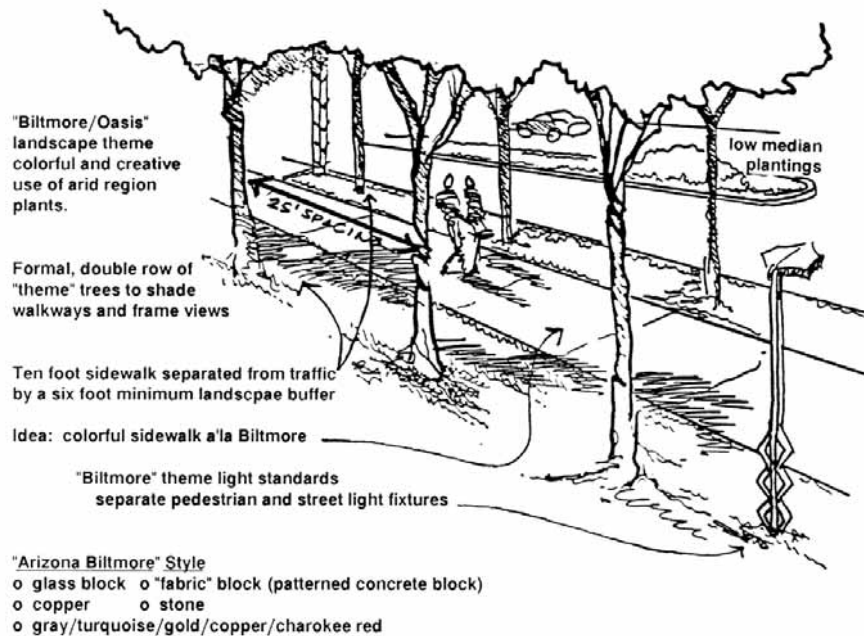
the “inner row” if such trees are located in the way of the formal street trees but to use the “theme” trees to finish out the row and create a strong landscape transition. **(P)**

Rationale: Trees help to define an area’s character.



D. A continuous streetscape theme should be established based on the “Arizona Biltmore Hotel” style utilizing street trees, street and pedestrian scaled light standards, street furniture, and street medians as primary elements. An artist or artists shall be included in the development of this theme and in the design and construction of appropriate streetscape elements. This streetscape treatment should be used on Camelback Road from 26th Street to the Piestewa Peak Parkway, on Highland Avenue from 24th Street to the Piestewa Peak Parkway, on 20th Street from Highland Avenue to the post office, on 22nd Street from Highland Avenue to Camelback Road and on 24th Street from Highland Avenue to the north boundary of Biltmore Fashion Park. **(P)**

Rationale: Use of a continuous streetscape theme will give the Core a distinctive identity.



B. Building Design / Construction

B.1 Placement/Orientation

- 1.1 A strong and relatively continuous building frontage adjacent to public streets and the pedestrian spine should be provided. A minimum 30% of the lot frontage should include buildings at the set back line of each lot* along the defined pedestrian spine, with the exception of intersecting walk ways and outdoor rooms, the frontage should be continuous along at least one side of the defined pedestrian spine. On the Colonnade (CCI) site this is most important along 20th Street.
(P) (* "lot" means the project development lot for zoning.)
A. Parking fields should not exceed 250 feet in depth. If greater than 250 feet then 30 % of the frontage on a public street should have building abutting the street.
(P)

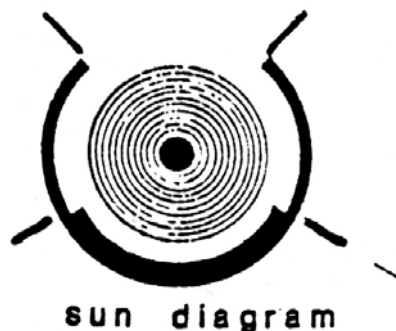
Rationale: Buildings near the street or the pedestrian spine encourage pedestrian activity, whereas large parking lots between the street and the building discourage pedestrian activity.

- 1.2 Use streetscape elements (landscaping, art, special paving) to provide visual interest where buildings are not at the setback line to provide continuity. **(P)**

Rationale: Streetscape elements can provide continuity where building placement is not feasible.

- 1.3 Development proposals should analyze and illustrate on the shading plan the impacts of summer and winter sun and shade of pedestrian spaces (plazas, walkways, public sidewalks, etc.) and on adjoining neighborhoods.
A. Projects should minimize negative microclimatological impacts on adjacent residences and pedestrian areas. **(C)**
B. In the design of pedestrian-oriented plazas and courtyards, hard surfaces should be shaded from mid-May through mid-October. **(C)**

Rationale: Developments should consider their effect on nearby neighborhoods and pedestrian areas. Hardscape in open spaces contributes considerably to undesired heat gain during the late spring, summer and early fall and shading makes for a more comfortable walking environment.



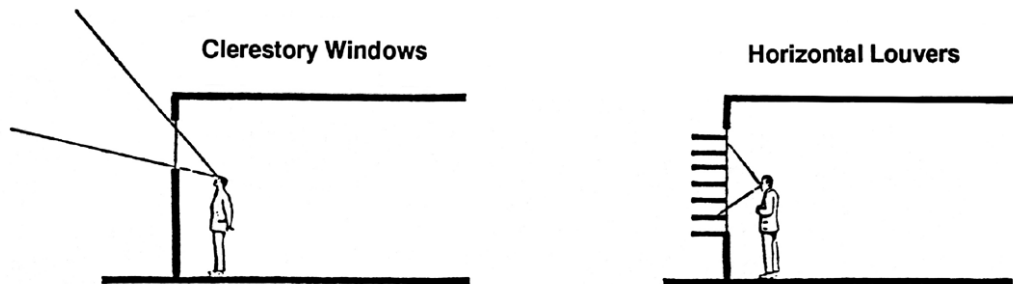
- 1.3.1 To the maximum extent practical the pedestrian spine should provide substantial, evenly distributed areas that will be 1) in sunshine during the middle of the day from mid-October through the end of May, and 2) in shade from the end of March through Mid-October. The goal is to enhance the comfort of people using the pedestrian spine throughout the year and thereby encourage its use. With the exception of vehicular crossings, those portions of the pedestrian spine crossing surface parking areas should be in near continuous shade from the end of March through mid-October. **(P)**

Rationale: The provision of balanced sun and shade, appropriate for the season, will enhance

pedestrian comfort and encourage use of the pedestrian spine.

- 1.4 Buildings in the Core Gradient should be designed to preserve privacy for adjacent single family residential areas through such measures as building orientation, clerestory windows, positioning windows so they do not face residential properties, eliminating windows or providing other window screening devices. **(P)**
- A. A statement must be submitted at the time of development review demonstrating both the extent of impacted residential areas and measures taken to ensure privacy. **(R)**

Rationale: The privacy of existing single family properties should be protected when adjacent property is developed.

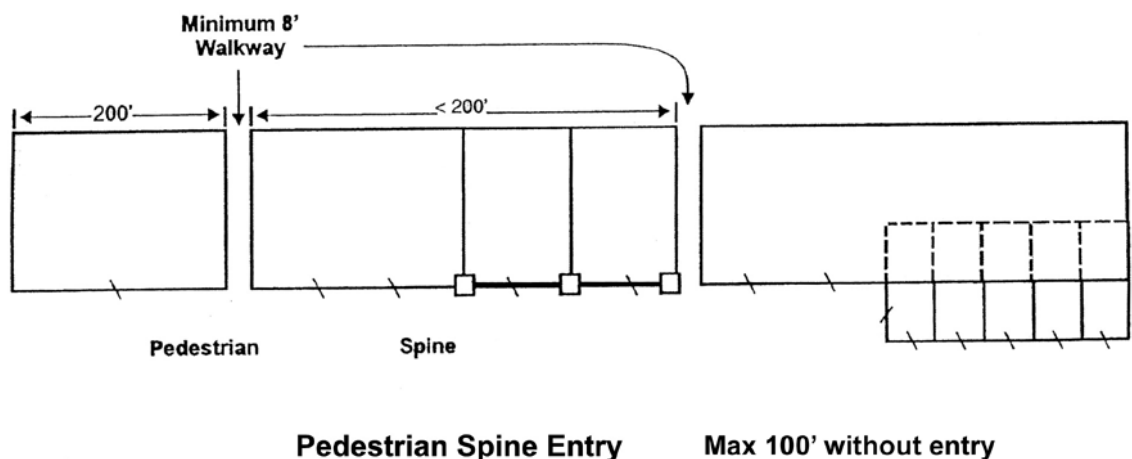


1.5

For buildings that abut the pedestrian spine or front on an outdoor room that abuts the pedestrian spine:

- A. Provide an outdoor walkway that passes between buildings and connects to the pedestrian spine or the abutting outdoor room at intervals of approximately every two hundred (200) feet. The minimum walk way width shall be eight feet. **(P)**
- B. For buildings that exceed two hundred feet in length before providing a walkway as per 1.5 A, provide retail shops with clear, non-reflective glass windows and individual shop entries fronting on the pedestrian spine at a maximum of 100 feet apart. Such shops shall be distinctive through the use of offsets or architectural treatment from the larger user. **(P)**

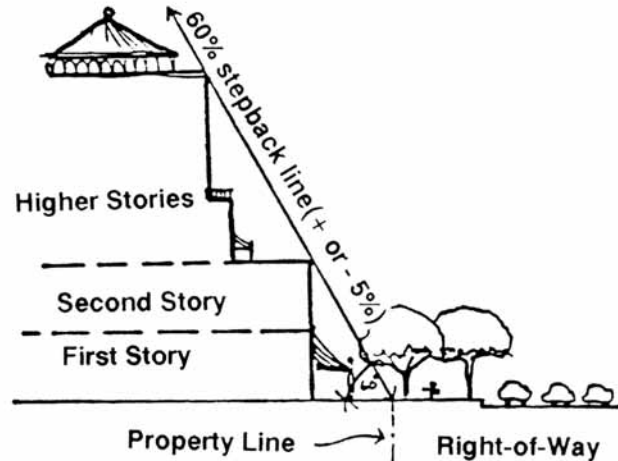
Rationale: Whether fronted on one or both sides by buildings, the attraction of the pedestrian spine increases with an increase in the variety of uses, the frequency of points of access, the clear glass windows, and the stepping in and out of the building faces fronting on the pedestrian spine.



B.2 Height, Bulk and Area

- 2.1 Buildings should be designed so they do not extend closer to the street than a line drawn at 60 degrees from the front property line (plus or minus 5% or 3 degrees) on Camelback Road, 24th Street, 20th Street, 22nd Street and Highland Avenue. **(P)**

Rationale: Buildings should not interfere with views of the mountains from public streets and from key pedestrian areas within the right-of-way.

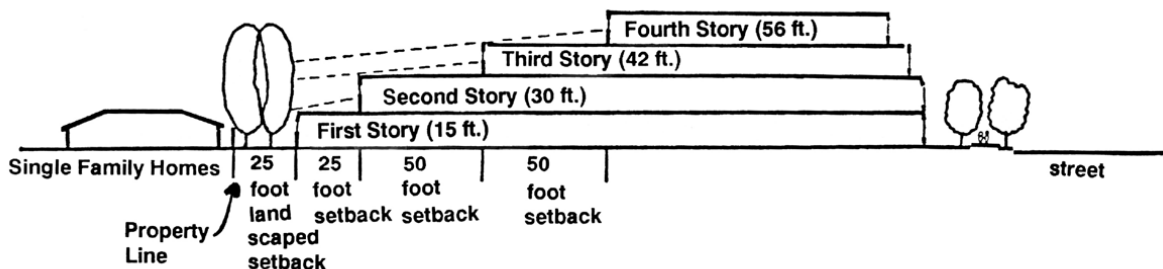


- 2.2 In core center areas building height should be limited to four stories (56 feet) within 150 feet of a single-family residential district. **(P)**

Rationale: Existing single family neighborhoods are an important part of the Core and should be protected.

- 2.3 Except as provided in Table E, the following building height and setback standards will apply to all development within the Core Gradient that is adjacent to existing single-family district in conformance with the diagram below:

- A. A 25 foot setback and landscape buffer, with two rows of trees, (minimum 24-inch box/2-1/2 inch caliper) of a fast-growing variety that will reach maturity with in three (3) years shall be provided along the property line(s) adjoining single-family district to provide screening. **(R)**



- B. Parking will not be allowed within 25 feet of an adjacent residential zoning district. **(R)**
- C. Mechanical and electrical equipment, ventilators, loading facilities, trash enclosures or other noise generating devices or equipment, will not be located on a building wall or roof facing residential property or within 50 feet of the property line adjacent to a residential zoning district. **(R)**

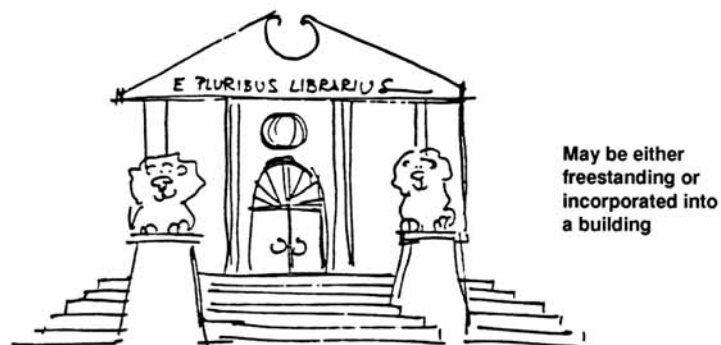
- D. An eight foot high solid masonry wall must be provided on the property line adjacent to a single family residential zoning district. The wall height will be measured from grade of the higher elevation property. **(R)**
- E.1 Roof top activity areas for any building of three stories or more facing a single-family district or multifamily use of two stories or less shall provide a parapet and/or physical separation from the roof edge so that views of the ground surface within 250 feet of the building shall not be visible. **(R)**
- E.2 The face of balconies oriented to a single-family or a multifamily use of two stories or less shall have a 3' 6" translucent wall or opaque barrier. **(R)**

Rationale: The enjoyment of outdoor space should not infringe on the privacy of nearby residents.

B.3 Architecture

- 3.1 Community facilities (e.g., library, post office, meeting rooms, museums, theaters, government offices) should be architecturally prominent and easily accessible with a strong orientation to pedestrian spaces. **(P)**

Rationale: Public community facilities make an important contribution to the cultural life of an area.



- 3.2 Architectural design and site planning should be considered that incorporate a design theme that is compatible with a strong regional, cultural and environmental awareness. **(C)**

Rationale: Projects should be designed to reflect the surrounding area's culture and environment.

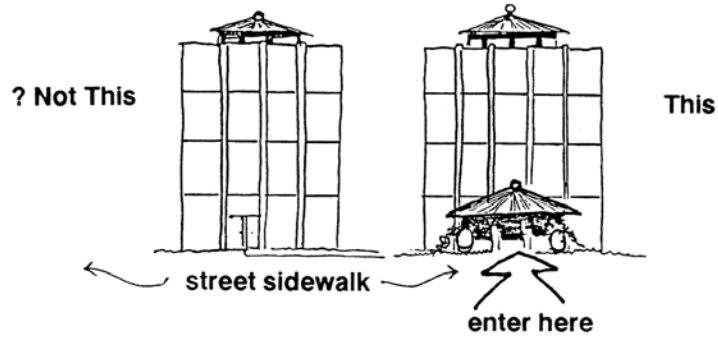
B.4 Articulation

- 4.1 Design elements at ground level, especially along the pedestrian spine, should be created with sufficient variety and detail to be of interest to pedestrians by providing three or more of the following:
 - A. Architectural details and articulation. **(P)**
 - B. Visual links to open spaces within developments. **(P)**
 - C. Ground level building facades that incorporate a substantial portion of their frontage as transparent elements. **(P)**
 - D. People-active areas and uses (balconies, terraces, patios, etc.). **(P)**
 - E. Intersections/movement options for pedestrians should be frequent, avoiding long, blank walls. **(P)**

Rationale: A building should be inviting to the public at ground level.

- 4.2 Highly visible and direct pedestrian access to buildings, transit waiting areas and businesses should be provided from the public streets, the pedestrian spine, and internal plazas.
- A. Building entries should be architecturally prominent. **(P)**
 - B. Ground floor retail and service businesses located within 50 feet of a public street should have direct access from the public street. **(P)**
 - C. Barriers such as walls and hedges between buildings and bus stops should be avoided. **(P)**

Rationale: A building should be accessible to pedestrians as well as to people driving private automobiles.

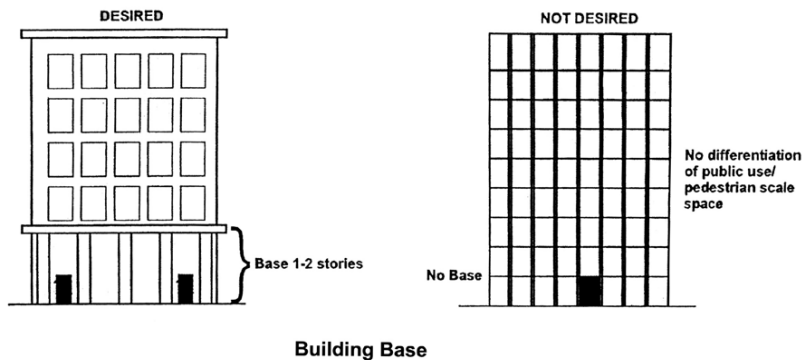


- D. Provide at least one building or site entrance per block per public street or 300 feet whichever is less. **(R)**

Rationale: The village Core will be a more active pedestrian environment if identifiable, easy and convenient public access is provided to buildings.

- E. All buildings over four stories in height should be designed with a building base that is differentiated from the remainder of the building in order to relate to a pedestrian scale. **(P)**

Rationale: Incorporating a building base into multi-story buildings helps define the pedestrian environment and provides a more human scale.



- F. Walls without windows or shadow boxes shall not exceed thirty percent of the area of the first 12 feet of the height of the building within 100 feet facing a street or designated pedestrian spine or outdoor room. **(R)**

Rationale: Building design that includes elements of interest to the pedestrian makes for a more active public environment.

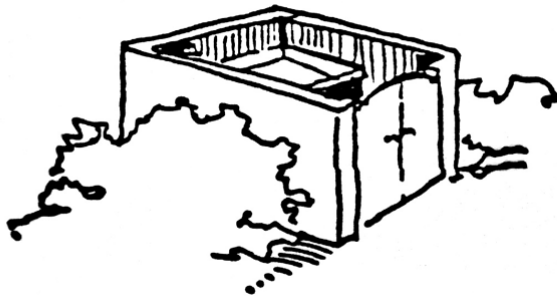
B.5 Colors / Materials

B.6 Public Amenities/Environmental Protection

B.7 Screening

- 7.1 Loading and storage areas, mechanical and electrical equipment and refuse areas should face away from public streets. **(P)**

Rationale: Although service areas and utility services are necessary to building operations they should not be visible from the public streets.



Refuse areas to be either

- o inside building (preferable)
- o screened with (min.) 6 foot solid masonry wall and gates
- o screen wall finish to match the building

- 7.2 Fire escapes must be architecturally integrated (enclosed or otherwise designed to avoid a tacked-on" appearance). **(R)**

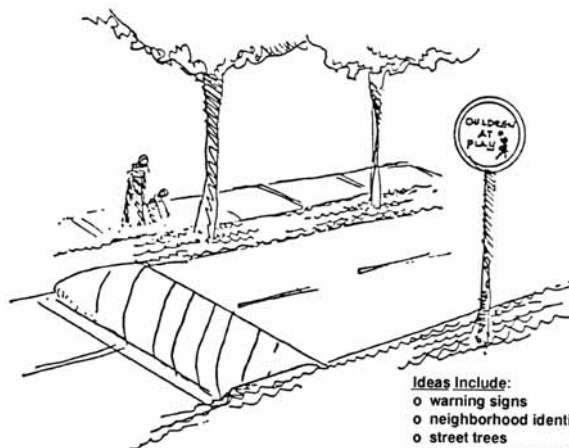
Rationale: Integrating fire escapes into a building's design can overcome their generally negative visual appearance.

C. Subdivision Design / Development

C.1 Streets/Circulation

- 1.1 Existing neighborhood streets should be redesigned to serve as quality open space, with a strong pedestrian emphasis as part of neighborhood protection plans. **(C)**

Rationale: Neighborhoods should encourage pedestrian activity.



Ideas Include:

- o warning signs
- o neighborhood identity signs
- o street trees
- o devices to slow traffic and to divert non-neighborhood traffic
- o narrower streets
- o pedestrian or "play" streets

- 1.2 Consider street closures and other measures such as street narrowing, changes in street texture, speed controls, speed bumps, street medians or traffic circles to eliminate cut-through traffic in neighborhoods commensurate with public safety considerations. **(C)**

Rationale: Motorists should be discouraged from cutting through neighborhoods.



Other Measures

- o street closures
- o street narrowing or "chokers"
- o changes in street texture ("private" look)
- o stop signs
- o speed humps or bumps
- o street medians/circles
- o "wooner" type solutions

C.2 Lot Layout Orientation

C.3 Landscaping and Buffers

C.4 Open Space / Amenities

C.5 Trails / Paths

C.6 Walls / Fencing

C.7 Auto Court Cluster Guidelines

C.8 Single Family Design Review

D. Specialized Uses

D. 1 Large Scale Commercial Retail

D. 2 Service Stations

D. 3 Communication Towers

D. 4 Signs

Any new ground sign in the Core that is not part of an existing comprehensive sign plan shall be subject to the design review guidelines found in Section 507.Tab A.4 of the Phoenix Zoning Ordinance. Any new or redevelopment project sized 100,000 square feet or more shall require a comprehensive sign plan per Section 705.E.2. of the Phoenix Zoning Ordinance.

Nonconforming wall signs shall be replaced with signage conforming to provisions of this Specific Plan when there is a complete replacement of a Building(s) on the property. Nonconforming ground signs on a development site shall be replaced when 75% of the existing buildings on the property are completely replaced.

4.1 Character

4.1.1 Quality, durable materials, compatible with site and building design, should be incorporated in the sign design and construction. Materials such as masonry, concrete, stainless steel, natural rock or stone should be incorporated. Unless compatible with the building design, visible aluminum should be used on a minimal basis. Internally illuminated panels are discouraged. Routed or individual letters are preferred. There shall be consistency in the quality and durability of materials between the panels used on the sign. **(P)**

4.2 Location

4.2.1 Where a sign is blocked by an abutting building a building identification sign shall be placed at the lowest possible height that will provide visibility from of the abutting arterial or collector street, while the street address numerals, if used, may be placed no higher than the story immediately above the building identification sign. **(R)**

Rationale: Locating an office building, hotel or residential building so as to abut the pedestrian spine should not be discouraged by a lack of visibility of the building's identification signs from adjacent arterial and collector streets.

4.2.2 Retail buildings shall have no wall signs above a height of 56 feet. **(R)**

Rationale: The entire facades of the upper stories of retail buildings are usually windowless and therefore can accommodate wall signs without creating visual conflict with the architectural elements of the facades.

4.2.3 The maximum sign height of a ground sign in the Core allowable after design review and/or by a comprehensive sign plan shall be twenty (20) feet. **(R)**

Rationale: Monument signs of greater height are excessively high in the intensively developed and integrated automobile and pedestrian environments of the Core, and are out of character with the heights of existing monument signs for the largest buildings and building complexes in the Core.

4.2.4 Multi-family residential buildings, hotels and parking structures shall have wall signs no higher than the top of the second story. Hotels may have wall signs up to a height of 56 feet. **(R)**

Rationale: Multi-family residential, hotels and parking structures appear cluttered when the patterns of openings are disrupted with signage. Placing signs above the second story of a multi-family residential building, hotel or parking structure converts the building's image from that of a suburban core building to that of a downtown core building.

4.2.5 Unless otherwise regulated by the fire code, office buildings, including banks, of more than two stories shall have wall signs no higher than the top of the second story, except for street address numerals which may be located on the first or second story. **(R)**

Rationale: Placing signs above the second story on an office building converts the building's image from that of a suburban core building to that of a downtown core building.

4.2.6 Other than a directional sign, in no event shall an illuminated sign be located closer than one hundred fifty (150) feet to the closest property line of any single-family residential district unless the sign does not face, is not oriented to, or is obscured by intervening structure from the residential district. **(R)**

Rationale: Single-family developments in the Core Gradient and adjacent to the Core Gradient have a rural or suburban character that is incompatible with views of illuminated signage of the size, height and character of that characteristic of an intensely developed core.

4.2.7 No roof signs or roof-mounted signs shall be allowed in the Core. The horizontal surface of sidewalks, pedestrian areas, landscaped areas, private street surfaces and similar surfaces shall not be used for signs. **(R)**

Rationale: Because of the many tall buildings within the Core, roof tops of lower buildings, sidewalks, landscaped areas and private streets are constantly in view and shall not be surfaces that are used for signage.

E. Specialized Areas

E.1 Freeway Mitigation

E.2 Canal Banks

E.3 Sonoran Preserve Edge Treatment Guidelines

5.4.5 Amendments to the Design Guidelines

The design guidelines set forth within Section 5.3.4 are also contained within the City of Phoenix **Zoning Ordinance** (Section 507). Since the Camelback East Core Design Guidelines are to be incorporated into the citywide design review standards which are intended to become part of the **Zoning Ordinance**, the guidelines should follow the normal process of **Zoning Ordinance** text amendments. This amendment process follows standard notification procedures and requires public hearings before the Planning Commission and the City Council.

5.5 Action Program

This plan will be implemented in several ways. First, the new form for the Camelback Core is established in a **General Plan** amendment that will be considered concurrently with this Specific Plan. The General Plan, once amended, will provide a guide for development approval decisions. Second, the basic plan elements in Section 4.0 and specific policies in Appendix D of this plan represent the policy of the City of Phoenix. These policies will be implemented through land use and development decisions made by City Council. This will include the zoning approval process, Capital Improvement Program process, and technical assistance from City Planning and Transportation staff. Second, the regulations (summarized in Appendix D) modify the City's current zoning ordinance and will be enforced by the City through the development review process. Finally, this plan calls for a set of actions which will develop in more detail some of the concepts in Section 4. The intent of some actions is to carry the concepts forward to a point where the Specific Plan can be amended to include a new set of regulations or detailed policies (Streetscape study). In other cases, detailed plans need to be prepared to identify costs and possible financing mechanisms for proposed improvements.

This section calls for a variety of actions that will implement this plan. Some actions will be the responsibility of the City of Phoenix, some the private sector, and then some are suggested to be joint public/private efforts. In the case of the later it is suggested that a nonprofit organization with membership of local civic leaders, business operators, and commercial and residential property owners be formed. This organization could act as a funding conduit for various studies and planning efforts, and act as a partner with the City in completion of such efforts.

The following sections identify these actions.

5.5.1 General Plan Provisions

The following amendments are proposed to the **General Plan for Phoenix: 1985-2000**. These amendments are to be considered as part of the General Plan Amendment Process and considered simultaneous to the public hearing process regarding the Camelback East Primary Core Specific Plan. These modifications to the **General Plan** should be used to review all zoning requests and Capitol Improvement Projects associated with the Camelback East Core.

- 1) The boundaries of the Camelback East Core are modified to reflect the boundaries of the Core Center in Map 3; for the purposes of this Specific Plan this is referred to as the Core Center.

- 2) The Core Center is designated for commercial mixed use development with a minimum of 20% of the uses being retail (on a site by site basis). This mixed use is encouraged to include both hotel and high density residential where appropriate, and a mix of regional and community uses.
- 3) A new area called the Core Gradient is established, and its boundaries are established as shown on Map 3. The Core Gradient is designated as a mixed use multifamily transition zone where residential uses should remain the dominant land use.

Responsible party to complete the task: Planning Department staff

Task participants: Planning Department staff, Village Planning Committee, Planning Commission and City Council

Task Schedule: Task Completed

Evaluation Process: Not applicable

5.5.2 Zoning Approval

The policies in this Specific Plan provide a set of guidelines which can be used to evaluate rezoning requests. Rezoning requests are to be primarily evaluated against the elements of this Specific Plan (Chapter 4) and the goals and policies contained within the **General Plan**. The approval of additional height and FARs should be conditioned on the list of incentives in Section 5.2, Development Incentives Program. The regulations in this Specific Plan also limit the building height which can be granted through the development approval process. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the zoning review process.

Responsible party to complete the task: Planning Department staff

Task participants: Planning Department staff, Village Planning Committee, Planning Commission and City Council

Task Schedule: Ongoing, long-term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.3 Development Approval

The Development Services Department will evaluate development permits with respect to the design guidelines contained within this Specific Plan. Section 5.4.2, Applicability of the Design Guidelines, provides a set of conditions in which the guidelines are to be administered. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the development review procedures.

Responsible party to complete the task: Development Services Department staff

Task participants: Planning Department staff and Village Planning Committee

Task Schedule: Ongoing, long-term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.4 Transportation Study

As the Level of Service (LOS) on Camelback Road declines, the need for alternative access routes to the Core will become critical. A detailed transportation study, of access alternatives, needs to be completed. This study should be a joint public/private effort in terms of development and funding. Any transportation management techniques that require adoption by ordinance should be included in any future amendments to this plan.

Responsible party to complete the task: Transportation Planning and Research Team

Task participants: Transportation Planning and Research Team, Planning Department staff, the Camelback East Primary Core Traffic Management Association and the Village Planning Committee

Task Schedule: Unknown

Evaluation Process: Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan

5.5.5 Streetscape Design Study

This Specific Plan provides a set of design guidelines which, when implemented, will begin to achieve the goal of providing a unified and unique core. However, many of the guidelines are dependent upon the completion of a detailed streetscape design study which will provide such details as specific light standards and paving patterns.

The Camelback East Primary Core Design Guidelines provide a solid foundation and design direction for such a plan. This task should be assigned to a consultant working to provide greater detail within the spirit of the guidelines and contained in Section 5.4.4.

Since the creation of a distinctive Camelback East Core streetscape is such an important element of the Specific Plan, **a specific streetscape design plan for the Core should be prepared immediately.**

The streetscape design plan should include detailed design of all major streetscape elements (light standards, benches, etc.) in keeping with the design principles and themes outlined in the design guidelines. It should explore alternatives for the midblock shuttle/pedestrian spine and provide recommendations for possible alignments and various opportunities. Further, the plan should provide the City and developers with consistent standards for design, planning, construction and selection so the areas of responsibility and cost are made clear.

This streetscape design plan must be prepared and adopted before streetscape requirements within the design guidelines become effective. Until this occurs, the following guidelines shall be considered CONSIDERATIONS rather than REQUIREMENTS: A.4.1, A.5.2, A.6.3.2, A.6.3.3, A.10.2, A.10.3, A10.6, A.10.7, A.10.8.D AND B.3.2.

Responsible party to complete the task: Planning Department

Task participants: Planning Department staff, Village Planning Committee, area property owners and an urban design consultant

Task Schedule: Dependent upon securing funding, short-term

Evaluation Process: Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan

5.5.6 Public and Private Improvements and Facilities

This plan suggests a range of public and private improvements and facilities that are appropriate for the Camelback East Core, these include:

- a. Park acquisition;
- b. Purchase and/or development of a community commons facility;
- c. Purchase of street right-of-way and adjacent properties for transportation system improvements, gate ways, streetscape and buffers;
- d. Neighborhood improvements including street closures, traffic diverters, landscape buffers, and neighborhood entrance monuments;
- e. Local transit and/or shuttle systems;
- f. Rapid transit corridor location;
- g. Possible street improvements;
- h. Bicycle facilities; and
- i. Streetscape improvements.

A detailed study of the cost and financing mechanisms for these improvements needs to be prepared, and an implementation plan to complete these improvements developed and initiated. The City of Phoenix should be an active funding participant in both studying and implementing the various programs.

Responsible party to complete the task: City staff

Task participants: City staff and area property owners

Task Schedule: Ongoing, long-term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.7 Modification of Stipulations Regarding Camelback Road Improvements

Previously, the improvements needed to widen Camelback Road from 6 to 8 lanes were stipulated as part of the approval of the zoning cases located around Camelback Road and 24th Street. Through these zoning cases, an improvement district was created to finance the required improvements. This Specific Plan calls for modification of these stipulations to change the intent of the improvement district. Rather than focusing on the widening of Camelback, this district will now focus on the following items:

- a. Improving the pedestrian environment for Camelback from 22nd Street to 26th Street,
- b. Focus on the visual aspects in regard to streetscape and framing mountain views,
- c. Focus on providing an integrated pedestrian system for the whole Core, and
- d. Improving access to the Core via routes other than Camelback Road.

Responsible party to complete the task: Planning Department staff

Task participants: Planning Department staff, Streets Transportation Department staff and property owners stipulated to participate in a Camelback Road Improvement District

Task Schedule: Commence upon approval of the Specific Plan, short-term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.8 Formation of a Traffic Management Organization

A traffic management organization should be formed to lessen the impacts of traffic within the Core area. The formation of the Traffic Management Organization should be initiated by a focus group comprised of representatives of area employers, a representative of the City of Phoenix and the Regional Public Transit Authority. The overall charge to the focus group would be to provide a recommendation to the City Council on an appropriate organizational structure and financing for the Traffic Management Organization.

Responsible party to complete the task: Planning Department staff

Task participants: Area property owner representatives, City staff, and Regional Public Transit Authority staff

Task Schedule: Commence upon approval of the Specific Plan, short-term and long-term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.9 Specific Plan Progress Report



10 Year Review: A general review of the Plan directed towards possible changes in the land uses, heights, setbacks, and boundaries stated herein by the Village Planning Committee and the Planning Commission shall not take place prior to ten years from the date of the City Council approval of the 2006 plan update.



2 Year Implementation Reviews: Under the direction and with the assistance of the Planning Department, every two years the Village Planning Committee shall initiate a review of the implementation of the items specified under Sections 5.5.2 through 5.5.8. Upon completion of these reviews, a report on the findings and recommendations shall be submitted by the Planning Department to the Planning Commission and the City Council for appropriate action.

Responsible party to complete the task: Planning Department staff

Task participants: Planning Department staff and Village Planning Committee

Task Schedule: Annual report, ongoing, short-term and long-term

Evaluation Process: Not applicable

5.5.10 Pedestrian Spine Signage

Directional and way-finding signage, as well as signage for temporary events on or abutting the pedestrian spine, should be consistent Core-wide in size, type style, colors, materials and illumination. Signage for all public, commercial, hotel and residential facilities, should also be pedestrian in scale. Providing standardization of a unique, core-specific design throughout the pedestrian spine contributes to the unique identity and sense of continuity of the pedestrian spine.

The city does not regulate signage which is not visible off a property. However, adopting Core-wide standards for such signage would allow developers, property owners and property managers to comply with agreed upon standards and allow their inclusion in comprehensive sign plan applications. A pedestrian spine signage design plan should be prepared with input from property and business owners within the Core area, and adopted as an amendment to the Specific Plan.

Responsible party to complete the task: Planning Department staff, initiation by Village Planning Committee

Task participants: Village Planning Committee, Core property and business owners, city staff

Task Schedule: Commence upon approval of Specific Plan update, short term

Evaluation Process: Annual report (see Section 5.5.9)

5.5.11 Urban Design Competition

The Camelback East Village Planning Committee is committed to advocate for juried Urban Design Competition that shall delineate the existing and proposed open spaces and the pedestrian connections that link them. Other aspects of the design will be: the street tree palette that shade those pedestrian linkages; the design of "Gateway" elements that reflect the intended "Biltmore" motif, the design of selected placements for public art within that pedestrian network; the design vocabulary and grammar for the elements of those open spaces and pedestrian connections that will mark this Urban Village Center distinctly Camelback – Biltmore in character. Examples of these elements include light fixtures, benches, trash receptacles, water features, flower planters, pavement patterns and materials, shade devices other than trees, pedestrian way finding signage, focal point placements for public art pieces.

The composition of the competing urban design teams shall be multi-disciplinary including urban designers/architects, landscape architects, public artists, and other consulting designers as may be identified by the competition administrator in collaboration with the jury.

The composition of the jury shall be negotiated with the Mayor's office, the District 6 Councilman Office, the city Planning Commission and staff, the Biltmore Area Partnership, neighborhood resident representatives, contributing co-sponsors, the Camelback East Village Planning Committee, and possibly the application review Committee.

The urban design elements for the public open spaces and the pedestrian precincts delineated by the winning team will be the basis for the Design Guidelines that refer to such elements.

Responsible party to complete the task: Village Planning Committee

Task participants: Planning and Development Services Department staff and Village Planning Committee

Task Schedule: Dependent upon securing funding, short-term

Evaluation Process: Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan

APPENDIX J

PERSONS INVOLVED IN THE PREPARATION OF THE 2006 SPECIFIC PLAN UPDATE

Camelback East Primary Core Specific Plan Subcommittee

Craig Steblay, Chair
Rose Arck, CEVPC Member
Lynn Heath, CEVPC Member
Jack Leonard, CEVPC Member
John Schneeman, CEVPC Member
Alan Beaudoin, Professional Planner, LVA Design*
Peter Drake, Professional Planner, Arizona Land Use Planners*

* = Non-Voting Committee Member

Participants in Mediation Process

Sherman Fogel, Mediator
Stephen Anderson, Hines Property
Paul Barnes, Neighborhood Representative
Mike Curley, Gray Development Group
Peter Drake, Neighborhood Representative
Stephen Earl, Biltmore Fashion Park
Jeff Fine, Neighborhood Representative
Bruce Gray, Gray Development Group
Jasper Hawkins, Neighborhood Representative
Gregory Hintze, Neighborhood Representative
Jody Kriss, Bayrock Group
Lynn Lagarde, Town and Country
Jack Leonard, Neighborhood Representative
Heather Litton, Neighborhood Representative
Richard Mallory, Bayrock Group
Eric Nelson, Town and Country
David Scholl, The Colonnade and Biltmore Fashion Park
Alexander Tauber, Neighborhood Representative
David Tierney, Neighborhood Representative
Nick Woods, Bayrock Group

Design Review Standards Committee

Harvey Unti, Chair
Eric Brown
Thomas Durkin
William Dutton
Angela Dye
Jan Hancock
Don Keuth
John Kuhn
James Schechter

City Staff

Debra Stark, AICP, Planning Director
David E. Richert, Planning Director (until October 11, 2005)
Steven A. Muenker, AICP, Acting Assistant Planning Director (Project Manager)
Katherine Coles, Planner II, Camelback East Village Planner
John Parks, Development Review Administrator, Development Services Department
Kelly Kvetko, Sign Inspection Supervisor, Development Services Department