



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-50-15-2  
(Emerald Bay Senior Living PUD)  
November 24, 2015**

**Paradise Valley Village Planning Committee Meeting Date:** December 7, 2015  
**Planning Commission Hearing Date:** January 14, 2016  
**Request From:** R1-14 (2.79 acres)  
**Request To:** PUD (2.79 acres)  
**Proposed Use:** Planned Unit Development to allow a mix of uses including an assisted living facility  
**Location:** Northeast corner of 41st Street and Greenway Road  
**Owner:** Bill E Emch  
**Applicant/Representative:** Kyle Freeman, Emerald Bay Senior Living / Larry S. Lazarus, Lazarus, Silvyn & Bang  
**Staff Recommendation:** Approval, subject to stipulations

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Residential 0 to 2 du/acre	
<b>Street Map Classification</b>	41st Street	Local	30 feet (east half)
	Greenway Road	Arterial	55 feet (north half)
<p><b><i>CONNECT PEOPLE AND PLACES CORE VALUE; CORE, CENTERS AND CORRIDORS; CODES TOOL: Support healthy urban villages, with a balance mix of housing, employment opportunities and services as a principal means to reduce vehicle trip length and associated emissions.</i></b></p> <p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.</i></b></p> <p>The proposal will transform the subject site into an assisted living center that will diversify the housing stock and provide a new housing option for aging seniors in the area.</p>			

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.***

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.***

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.***

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.***

As proposed, the PUD Narrative is designed to be sensitive to the surrounding neighborhood and compatible with the surrounding residential context in design and character. There are appropriate use restrictions, building and landscape setbacks, a combination of walls and landscaping for screening, and access is restricted to the arterial street.

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: All housing should be developed and constructed in a quality manner.***

The proposed building is designed to resemble a large residential estate with a porte-cochere. The architectural style will incorporate southwest elements with four-sided detail, including pop-outs, and colors and materials to be consistent with the desert environment, and the front of the building will be clearly delineated. The proposed development will complement and enhance the character of the area.

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; SAFE NEIGHBORHOODS – TRAFFIC; LAND USE PRINCIPLE: Minimize traffic through lower-density residential areas by locating heavy traffic generating land uses on or near arterial streets.***

*Although the proposed use is not anticipated as a heavy traffic generating land use, the site has been designed to only allow vehicular access from the arterial street, minimizing the potential of cut-through traffic onto the local street and through the residential neighborhood.*

**CONNECT PEOPLE AND PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should include convenient bicycle parking.**

*The proposed PUD narrative, as stipulated, requires four (4) bicycle parking spaces. This will allow for visitors or employees to travel to the facility using an alternative means of transportation.*

**STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.**

*The proposed PUD will allow for the opportunity for a local, family owned business to start a new assisted living center designed to be appropriate specifically for the subject location.*

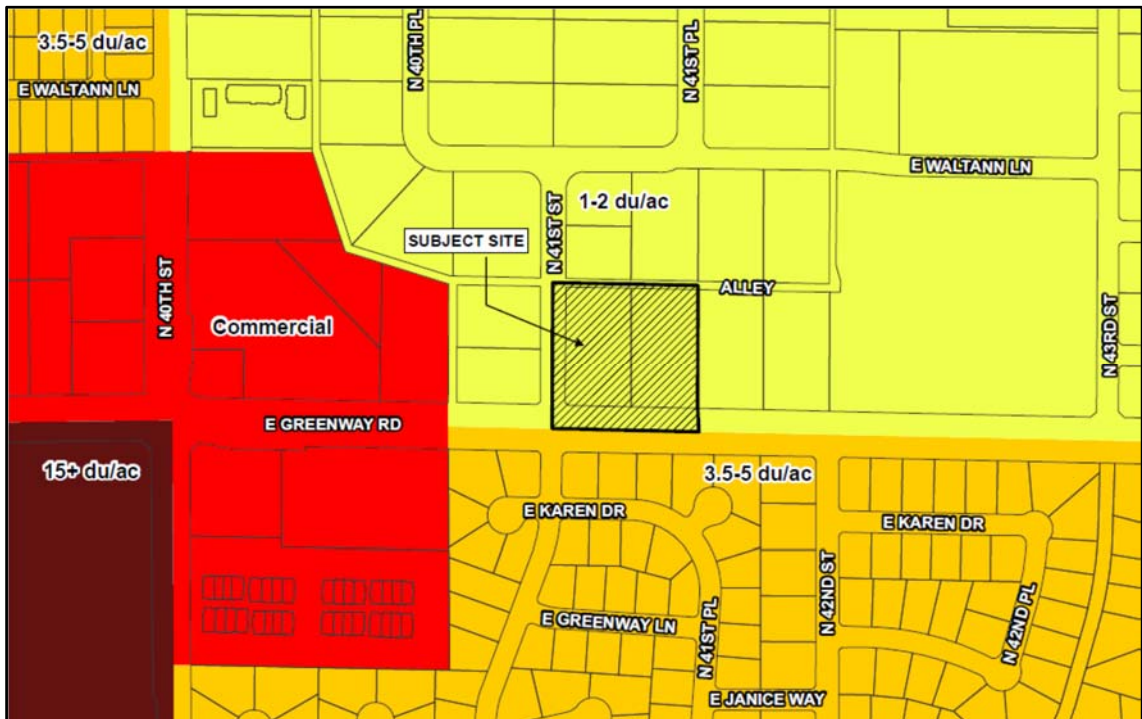
Surrounding Land Uses/Zoning		
	Land Use	Zoning
<b>On Site</b>	Single-family residence and vacant	R1-14
<b>North</b>	Single-family residential	R1-14
<b>South</b>	Single-family residential	R1-10 and R1-8
<b>East</b>	Single-family residence	R1-14
<b>West</b>	Single-family residence and an office	R1-14 and R-O

**Background/Issues/Analysis**

**SUBJECT SITE**

1. This is a request to rezone a 2.79-acre site (gross acreage includes right-of-way) located at the northeast corner of 41st Street and Greenway Road from R1-14 (One Family Residence District) to PUD (Planned Unit Development) to allow a mix of uses including an assisted living facility consisting of a maximum of 60 units or 80 beds. The acreage provided in the PUD Narrative is not correct due to a staff error. This error also impacts the proposed residential density. Stipulations have been recommended to correct the acreage and density in the PUD Narrative.

2. The subject site currently consists of two (2) lots. Each lot is approximately one acre. The west lot on the immediate corner of 41<sup>st</sup> Street and Greenway Road is vacant and the east lot is developed with a single-family residence.
3. The General Plan Land Use Map designation for the subject site is Residential 1 to 2 dwelling units per acre. Although the proposal is not consistent with the General Plan Land Use designation, an amendment is not required as the subject site is less than 10 acres.



## SURROUNDING GENERAL PLAN, ZONING, AND USES

4.



### **North**

The properties to the north of the subject site are large lot, semi-rural residential properties zoned R1-14. The General Plan Land Use designation is Residential 1-2 dwelling units per acre.

### **South**

Directly to the south of the subject site across Greenway Road is a single-family residential subdivision zoned R1-10 and R1-8 (Single-family Residence Districts). The General Plan Land Use designation is Residential 3.5-5 dwelling units per acre.

### **East**

Directly to the east of the subject site is a single-family residence on an approximate one acre lot. Further east is a city owned vacant lot that has been used for construction staging. In addition there is also a church located on the northwest corner of 43rd Street and Greenway Road. All of these eastern properties are zoned R1-14 and have a General Plan Land Use designation of Residential 1-2 dwelling units per acre.

### **West**

There are two properties to the west of the subject site across 41st Street. The lot to the north is approximately 30,000 square feet and includes a single-family residence zoned R1-14. The lot to the south is used as an office and is zoned R-O (Residential Office). Both lots are designated as Residential 3.5-5 dwelling units per acre on the General Plan Land Use Map. Further to the west there

are commercial uses, zoned C-1 and C-2 and the General Plan Land Use designation is also Commercial.

#### PROPOSAL

5. The proposal was developed utilizing the PUD zoning designation which allows an applicant to propose uses, development standards, and design guidelines for a site. One of the goals of this process is to allow the applicant to develop standards that respond to the surrounding environment more so than conventional zoning districts allow. The end result is property rezoned with standards crafted specifically for the site.

Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.

6. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped November 9, 2015 (see attached). The proposed standards were designed to allow for an Assisted Living Center for senior adults to be compatible within the context of the surrounding area.

#### **Land Use**

The Development Narrative proposes the following uses: Assisted Living Center with 60 units, and a maximum of 80 beds; and/or uses permitted in the R1-14 Zoning District. Accessory uses, such as a barber/beauty salon and snack bar for the use and convenience of the residents are also permitted. Temporary uses are permitted per the Zoning Ordinance standards.

#### **Development Standards**

The table below provides a comparison between the proposed development standards and a comparable Zoning District in the Phoenix Zoning Ordinance:

---

**Comparative development standards:**

<b>Development Standards</b>	<b>Proposed PUD</b>	<b>R-3A with Special Permit (PRD Development Option)</b>
Density (Maximum dwelling units/acre)	21.51 (60 units)	23.10 – 26.40 (64 – 73 units)
Height (Maximum)	2-story and 30 feet	3 stories or 40 feet for 150 feet; foot in 5-foot increase to 48 feet, 4-story maximum.  There shall be a fifteen-foot maximum height within ten feet of a single-family zoned district, which height may be increased one foot for each additional one foot of building setback to the maximum permitted height.
Building Setbacks (Minimum)	<u>Perimeter, adjacent to street:</u> 25 feet <u>Perimeter, adjacent to property:</u> 25 feet	<u>Perimeter, adjacent to street:</u> 20 feet <u>Perimeter, adjacent to property:</u> 15 feet <u>Interior front:</u> 10 feet
Landscape Setbacks (Minimum)	<u>Street sides:</u> 15 feet <u>Adjacent to property:</u> 15 feet	<u>Street sides:</u> 20 feet <u>Adjacent to property:</u> 5 feet
Lot Coverage (Maximum)	40%	<u>R-3A:</u> 45% <u>Special Permit:</u> 25%
Open Space (Minimum)	100 sq. ft. of usable open space per bed (6,000 – 8,000 sq. ft.)	<u>R-3A:</u> 5% of gross area (6,077 sq. ft.) <u>Special Permit:</u> 100 sq. ft. of usable open space per bed (6,000 – 8,000 sq. ft.)
Parking (Minimum)	38 spaces	1 space per 2 patient beds (30 – 40 spaces)
Vehicular Access	Arterial street	<u>Special Permit:</u> From arterial or collector street
Wall Height (Maximum)	North: 6 feet South: 6 feet East: 6 feet West: 6 feet	North: 6 feet South: 40 inches East: 6 feet West: 6 feet

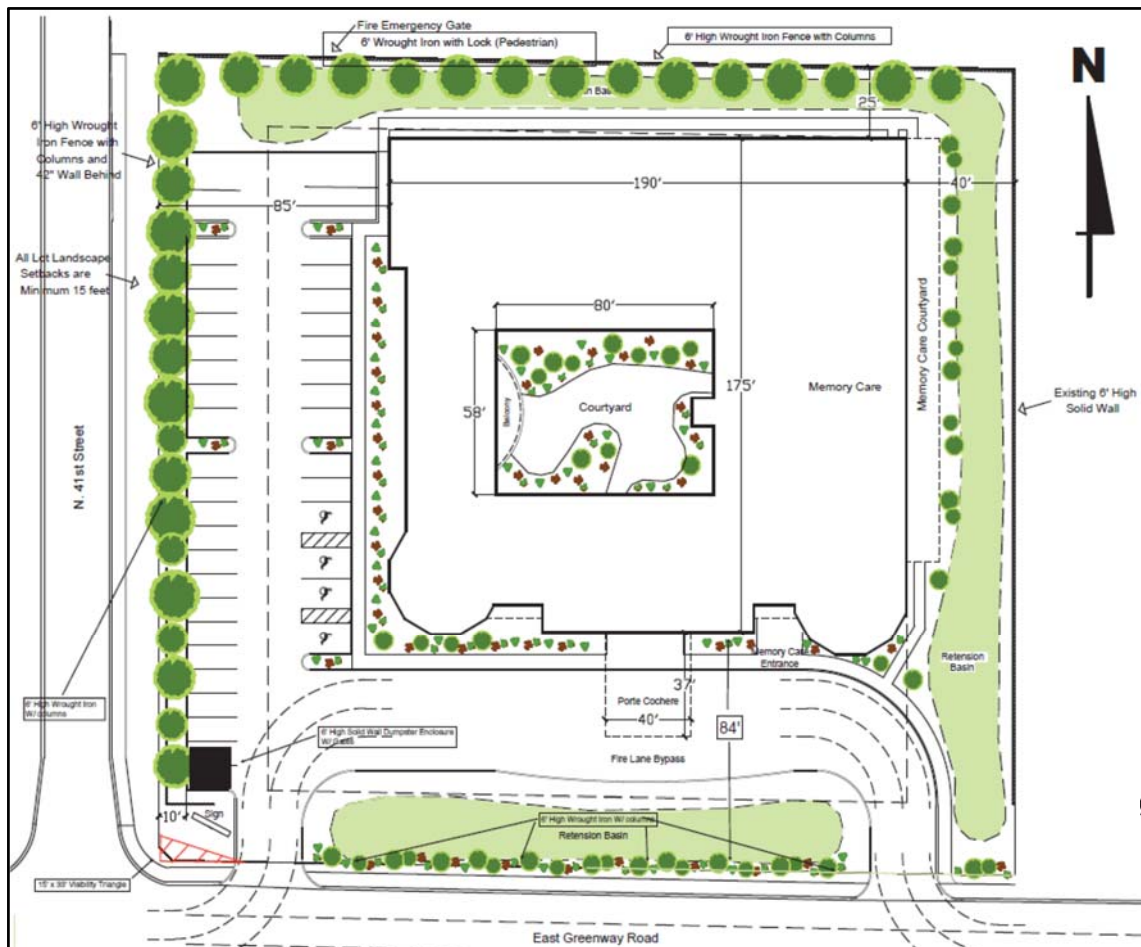
The proposed standards are fairly consistent with the comparable zoning district standards as far as density, lot coverage, open space, parking, and wall height requirements along the north, east, and west. The building height, setbacks, and wall height along the south are not consistent with the Zoning Ordinance standards, however the proposed development standards allow for better integration of the facility adjacent to single-family development and adjacent to an arterial street. The proposed building height is also consistent with the adjacent single-family R1-14 Zoning District.



**Landscaping and Wall Standards**

The proposed landscaping includes drought tolerant, desert adapted plant material within a minimum 15 foot wide landscape setback surrounding the site (excluding driveways). Internal landscaping is also proposed around the building and within an internal courtyard area.

Wrought iron fences with decorative columns are proposed at 6 feet high surrounding the site to provide screening adjacent to the single-family area, as well as to provide a secure and aesthetically pleasing environment to the residents within the facility. There is also an additional 42-inch high solid screen wall proposed along the west side of the site to provide additional shielding from headlights in the parking lot.



**Parking**

Access to and from the site will be from Greenway Road with a restriction of right-turns in and right-turns out only. A porte-cochere will be provided for drop-off and pick-up of residents. A minimum of 38 parking spaces are proposed, including four (4) accessible parking spaces.



**Elevations**

Conceptual elevations are included in the PUD Narrative and are proposed to meet the standard Zoning Ordinance requirements.

**Design guidelines**

Design guidelines and standards are proposed to meet the standard Zoning Ordinance requirements.

**Signage**

Signage is proposed to meet the standard Zoning Ordinance requirements and will be designed to be compatible with the building design.

**Sustainability**

The Development Narrative proposes several options to incorporate sustainability principles including using resources efficiently, water and energy efficiency, and building designed to respond to the southwest climate. The applicant has added recycling and bicycle parking as potential options, however after further discussions, the applicant has agreed to require recycling and four (4) bicycle spaces. This will be recommended as a stipulation.

**Phasing**

The project will be constructed in one phase.

7. Previous Case History:

In 1999 a rezoning request, Z-1-99-2, was initiated for a portion of the subject site. The request was to rezone the lot on the immediate corner (1.50 gross acres) to R-O (Residential Office) zoning to allow for an 11,000 square foot office building. There was significant neighborhood opposition to the request. The neighborhood had concerns about the following:

- Safe access from public streets
- The existing median will add an excessive amount of U-turns on Greenway Road
- Intrusion of commercial traffic in the neighborhood
- Possibility of the emergency crash gate being removed in the future
- No screening for parking
- The excessive amount of parking spaces proposed
- The building setback/height ratio being a one to one ratio
- Insufficient buffering adjacent to residential properties
- Large size of the proposed building
- Not compliant with residential designation in the General Plan

The applicant eventually withdrew the request at the Planning Commission hearing.

The proposed PUD provides a good compromise and includes standards that address many of the concerns from the past and present. There will be no

vehicular access onto the local street, sufficient building and landscape setbacks, as well as screen walls and buffer landscaping have been proposed to mitigate any potential adverse impacts. Also, the proposed use of the property is primarily for a residential purpose and is not anticipated to have any significant impacts on traffic volume. The PUD process allows for development standards that respond to the surrounding environment more so than conventional zoning districts allow. The end result is a site with standards crafted specifically for the location.

#### STREETS AND TRAFFIC

8. The Street Transportation Department has proposed stipulations requiring that all streets within and adjacent to the development, as well as through the alley, shall be constructed with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals as per plans approved by the City. All improvements shall meet ADA requirements.

#### MISCELLANEOUS

9. The Aviation Department has reviewed the Rezoning application submittal and requests that the following item should be completed prior to approval:
  - That the property owner record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of the City of Scottsdale Municipal Airport to future owners or tenants of the property.

The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.

10. The Fire Department has noted that the water supply (gpm and psi) is not known for the site. Additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.
11. It has been determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in Shaded Zone X, on panel 1315 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
12. The Water Services Department has noted that the requirements and assurances for water and sewer service will be determined at the time of application for site plan, or building permit approval. A sewer main extension may be required on 41st Street to be able to serve the subject site. This will be dependent on the Developer/Engineer's design.
13. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

## **Findings**

1. The proposed development is in conformance with several General Plan goals and policies.
2. The proposed development is compatible with the existing land use pattern in the area and is designed to be sensitive to the surrounding neighborhood with appropriate use and vehicular access restrictions, building and landscape setbacks, as well as screen walls and buffer landscaping to mitigate any potential adverse impacts.
3. The development will provide additional employment and housing opportunities for the area.

## **Stipulations**

1. An updated Development Narrative for the Emerald Bay Senior Living PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped November 9, 2015, as modified by the following stipulations:
  - a. Page 6, A. Purpose and Intent, Section A.1, First paragraph: Revise the gross acreage to 2.79 acres.
  - b. Page 7, A. Purpose and Intent, Section A.2, First paragraph: Revise the gross acreage to 2.79 acres.
  - c. Page 8, A. Purpose and Intent, Section A.3c, Site Data Table: Revise the gross acreage to 2.79 acres.
  - d. Page 10, C. Site Conditions and Location, Section C.1, First paragraph: Revise the gross acreage to 2.79 acres.
  - e. Page 11, Conceptual Site Plan: Revise the gross acreage to 2.79 acres.
  - f. Page 20, G. Development Standards, Section G.1, Development Standards Table: Revise the density to 21.51.
  - g. Page 29, J. Sustainability Guidelines: Move items I and K, related to recycling and bicycle parking, from the list of Practices/Techniques That May Be Incorporated to the list of Measurable and Enforceable Items That Will Be Incorporated.
  - k. Page 41, Appendix 5, Comparative Zoning Standards Table, PUD column: Revise the maximum density to 21.51.

2. The developer shall construct all streets adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
3. The applicant shall extend improvements along 41st Street through the alley with paving, curb, gutter, and sidewalk, as approved by the Planning and Development Department.
4. The property owner shall record documents that disclose the existence and operational characteristics of the City of Scottsdale Municipal Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.

**Writer**

Racelle Escolar

November 24, 2015

**Team Leader**

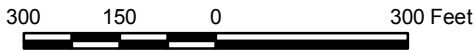
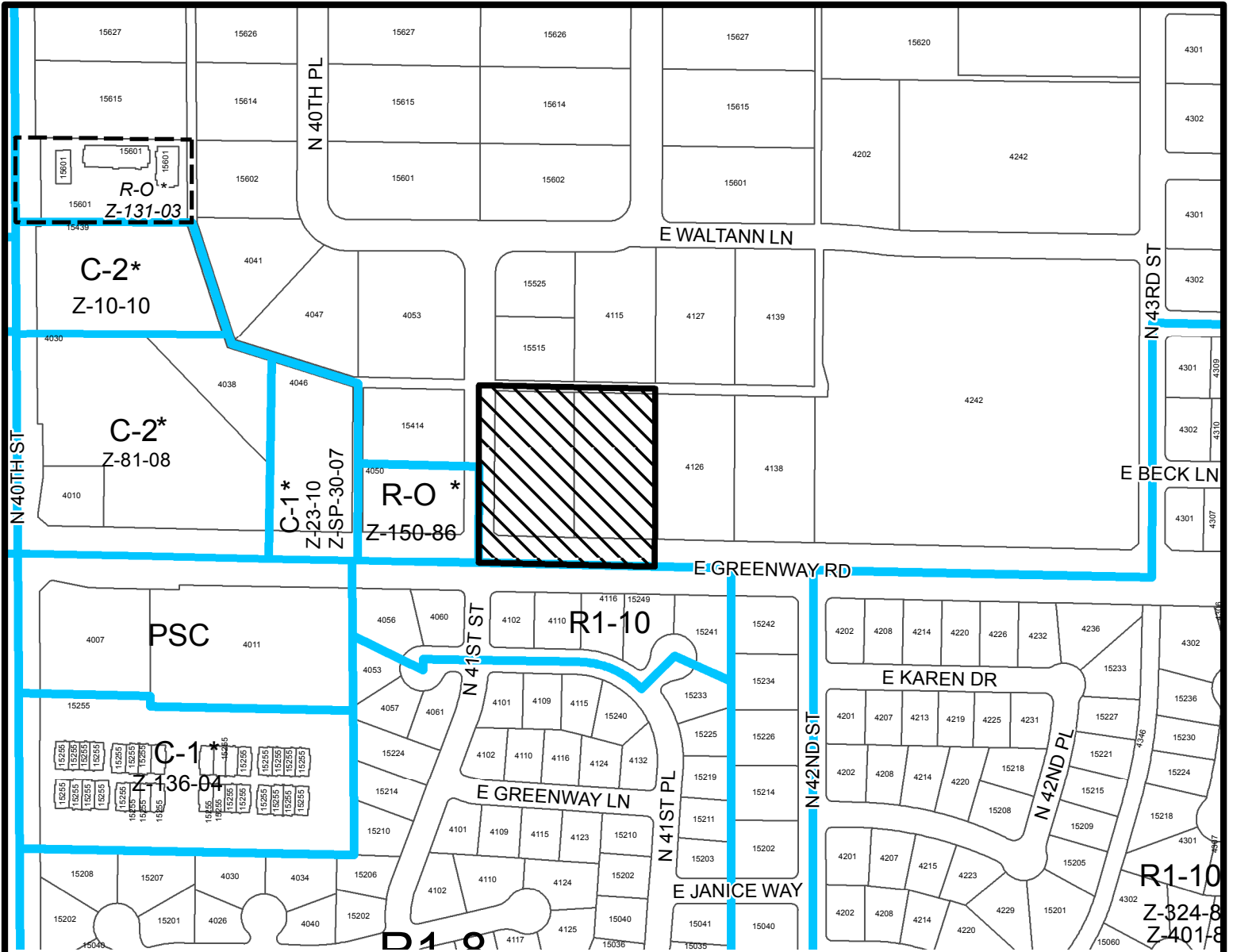
Joshua Bednarek

**Attachments**

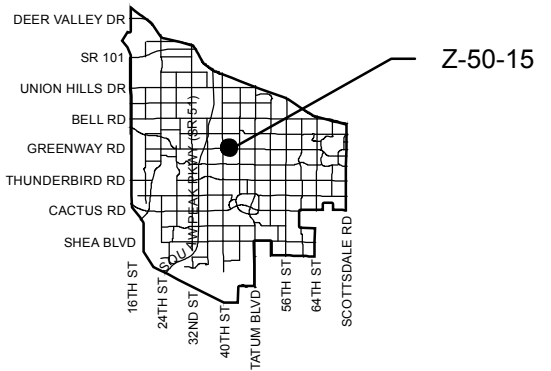
Zoning Sketch

Aerial Map

PUD Narrative



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



<b>APPLICANT'S NAME:</b> Kyle Freeman/ Emerald Bay Senior Living		<b>REQUESTED CHANGE:</b> FROM: R1-14 (2.79 a.c.) TO: PUD (2.79 a.c.)	
<b>APPLICATION NO.</b> Z-50-15	<b>DATE:</b> 11/16/15 <b>REVISION DATES:</b>		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  2.79 Acres	<b>AERIAL PHOTO &amp;          QUARTER SEC. NO.</b> QS 35-37	<b>ZONING MAP</b> L-10	
<b>MULTIPLES PERMITTED</b> R1-14 PUD	<b>CONVENTIONAL OPTION</b> 6 6	<b>* UNITS P.R.D. OPTION</b> N/A N/A	

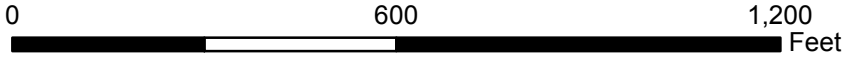
\* Maximum Units Allowed with P.R.D. Bonus



# Z-50-15-2 (Emerald Bay Senior Living PUD)



RE 11/18/2015 Aerial Date: 2014



mapservices@phoenix.gov



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



# **EMERALD BAY SENIOR LIVING**

**Case Z-50-15-2**

## **Development Narrative**

Northeast Corner/East Greenway Road and North 41st Street

**Pre-Application Meeting: July 28, 2015 Meeting # 15-70**

**First Submittal: August 31, 2015**

**Second Submittal: October 9, 2015**

**Hearing Draft: November 9, 2015**

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

**PRINCIPALS AND DEVELOPMENT TEAM**

<p><b>Applicant Representative and Developer</b></p>	<p>Emerald Bay Senior Living, LLC                  Kyle Bradley Freeman/Principal                  21617 N. 3<sup>rd</sup> Avenue Suite A                  Phoenix, Arizona 85027                  Tel: (602) 448-9884                  Email: EmeraldBaySeniorLiving@gmail.com</p>
<p><b>Applicant Representative</b></p>	<p>Lazarus, Silvyn &amp; Bangs, P.C.                  Larry Lazarus, Attorney                  Marci Rosenberg, Land Use Planner                  420 West Roosevelt Street                  Phoenix, AZ 85003                  Tel: (602) 340-0900                  Email: (Larry) llazarus@lsblandlaw.com                  (Marci) mrosenberg@lsblandlaw.com</p>
<p><b>Architect</b></p>	<p>HJH Architecture LLC                  John Hammen                  8337 East Monterey                  Scottsdale Arizona 85251                  Tel: (602) 758-7437                  Email: Helmutjohn@hotmail.com</p>
<p><b>Civil Engineer</b></p>	<p>Keogh Engineering, Inc./Engineering Civil                  Dennis Frank Keogh                  14150 W McDowell Road                  Goodyear, Arizona 85395                  Tel: (623) 535-7260                  Email: Keogh@Keoghengineering.com</p>
<p><b>Civil Engineer/Planning</b></p>	<p>Clint B. Scherf Engineering                  Civil Division Manager SSE                  11826 North Winchester Drive                  Fountain Hills, AZ 85269                  Tel: (480) 225-4920                  Email: sseaz@cox.net</p>
<p><b>Landscape Consultant</b></p>	<p>Epic Landscape Construction Inc.                  Gary Paris                  1606 W Parkside Lane Suite#1                  Phoenix, Arizona 85027                  Tel: (623) 516-9014</p>

## TABLE OF CONTENTS

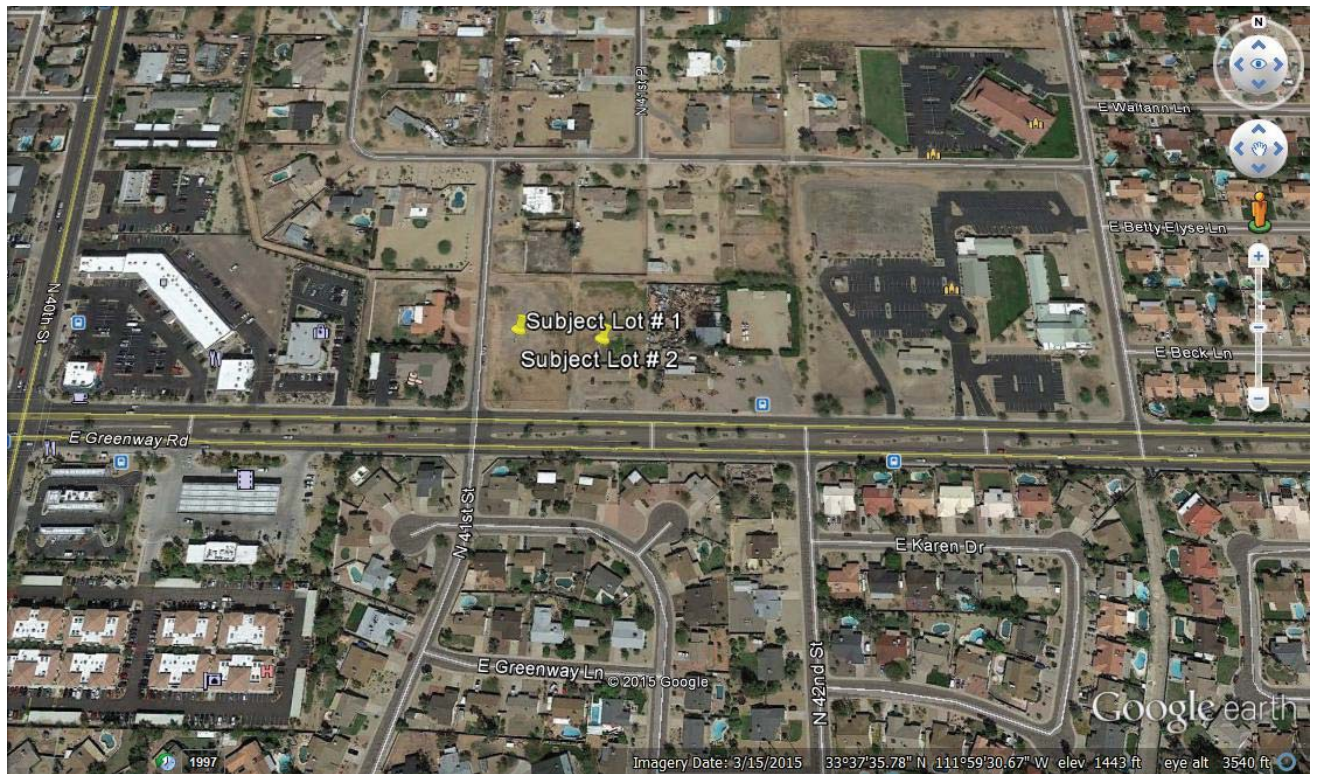
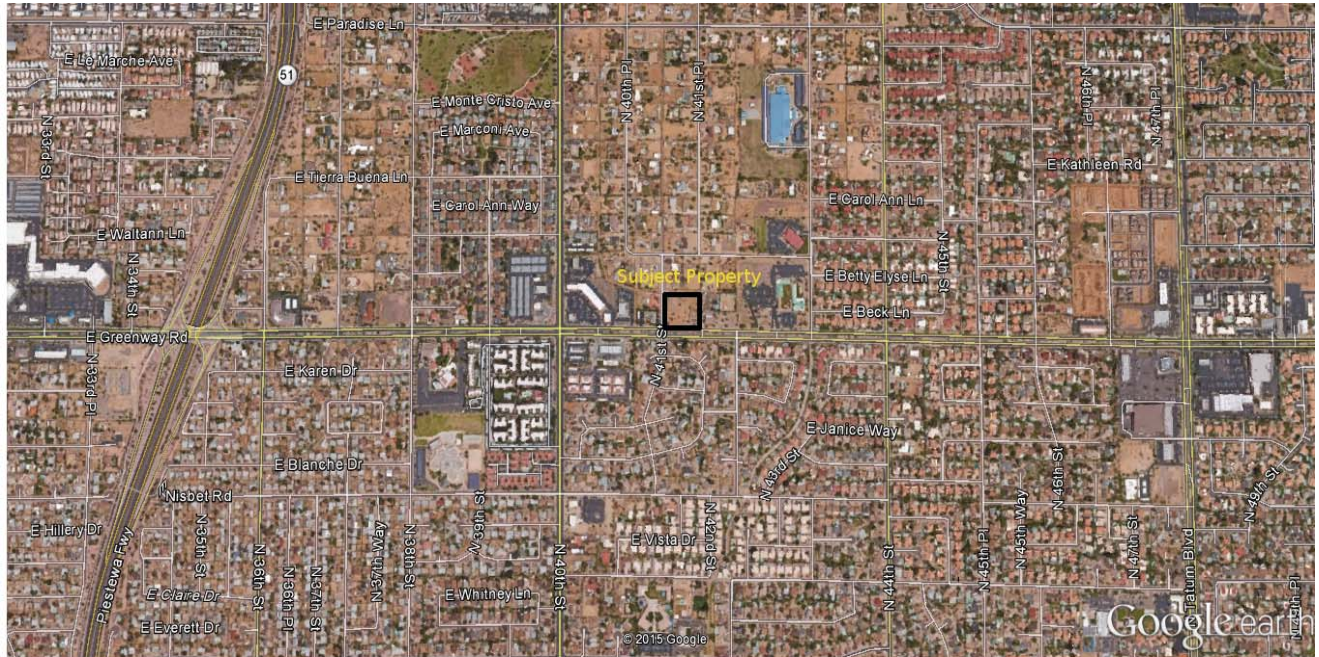
A. Purpose and Intent	6
B. Land Use Plan	9
C. Site Conditions and Location	10
D. General Plan Conformance	12
E. Zoning and Land Use Compatibility	16
F. List of Uses	19
G. Development Standards	20
H. Design Guidelines	26
I. Signs	27
J. Sustainability	28
K. Infrastructure	30
L. Phasing Plan	30
M. Appendices	31
1. Legal Descriptions Exhibit	31
2. Context Exhibit	33
3. Sign Rendering Exhibit	38
4. Conceptual Elevation And Streetscape Exhibit	39
5. Comparative Zoning Standards Table Exhibit	41

## EXHIBITS AND TABLES

Regional Context Exhibits	5
Site Data Table	8
Conceptual Site Plan	11
Existing Land Use Summary Table	17
Paradise Valley Village General Plan Map	18
Lot Development Standards Table	20
Landscape Standard Table	22
Approved Plant Palette Schedule	23
Perimeter Walls   Development Site Table	25
Legal Descriptions Exhibit	31-32
Context Exhibit	33-37
Sign Rendering Exhibit	38
Conceptual Elevation and Streetscape Exhibit	39-40
Comparative Zoning Standards Table Exhibit	41



# Emerald Bay Senior Living Regional Context Exhibits





# EMERALD BAY SENIOR LIVING PLANNED UNIT DEVELOPMENT

## A. PURPOSE AND INTENT

---

### A.1 PROJECT OVERVIEW:

Emerald Bay Senior Living LLC, with the assistance of Kyle Bradley Freeman and the included parties, are pleased to present a proposal for approximately 3.0 gross acres of land (2-adjointing parcels APN # 215-26-031 and APN # 215-26-030, currently zoned R1-14) generally located at the northeast corner of North 41st Street and East Greenway Road (Subject Property). Accordingly, it is located in the Paradise Valley Village (Council District 2) of the City of Phoenix. The Subject Property is directly fronted by approximately 315 feet of East Greenway Road. One parcel is vacant and the second parcel has a home located on it that will be eliminated as part of the development process.

More specifically, this Development Narrative complements a request to rezone the Subject Property from R1-14 to PUD (Planned Unit Development) for the development of a Boutique Assisted Living Center for seniors. The two-story development will consist of 60 suites/maximum under a single roof with a footprint of approximately 29,986 square feet (including covered walkways and porte-cochere), of the 89,749 square foot lot, resulting in a net lot coverage of approximately 33.4%.

The PUD supports the neighborhood by providing access to senior living in a mixed use residential setting. The design has been constructed with attention to the aesthetics of the surrounding neighborhood and businesses at large.

Assisted Living for the senior population is a residential model, which is well positioned for areas such as the Subject Property. There are currently more than 30,000 Assisted Living facilities in the United States. They are vital to supporting population centers such as the Paradise Valley Village. It has been determined that there is a significant need for additional assisted living units for senior adults in the Paradise Valley Village and the surrounding areas. These types of residential developments for senior adults have minimal impact on traffic, and are designed as a social and residential model. They have zero impact on schools as the average age of the typical resident is 80-85 years.

Unlike skilled nursing care or independent living, assisted living is perfectly suited for a residential neighborhood setting.

The PUD proposes a development of a boutique rental Assisted Living Center that will serve the Village and will provide substantial benefits to the area. Besides meeting an unmet demand for senior living options, it will potentially enhance surrounding property values, create new local job opportunities and develop the property in a manner which is consistent with the neighborhood vs. its current use. The design and nature of the PUD, which has minimal impact on Village services, is an ideal use for the property.



## **A.2 PROJECT GOALS:**

The Emerald Bay Senior Living Planned Unit Development (PUD) rezones approximately 3.0 gross acres of land located on the northeast corner of East Greenway Road and North 41<sup>st</sup> Street. The primary goal of the PUD is to meet the unmet need for senior living, while preserving the character and lifestyle of the neighboring properties.

The goal is to establish a development that is aesthetically pleasing and will meet the needs of those village residents and their loved ones, who are or will benefit from assisted living residency. It is projected that currently there is an unmet demand of 549 net assisted living beds within a 7.5 mile radius of the PUD.

The intent of the PUD is to ensure compatibility with surrounding properties through the transformation of the Phoenix Zoning Ordinance standard provisions into a tool that facilitates high quality, context specific development, while also addressing goals specific to the City of Phoenix General Plan.

## **A.3 OVERALL DESIGN CONCEPT:**

Emerald Bay Senior Living proposes a multifamily use, as a boutique Assisted Living Center for senior adults. It is designed as a two-story residential building model including 60 deluxe units under a single roof. The footprint, including covered walkways and porte-cochère is 29,986 square feet, resulting in a net lot coverage of 33.4%. The building incorporates a maximum height of 30 feet, which is consistent with maximum allowable existing height designations for R1-14. The design marries the theme of the area including Southwest character elements. A fully enclosed center courtyard is a focal point of the interior and allows residents to enjoy the outdoors without having to leave the building. The overall design includes adequate parking and extensive streetscape landscaping. The building has been designed and oriented so that it faces East Greenway Road, which will also be the primary points of access and egress.

### **A.3a USE CATEGORIES:**

Emerald Bay Senior Living proposes a multi-family assisted living development in a residential setting, under a single roof for senior adults. It will be operated under the guidelines of the State of Arizona for Assisted Living Centers. It will also incorporate an in-house only usage Beauty and Barber Salon.

### **A.3b THEME:**

The overall design concept centers on the principles of conservation, integration and sustainability. Conservation of the existing, unique Sonoran desert vegetation along with preservation of the existing topographical features of the site, is paramount to the neighborhood design. Careful implementation of the development standards and architectural design will ensure that the character of the area is maintained, while also preserving views of the surrounding neighborhood. The two-story design and extensive landscaping will ensure this condition.

Sustainability of the proposed development will be achieved through minimum parking requirements (assisted living residents, which average 80-85 years of age do not typically drive or have automobiles) to reduce runoff and heat gain, reduced lighting standards to accomplish the Dark Sky lighting provisions, and the integration of green residential building techniques to greatly conserve valuable energy resources.

This overall design concept will provide for a high quality living environment that respects the natural features of the site while also providing for compatible community form.

Grading and drainage have been accounted for to facilitate adequate detention/retention, absorption and distribution and will meet all the requisite stipulated requirements.

**A.3c SITE DATA:**

**PROJECT SITE DATA TABLE  
Emerald Bay Senior Living**

DESCRIPTION	TOTAL
<b>Existing Zoning</b>	<b>R1-14</b>
<b>Proposed Zoning</b>	<b>PUD (Planned Unit Development)</b>
<b>General Plan</b>	<b>Residential (1-2 du/ac)</b>
<b>Gross Lot Area</b>	<b>3.0 acres</b>
<b>Net Lot Area</b>	<b>2.06 acres</b>

## B. LAND USE PLAN

---

An integral part of the PUD is the Conceptual Site Plan which demonstrates how the request will be implemented and if the requested development regulations are warranted. The proposed Site Plan for Emerald Bay Senior Living illustrates a concerted effort by the development team to integrate the unique and sensitive character of the neighborhood to help maintain a stable regional environment.

Providing appropriate and compatible open space/green space, the current site plan illustrates a two story building of approximately 29,986 square feet, including covered walkways and porte-cochère, of the 89,749 square foot lot, resulting in a net lot coverage of approximately 33.4%.

Sustainable and environmentally sensitive landscape design will be implemented to enhance the aesthetics of the overall development. Because the property is primarily void of vegetation, the development should eliminate some existing dust conditions as well as transforming what is currently an eyesore. The completed development will create a distinctive aesthetic that is unique to the Emerald Bay Senior Living PUD and sensitive to and compatible with the surrounding community. Unique site amenity programming includes a variety of active and passive recreational opportunities to accommodate residents. This is primarily in the form of sidewalks, an interior courtyard and a myriad of dedicated interior activity/entertainment and usage areas.

Vehicular access to the project will incorporate drought tolerant and regionally adapted landscape materials. The setbacks have been proposed at a minimum of 25 feet and include a heavily landscaped streetscape tract along both East Greenway Road and North 41<sup>st</sup> Street.

The points of access/egress and parking areas have been designed with minimum acceptable paving width to reduce runoff and minimize heat gain. The design is such that the primary entrance and exit are oriented for only right turns and thus will require no additional street adjustments. Assisted Living generates minimal traffic by virtue of the nature of the type of residency (average 80-85 years of age) and a comprehensive Traffic Impact Study, which is submitted as a separate document.

Accessory uses within the assisted living facility as may be desirable for the convenience of the residents including, without limitation, barbers/hairdressers, retail sales, restaurants, snack bars, gift shops, laundry services, banking and financial services, business and professional offices subject to the following conditions:

- Accessory Uses shall be solely for the use and convenience of the residents and staff of an Assisted Living Residence.
- Accessory uses shall be wholly within an assisted living facility building and shall have no exterior advertising display.

## **C. SITE CONDITIONS AND LOCATION**

---

### **C.1 ACREAGE:**

The Subject Property is generally located at the northeast corner of East Greenway Road and North 41st Street. The gross lot area is approximately 3.0 acres and the net lot area is approximately 2.06 acres. (See Legal Description in Appendix # 1 pages 33-34)

### **C.2 LOCATION IN RELATION TO MAJOR INTERSECTIONS OR AREAS OF REGIONAL SIGNIFICANCE:**

The Subject Property is situated on the intersections of East Greenway Road and North 41<sup>st</sup> Street. The entire south lot line is bordered by East Greenway Road and the entire west lot line is bordered by North 41<sup>st</sup> Street. East Greenway Road is a 6 lane divided Arterial Street that is of significance to the area. Arizona State Route 51 has both entrance and exits in both directions for East Greenway Road and is located only 6 blocks west of the subject property.

Directly to the west of the Subject Property is an office building that is zoned R-O. Directly bordering that to the west is AAA Insurance which is zoned C-1. One block to the west of the Subject Property is the intersection of East Greenway Road and North 40<sup>th</sup> Street. North 40<sup>th</sup> Street is a major intersection which also intersects to the north at Bell Road and to the south at East Thunderbird and Cactus Roads. The East Greenway/North 40<sup>th</sup> Street corner contains a mix of commercial C-2 uses in a commercial plaza setting.

Located to the south and west of the Subject Property, on the opposite side of East Greenway Road, is a convenience market and fuel station.

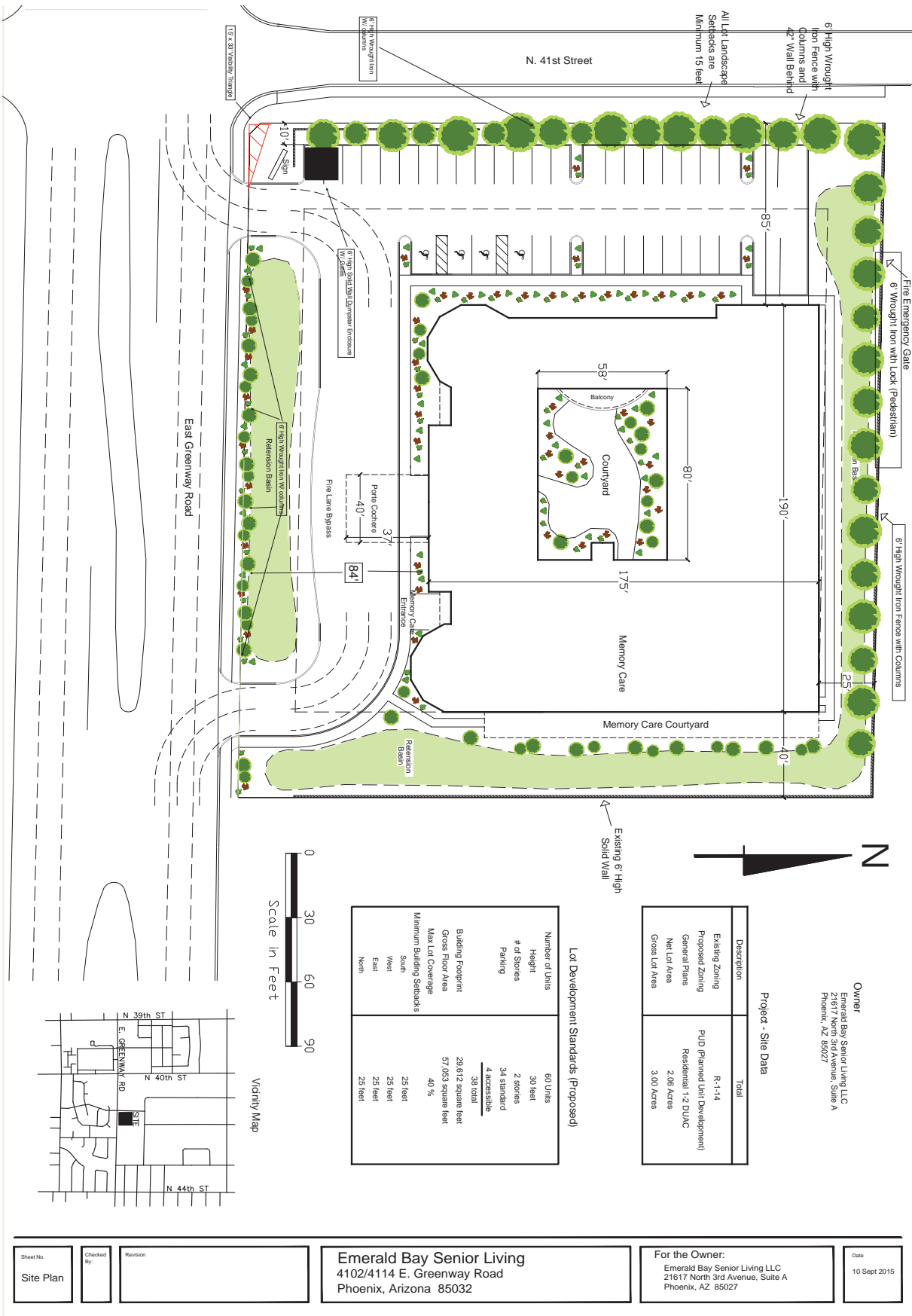
On the same East Greenway block as the Subject Property is Paradise Church which is on the corner of East Greenway Road and North 43<sup>rd</sup> Street. Within the immediate area is a mix of schools, churches, businesses and residential populations.

### **C.3 TOPOGRAPHY AND NATURAL FEATURES:**

The Subject Property is primarily flat with little character and no natural or existing features of any significance. There is minimal vegetation. One of the lots, due to the ease of accessibility from various points, has been the subject of illegal trash and waste dumping in the past. The City of Phoenix has posted signs in an effort to eliminate this condition. The driveway entrances are compacted dirt and there is no paving on the property. The alley to the north is also compacted dirt. There is a single family home of no significance on one of the lots that will be demolished as part of the PUD.

The existing vegetation, although extremely scarce, is generally consistent with Sonoran desert vegetation commonly found throughout undeveloped areas within the Paradise Valley Village area.

# EMERALD BAY SENIOR LIVING SITE PLAN



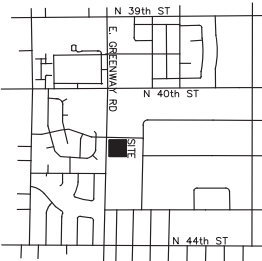
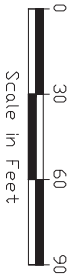
**Project - Site Data**

Description	Total
Existing Zoning	R-1-14
Proposed Zoning	PUD (Planned Unit Development)
General Plans	Residential - 2 DUAC
Net Lot Area	2,06 Acres
Gross Lot Area	3,00 Acres

**Owner**  
 Emerald Bay Senior Living LLC  
 21617 North 3rd Avenue, Suite A  
 Phoenix, AZ 85027

**Lot Development Standards (Proposed)**

Number of Units	60 Units
Height	30 feet
# of Stories	2 stories
Parking	34 standard 4 accessible 38 total
Building Footprint	29,612 square feet
Gross Floor Area	57,053 square feet
Max Lot Coverage	40 %
Minimum Building Setbacks	
South	25 feet
West	25 feet
East	25 feet
North	25 feet



Sheet No. <b>Site Plan</b>	Checked By:	Revision
-------------------------------	-------------	----------

**Emerald Bay Senior Living**  
 4102/4114 E. Greenway Road  
 Phoenix, Arizona 85032

**For the Owner:**  
 Emerald Bay Senior Living LLC  
 21617 North 3rd Avenue, Suite A  
 Phoenix, AZ 85027

Date  
 10 Sept 2015

## D. GENERAL PLAN CONFORMANCE

---

The applicant summarizes conformance with the overall vision established by the Phoenix General Plan. This list is not meant to be an exhaustive list, rather a summary of several notable features of conformance with policies and goals:

### GOAL

#### **Employment and Population Balance:**

Development Of Each Village’s Potential Should Be Encouraged By Distributing A Diversity Of Employment And Housing In A Way That Achieves A Balanced Citywide Plan And That Is Consistent With Commute Travel Patterns And The Current Character Of Each Developed Village (Land Use Element Goal # 2).

*Creating jobs is a benefit of the PUD, whereas the 20 contemplated positions will be created. The PUD provides the opportunity to fill both the employment and residency from within the immediate area/village. The PUD will help to balance population and employment in a mature area that includes a substantial population center as well as other areas in close proximity to Arizona State Route 51.*

### GOAL

#### **Mixed Land Use Development:**

Mixed Land Use Patterns Should Be Developed Within Urban Villages And At Smaller Scales To Minimize The Number And Lengths Of Trips (Land Use Element Goal # 4).

*The PUD will in fact impact the transportation requirements and air quality in a positive way. Currently, those persons who have had to place their loved ones in assisted living centers outside the immediate area, by virtue of a lack of senior living area options, are having to travel significant distances for visitation. Providing local access to these services combined with job creation, which will be supported by those living in the immediate area, will reduce both traffic and air quality impacts.*

### GOAL

#### **Diverse Housing Mix:**

A Range Of Housing Choices, Densities and Prices in Each Village Should Be Encouraged (Land Use Element Goal # 9).

*The PUD will act in concert with this Goal. There is a demand in the Village and direct neighborhood that exceeds the current supply of residential assisted living units for seniors. The Market Study Demographic Data supports this assertion.*



*Policy 1 of the Goal states that residents should be provided the opportunity to respond to changing family size, health or income. The health aspect of the policy would be met with the PUD as it offers residency for area residents, who can no longer function in their single family residence and thus need assistance with the activities of daily living.*

*Policy 2 of the Goal outlines the need for a broader range of housing types and price ranges within the Village. This includes opportunities for both owner and renter housing in various prices, housing types, densities, and sizes which provide greater opportunities for residents to remain in the Village and close to their families, friends and jobs. The PUD will be a rental only community that is designed for that exact purpose...to allow residents to remain in the immediate area by virtue of the ability to transition from residence to the Assisted Living Center.*

## **GOAL**

The Unique Character And Image Of Each Village Should Be Retained And Enhanced.  
(Land Use Element Goal # 12).

*Providing appropriate and compatible multi-family development and buffer areas within the development will ensure a built form scale that complements the character of the neighborhood. The development complements the built form scale and character of adjacent neighborhoods. Buffer areas of sufficient widths, combined with incorporation of open areas assist in preservation of adjacent lifestyles.*

*Further, Phoenix Dark Sky lighting regulations, are proposed in order to maintain consistency within the area.*

*Designing a multi-family building that is attractive, safe, functional, and energy- efficient and allow for and promote a health living environment by:*

- *Incorporating green building techniques into the dwelling units, as well as through “smart weather” irrigation control, incorporation of Sonoran desert landscape elements, and use of solar power elements for landscape and open space lighting controls. Furthermore, the developers are desirous of implementing best practices for sustainable living development, which are generally more efficient than a typical multi-family development.*

*Enhancing neighborhood character by:*

- *Proposing creative and flexible design standards to encourage preservation of the natural environment while also providing a residential building scale that is representative of the area’s character.*

*Preserving the natural environment by:*

- *Providing site and building design features that respond to the desert climate and promote natural resource conservation through use of green building techniques.*
- *Utilizing the minimum acceptable pavement width and walkways to not only reduce runoff and heat gain, but to also reduce the amount of energy necessary for producing and delivering paving materials.*

## **NEIGHBORHOOD POLICIES**

Adhering to Neighborhood Policies are an important and significant part of the PUD process. Specifically, the PUD meets these policies as follows:

### **1. Neighborhood Policy #1**

Include a mix of housing types and densities that support a broad range of lifestyles.

*The PUD meets the policy in terms of providing a mix of housing types and densities that support a broad range of lifestyles in that it proposes an assisted living center, which will service the needs of a senior population center. As America is “Greying” the density of the surrounding areas dictates a need for additional assisted living options for seniors. An assisted living facility is a supportive lifestyle choice.*

### **2. Neighborhood Policy #2**

Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design and appearance.

*The PUD enhances the character of the neighborhood and its various housing lifestyles (adds a needed housing lifestyle that is currently underserved), through new development that is compatible in scale, design and appearance. It is of the same height that is already the standard for R1-14 zoning. The residential building has been designed to maintain the character of the neighborhood.*

### **3. Neighborhood Policy #6**

Ensure that neighborhoods have reasonable access to basic neighborhood support services.

*The PUD ensures that the neighborhood has reasonable access to basic neighborhood support services. Assisted Living options for the existing and growing senior population in the immediate area is a supportive service that is needed. A similar comparative would be that of the need for schools in a residential area of the village.*

*There is currently a deficit in the availability of residential senior living options in the Village, which is creating a scenario by which people may have to place their loved ones outside of the immediate area and subsequently travel greater distances to visit them.*

### **4. Neighborhood Policy #9**

Encourage neighborhoods to organize and engage planning activities that would address problems or identify future development desires.

*The PUD has included input of the development by virtue of neighborhood and village meetings. Of note is the fact that Arizona is a destination for retirees and as such is in the upper tier of States that has a significant population of senior adults. With the “Greying of America”, well documented, it is only natural that area residents would want the security of knowing they have access to residential assisted living options when the need arises. The Applicant strongly believes the PUD will fill an existing void in this regard, related to the immediate area.*

#### **5. Neighborhood Policy #10**

Support activities to promote neighborhood character and identity as discussed in Goal 4 of the Neighborhood Element.

*The PUD supports the neighborhood character and identity as discussed in Goal 4 of the Neighborhood Element as to the incorporation of streetscape amenities (curbs/sidewalks) as well as internal walking paths for residents and visitors. It is also contemplated that immediate area residents will walk to and volunteer at the assisted living center as well.*

## **E. ZONING AND LAND USE COMPATIBILITY**

---

### **E.1 EXISTING ZONING ON THE SITE:**

The Subject Property is located in the jurisdictional boundaries of the City of Phoenix and is zoned R1-14.

### **E.2 EXISTING LAND USES AND CHARACTER ON AND ADJACENT TO THE SITE:**

The Subject Property currently consists of a vacant lot and a second primarily vacant lot with a house of no significance. The Subject Property has often been used as an illegal dumping area for trash and waste, thus prompting the City of Phoenix to post no dumping warning signs in various places directly bordering East Greenway Road and North 41<sup>st</sup> Street.

Surrounding uses and character are mixed as the Subject Property directly borders East Greenway Road, which is a 6-lane divided road that serves as a major artery to the area. 6-blocks from the Subject Property, East Greenway Road intersects with Arizona State Route 51. Just one block west of the Subject Property is the intersection of East Greenway Road and North 40<sup>st</sup> Street. That intersection contains significant commercial and multifamily uses on the northeast, northwest, southeast, and southwest corners.

To the south and southeast, directly across East Greenway Road is R1-10 single family homes. To the southwest of the Subject Property and across East Greenway Road is a convenience market and fuel station that is zoned PSC.

To the north of the Subject Property is an alley and beyond that is R1-14 single family homes. To the immediate west, across N. 41<sup>st</sup> Street is an office building zoned R-O and to the north of that is a continuation of the R1-14 designation. The Subject Property is bordered on the east by R1-14 and one lot removed from that lot is a Paradise Church, located on the corner of East Greenway Road and North 43<sup>rd</sup> Street.

### **E.3 COMPATIBILITY:**

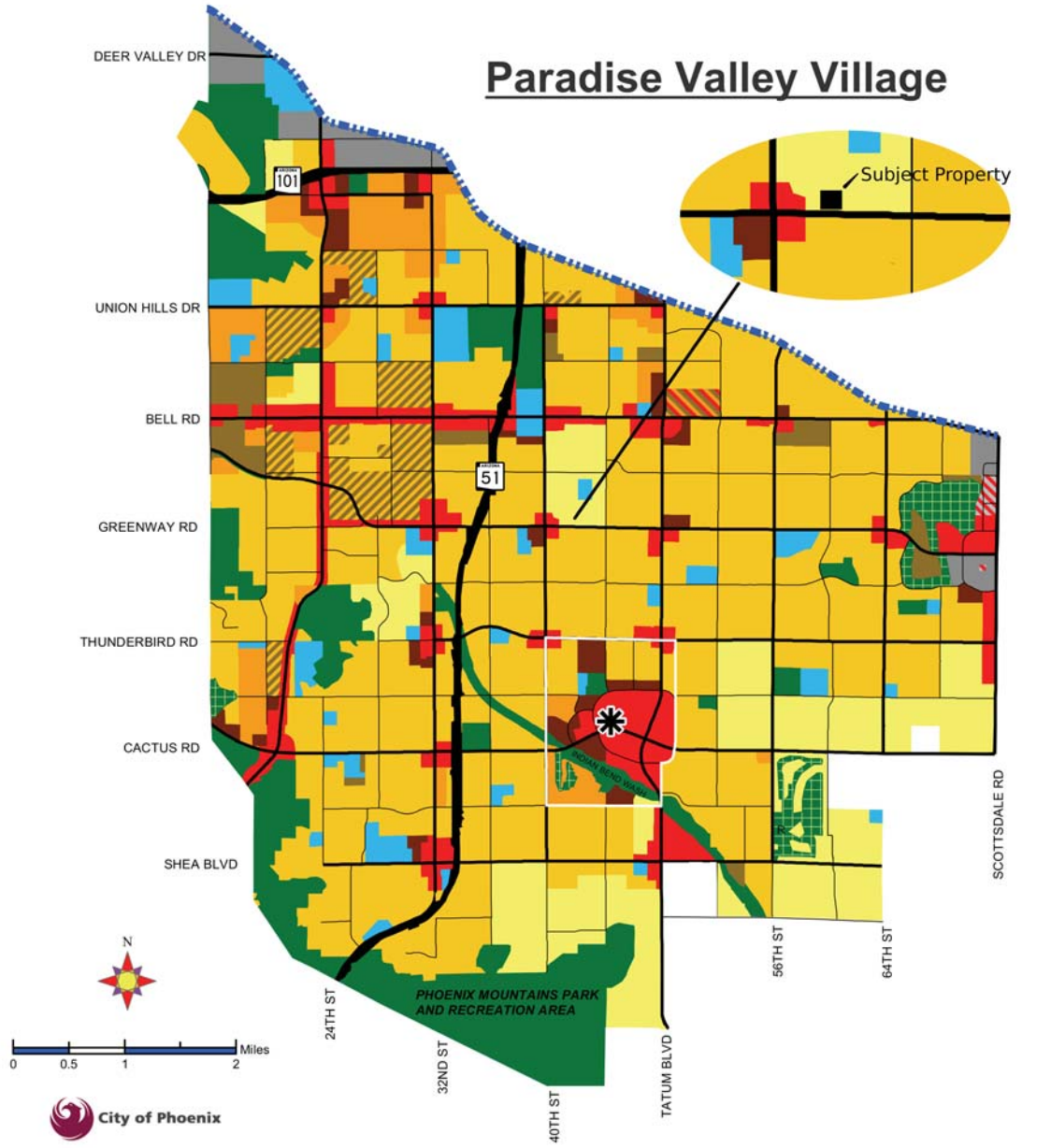
The Subject Property is positioned within the Paradise Valley Village and is located in an area characterized as that of a mix of sizes and uses. The Subject Property directly fronts East Greenway Road (6-lane road with an island in the middle) and North 41<sup>st</sup> Street. In essence, the Subject Property mimics an infill project due to the surrounding conditions and the fact that all the surrounding immediate and near lots are already developed.

Emerald Bay Senior Living is based on a residential model, which is completely married to residential and mixed use neighborhoods. It has been thoughtfully designed to incorporate appropriate building heights and scale, appropriate architectural styles, sufficient buffer areas, and open spaces to ensure compatibility.

**EXISTING LAND USE SUMMARY TABLE**

<b>EXISTING LAND USE SUMMARY-EMERALD BAY SENIOR LIVING</b>			
<b>Direction</b>	<b>General Plan Land Use Classification</b>	<b>Existing Zoning</b>	<b>Existing Use</b>
On-Site	Residential 1 - 2 du/ac	R1-14 R1-14	Vacant Lot #215-26-031 Vacant Lot/House # 215-26-030
North	Residential 1 - 2 du/ac	R1-14	Residential
South	Residential 3.5 – 5 du/ac	R1-10	Across 6-Lane East Greenway Road/Residential
West	Residential 1 - 2 du/ac	R1-14	Office  Residential
East	Residential 1 - 2 du/ac	R1-14	Residential

# PARADISE VALLEY VILLAGE GENERAL PLAN MAP



## General Plan Categories

1 Mixed Use is an integrated variation of uses which may include residential, service, and basic commercial, general office, entertainment, and cultural functions. This category would allow any or all of these uses within the same development to be further determined by more specific plans, which would consider General Plan goals, existing zoning and laws, and site characteristics.

2 As appropriate, and when in the best interests of the City to protect and preserve mountains and waters on open space, densities adjacent to mountains or waters may be greater than the General Plan category depicted on this plan.

3 Reserves of this map are intended to refer to the adopted General Plan text and maps in the full document and other adopted instruments. General Planning Director.

4 "R" designates location of resorts. These sites are underlying commercial designations have corresponding zoning that permits resort hotel use. All other designations on working maps that are nonconforming, general locations for future resort sites, or indicate resort density zoning.

5 For special permits of this publication, call 602-292-6362 or 602-534-9540 TDD.

6 For questions concerning this publication call the Planning Department, 602-292-6362.

New Movement within large lot residential and higher density residential categories does not require a General Plan Amendment.

- 1 to 2 du/acre - Large Lot
  - 3.5 to 5 du/acre - Traditional Lot
  - 5 to 10 du/acre - Traditional Lot
  - 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments
  - 15+ du/acre - Higher density attached townhouses, condos, or apartments
  - Parks/Open Space - Publicly Owned
  - Parks/Open Space - Privately Owned
  - Mixed Use (Striped)
- Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial / industrial, or residential / residential, or industrial / residential specific density, etc.

Hatched Mixed Use categories designate a mixture of uses corresponding to the colors shown.

- Commercial
- Industrial
- Commerce / Business Park
- Public/Quasi-Public
- Transportation

- Arterial Streets
- Collector Streets
- Canals
- Primary Core
- R Resort (See NOTES # 4)





## F. LIST OF USES

---

The Phoenix General Plan serves as a policy guide for orderly growth, land use, transportation, infrastructure, and open space in the City, while also serving as a basis for the expenditure of municipal funds. Implementation of the General Plan is based on fostering of the overall vision, specific goals, objectives and policies adopted by the community. Zoning of real property is the legal tool frequently used to implement the General Plan vision. While conventional zoning of property is generally reasonable, this type of land use regulation can conversely provide limitations on the ability of a project to creatively promote the goals, objectives and policies of the community.

To successfully and sustainably facilitate the vision for the Subject Property, Planned Unit Development (“PUD”) zoning is proposed. This PUD will allow flexibility and creativity in the type of uses allowed while ensuring appropriate site development regulations are implemented to protect surrounding properties from potential impacts of those uses.

### F.1 PERMITTED USES:

Land Use Regulations – The PUD allows all permitted uses for R1-14.

Any property owner within the defined limits of the Emerald Bay Senior Living PUD may request an interpretation of analogous uses to the defined list below from the City of Phoenix Zoning Administrator. The Zoning Administrator may administratively approve a use analogous to those uses in addition to: **Assisted Living Center**.

Temporary Uses are permitted per the Temporary Uses section of the Phoenix zoning ordinance.

Accessory uses within the assisted living facility as may be desirable for the convenience of the residents including, without limitation, barbers/hairdressers, retail sales, restaurants, snack bars, gift shops, laundry services, banking and financial services, business and professional offices subject to the following conditions:

- Accessory Uses shall be solely for the use and convenience of the residents and staff of an Assisted Living Residence.
- Accessory uses shall be wholly within an assisted living facility building and shall have no exterior advertising display.

## G. DEVELOPMENT STANDARDS

Inclusion of Development Standards within the Emerald Bay Senior Living PUD protects not only the adjacent property owners, but also the future property owners within the boundaries of the PUD. These standards permit greater flexibility in the development of a higher quality living environment, while preserving the flora and fauna of the site, as well as the public health, safety and welfare of the citizens of the City of Phoenix and surrounding areas. The standards contained herein pertain to density, setbacks, height, lot coverage and open space. They also promote an appropriate transition and compatible land use relationships with the adjacent properties.

### G.1 LOT DEVELOPMENT STANDARDS:

**LOT DEVELOPMENT STANDARDS TABLE  
COMPARED WITH R-3A ZONING WITH A SPECIAL PERMIT**

STANDARDS	PUD
Maximum Density (du/ac)	20
Maximum Lot Coverage (%):	40%
Minimum Building Setbacks	
-Perimeter adjacent to a public street	25 feet
-Perimeter adjacent to property line	25 feet
Maximum Height (feet/stories):	2 stories and 30 feet
Landscape setback	See Landscape Standards Table
Minimum Open Space/Common Area	100 square feet per bed
Maximum Number of Units	Maximum 60 Units/80 Beds
Vehicular Access	From an arterial

If developed as single-family residential, then the R1-14 zoning standards shall apply.

## G.2 LANDSCAPE STANDARDS:

Responding to concepts and policies, the purpose of the Landscape Standards section is to outline the baseline requirements for landscape improvements and establish a common landscape theme for the project as a whole. The intent is to provide a naturalistic appearance suitable to the Sonoran Desert with a distinctive aesthetic that is unique to the Subject Property and sensitive to the surrounding community.

- The development shall be in conformance with a landscape plan that is approved by the City of Phoenix.
- The plant palette will not be limited to the palette provided in this PUD, but will primarily be composed of drought tolerant and regionally adapted trees, shrubs, accents, and groundcovers to be located internally and along the linear property line.
- All plant material shall be in compliance with the Department of Water Resources low water use plant list as approved by the city of Phoenix Planning and Development Department.
- All plant materials shall be planted so that at maturity the edge of the plant will be no closer than 3-feet to any fire hydrant or fire suppression device.
- All mechanical equipment, electrical meters and similar utility devices shall be screened from public view with appropriate plantings.
- All landscape shall maintain a 3-foot buffer from all electrical transformers for maintenance purposes.
- All plant materials shall be irrigated by an appropriate automatic underground irrigation system.
- All irrigation systems shall be designed, constructed and maintained to promote water conservation and prevent water overflow or spray onto streets, sidewalks or parking areas.
- Landscape irrigation and domestic water services shall be metered separately.
- Each irrigation service point of connection shall have a reduced pressure back flow prevention device installed and maintained in accordance with the requirements of the city of Phoenix or approved equivalents.
- A minimum of seventy-five percent (75%) coverage shall be maintained in all landscape areas at maturity with living trees, shrubs, accent plantings, and vegetated ground cover.
- Dust control products, such as decomposed granite, river rock, and ground cover, will be installed at a minimum of two-inches thick in all landscape areas.
- Decomposed granite size shall be between ¼ inch to 4 inches.

## LANDSCAPE STANDARDS TABLE

LANDSCAPE AREA	PUD
All Landscape Areas	75% coverage at maturity
<b>Plant Sizes:</b>	
Trees (minimum 2-inch caliper)	75% of required
Trees (minimum 1-inch caliper)	25% of required
5-gallon Shrubs	4 per tree
<b>Landscape Setbacks:</b>	
South	Minimum 15 feet
West	Minimum 15 feet
East	Minimum 15 feet
North	Minimum 15 feet
Trees per lineal feet	1/20
Parking Area	10%

## Approved Plant Palette Schedule:

The following plant list may be used for landscaping within the development. This is not intended to represent a complete list and other City of Phoenix approved material may be utilized or substituted.

### ACCENTS

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

### CACTI

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

### GRASSES

Muhlenbergia Species  
Nassella tenuissima

### GROUNDCOVERS

Hymenoxys acaulis  
Lantana Species  
Malephora lutea  
Santolina chamaecyparissus  
Wedelia trilobata

### SHRUBS

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

### TREES

Chilopsis linearis  
Olneya tesota  
Parkinsonia Species  
Prosopis Species  
Phoenix – Date Palm  
Acacia's

### VINES

Bougainvillea  
Ipomoea batatas  
Ficus pumila  
Scaevola aemula  
Vigna caracalla



### **G.3 PARKING**

The parking and loading for Emerald Bay Senior Living shall comply with Section 702 of the City of Phoenix Zoning Ordinance. This provision shall not limit the ability of the applicant or end user to apply for a zoning adjustment application to further modify a city of Phoenix Zoning Ordinance provision. The current ordinance Assisted Living, Nursing Homes, Personal Care Homes, Specialized Treatment Facilities, directs for 1 parking space per 2 patient beds. In the case of the PUD, it proposes a maximum of 80 beds, which would reflect the need for 40 parking spaces. Given the fact that 14 of the proposed units and up to 20 of the proposed beds are designed exclusively for memory care usage, it is reasonable to expect that these people will not be driving or own vehicles. Thus 38 total parking spaces is proposed. The PUD proposes no compact parking spaces for the application.

**Required Parking:** Minimum 38 parking spaces, including 4 ADA spaces.

The parking for the project is located along the west portion of the site allowing a more pedestrian focus to the project's overall circulation. A porte-cochere is located at the front entrance to the building. This will primarily be used for the drop off and pick-up of residents. A bypass lane has been designed outside of the porte-cochere to facilitate the passage of any potential emergency vehicle.

### **G.4 AMENITIES:**

Unique features of the property concerning the existing desert theme presents an opportunity to enhance the project open space amenities to serve the residents as well as provide an aesthetically pleasing area for the neighborhood.

Outdoor site amenity programming primarily include walking paths and a spacious interior center courtyard with sitting/lounging areas specifically designed to complement an assisted living senior population.

Some of the indoor site amenities include a dining room, activity room, theatre, laundry, beauty and barber salon, library, concierge, as well as numerous break-out seating and lounging areas. There is also has an interior balcony that can be accessed from the hallway and overlooks the interior courtyard.

### **G.5 SHADE:**

Promoting human comfort for the PUD area and maximizing protection from the sun and heat, the pedestrian walkways shall be shaded (75-percent at maturity) by shade trees. Further respecting the arid desert context, a combination of porches, patios or courtyards are also standard features included with the main building.

### **G.6 LIGHTING:**

Minimization of light pollution for the protection of nighttime views is an important component of the design theme for the project, as well as for the adjacent neighboring properties. In response, all exterior lighting for common open space areas, development entries, and adjacent to the internal street are proposed meet provisions of the Dark Sky philosophy. As such, exterior lighting will also meet provisions set forth in Article VII: Shielding and Filtering Outdoor Lighting, and Section 704:

Environmental Performance Standards of the Phoenix Zoning Ordinance. Consideration is also proposed relative to Section 507, Tab All.A.8.for site lighting.

**G.7 WALLS/FENCES**

*Perimeter Walls / Development Site.*

Perimeter Walls	PUD
<b>Height</b>	Maximum 6 feet
<b>Location</b>	
North Boundary of Property	6 foot high decorative column and wrought iron fenced wall
Eastern Boundary of Property	Existing 6 foot high masonry fence (Add approximately 100 L.F. to existing 6 foot high masonry fence)
Southern Boundary of Property	6 foot high decorative column and wrought iron fenced wall*
Western Boundary of Property	6 foot high decorative column and wrought iron fenced wall Additional 42 inch screen wall
<b>Design</b>	Visually compatible with surrounding desert environment in terms of color, materials, and alignment of the structure
<b>Materials</b>	Not permitted: chain link fencing, non-decorative corrugated metal and fencing made or topped with razor, concertina, barbed wire, or other similar materials

*\*Except for the entrance and exit on Greenway Road*

The solid 6-foot high masonry perimeter wall to the East already exists. It is designed to add approximately 100 L.F. to existing eastern wall going south. On the North, South, & West Boundary, it is designed that a 6-foot high decorative column and wrought iron fence be installed except for the entrance and exit on East Greenway Road.

***Screening of Mechanical Equipment.***

*Requirement.* Ground mounted mechanical equipment shall be screened from view by a minimum of a 40 inch high solid wall or fence.

*Design.* All screening should be architecturally compatible with the primary structures.

## H. DESIGN GUIDELINES

---

The purpose of Emerald Bay Senior Living PUD Design Guidelines are to provide guidance for design elements. These guidelines are also intended to define and preserve the character of PUD to the greatest extent possible while assuring a compatible and sustainable neighborhood.

Design Guidelines shall comply with provisions set forth for Design Review, of the Phoenix Zoning Ordinance.

### H.1 BUILDING DESIGN:

Emerald Bay Senior Livings proposes to provide the design framework to ensure that it flows within the built environment. The elevation provides for rooflines, proportion, façade articulation, appropriate detailing, colors and materials to promote design respecting the architectural character of the surrounding built form. The goal of these Guidelines is not to dictate or direct architectural style, but to achieve harmony in the built environment.

#### *Architectural Style.*

Southwest style elements are incorporated. The design incorporates natural materials reflecting unique regional conditions.

#### *Architectural Design Elements.*

The front entry of the building is clearly defined and identifiable.

The design represents four-sided architecture, which includes but not limited to, consistent detailing and design for each side of the building.

Windows, Trim as well as accent detailing have been incorporated and vary from the primary color and materials of the building.

Visual strength and balance has been achieved in all elements of the design.

All windows on all sides have appropriate detailing.

Window pop-outs are to be style appropriate.

#### *Roof Lines.*

Rooflines or roof planes are appealing and reflect the culture of the region. The roof is to be tiled.

#### *Color and Materials.*

The objective is to use a color palette that is consistent with the environment in which it is found.

Use of accent colors within a scheme are encouraged to break up massing and create additional visual interest.

### ***Streets, Driveways and Walks***

All driveways shall be constructed of asphalt, concrete, brick, decorative pavers or integral color concrete. If directed, a sidewalk easement shall be recognized along the north side of East Greenway Road and North 41<sup>st</sup> Street as approved or stipulated.

The developer shall construct/adapt all required streets adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscaping and other incidentals as per plans directed and approved by the City of Phoenix Streets and Transportation department. All improvements shall comply with all ADA accessibility standards.

### ***A/C Units.***

All external air conditioning, heating or environmental enhancement devices shall be mounted at ground level. No unit of any kind, with the exception of photovoltaic panels, is permitted to be roof-mounted. All ground-mounted units must be screened from street view by a CMU block wall and should not be visible from the street or neighboring lot.

### ***Accessory Buildings.***

Design of accessory buildings should be compatible with the design of the principal dwelling in materials, colors and architectural style. Roof tile color and shape should also match the tile on the dwelling units.

## **I. SIGNS**

---

The purposes of the PUD sign provisions are: to establish comprehensive provisions that will assure proper and efficient expression through visual communications involving signs compatible with the character and environment of the PUD; enhance the visual environment of the City of Phoenix while protecting against visual blight; protect property values by assuring compatibility with surrounding land uses; promote general safety and protect the general public from damage or injury caused by, or partially attributed to, the distractions, hazards, and obstructions which result from improperly designed or located signs; to ensure signs are clear and compatible with the character of the adjacent built form and neighborhoods; and, to provide the essential identity of, and direction to the property.

All sign proposals will be subject to The City of Phoenix Sign Design Review process and in compliance with Section 705.

All permanent signs shall be compatible with the design of buildings and sites, reflecting the architectural style, building materials, textures, colors, and landscape elements of the project.

### **I.1 PLACEMENT OF SIGNS:**

A. Sign locations shall be integrated within the design of the site and the adjacent streetscape. Sign placement will be subject to The City of Phoenix Sign Design Review process and in compliance with Section 705.

B. Signs and landscaping shall be placed so that they are not in conflict when landscaping reaches full maturity.

C. Permanent signs shall not project into or over the public right of way without first obtaining a revocable permit from the City.

## **J. SUSTAINABILITY GUIDELINES**

---

Leadership in Energy and Environmental Design (LEED) Green Building Rating System is presently a voluntary standard for developing high-performance sustainable neighborhoods, and energy and resource efficient buildings that are healthy for its occupants. Developers of the Emerald Bay Senior Living are intent on incorporating these standards where practical. Key design elements to be reviewed in accordance with the LEED philosophy include Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, Design Innovation, and Awareness and Education.

Similarly, the voluntary City of Phoenix Green Construction Code further promotes environmentally responsible and sustainable development practices. Fundamental and complementary principles of energy efficient building design, water resource conservation, light pollution control and indoor environmental quality will be considered for all new construction within the PUD. Sustainability concepts also recognize that projects should seek to integrate within and conform to the character of the existing community and environment.

Fostering environmental stewardship, social responsibility, and leadership in green building techniques, Emerald Bay Senior Living strongly encourages sustainability principles as approved by the City of Phoenix.

### **Practices/Techniques That May Be Incorporated Include:**

A. Orientation of buildings and fenestration design should maximize solar benefits while minimizing the negative impacts of heat gain.

B. Recognizing that sustainability methods are continually improving and evolving over time, incorporate state-of-the-art sustainability methods and products.

C. Incorporate solar collection technologies for providing and storing energy as well as heated water systems for individual buildings.

D. Use roofing materials that specify a high Solar Reflectance Index for a minimum of 75% of the roof surface area.

E. During construction on the building site, vegetation and soils should be protected and reused.

F. Incorporate solar powered, internal street lighting to reduce energy demand and consumption.



G. Prior to occupancy, the entire building will be flushed with fresh air prior to occupancy but after all phases of home construction are completed. The entire building will be flushed for at least 48 total hours, keeping all interior doors open. HVAC air filters will be replaced or cleaned after flush, as necessary.

H. Use paints and coatings on the interior of the building (i.e., inside of the weatherproofing system and applied on-site), including 90-percent or more of such products applied to interior surfaces, will be certified low-VOC (volatile organic compound) or no-VOC.

I. Recycling practices are proposed.

J. LED Lighting is proposed where feasible.

K. The PUD is designed with 4 Bicycle Parking Stalls.

**Measurable and Enforceable Items That Will Be Incorporated Include:**

A. Design for effective water usage and conservation methods in buildings by using low-flow ‘Water Sense’ qualified plumbing fixtures using minimal amounts of potable water.

B. A minimum of 90 percent of newly landscaped areas within common and buffer areas will contain drought tolerant or desert adapted species.

C. Respecting the arid desert context, a combination of patios and courtyards are included in the development plan.

D. Design for effective use of energy efficient HVAC systems with a minimum SEER rating of 14.

E. Incorporating “Smart” irrigation control systems into the development application.

F. Buildings and structures will be in compliance with Section 1612 of the International Building Code. The floor elevation of the buildings, or portions of buildings intended for human occupancy, should provide a freeboard of not less than one foot above the design flood elevation.

G. Building designs will respond to the harsh southwest climate by incorporating materials and design methods suitable for the region.

H. Inclusion of energy efficient certified appliances in all dwelling units for reductions in on-going power consumption.

I. Site hardscape areas, including vehicular access ways, will be minimized to the extent possible to reduce drainage runoff and minimize heat gain.

## K. INFRASTRUCTURE

---

### K.1 CIRCULATION SYSTEMS:

Direct vehicular ingress and egress to the Emerald Bay Senior Living Subject Property will occur from East Greenway Road with right turn in and right turn out only patterns. The traffic impact for assisted living facilities is minimal as the average age of a resident is 80-85 years and thus it would be highly unusual that they would drive.

A dedicated fire lane has been designed as a bypass to the porte-cochère. All roadways have been coordinated with adjacent circulation patterns and developments to ensure appropriate access and traffic control.

### K.2 GRADING AND DRAINAGE:

The Subject Property is generally characterized as flat.

Runoff generated interior to the PUD will be managed on site. Runoff will be routed and retained via surface flow and where necessary via storm drain pipes to any one or combination of surface basins. All retention facilities will be designed to drain within 36 hours of a major storm event as required by the City of Phoenix Drainage Design Manual.

Off-site flows will be routed via surface flow and where necessary via storm drain pipes. Drainage that leaves the PUD project area will be redistributed in a manner similar to existing conditions.

### K.3 WATER AND WASTEWATER SERVICES:

- A. **WATER.** City of Phoenix will be the potable water service provider for the Subject Property, with major water mains providing water service connection to the site. The distribution system internal to the project and fire hydrant spacing will be designed in accordance with City of Phoenix Water Services Design Manual.
  
- B. **WASTEWATER.** The City of Phoenix is the designated service provider for the Subject Property. There are existing sewer mains located at the intersections of East Greenway Road and North 41<sup>st</sup> Street. Internal sewer line sizes and manhole spacing if required, will be as required by the City of Phoenix Water Services Design Manual.

## L. PHASING

---

No project phasing is proposed.

**LEGAL DESCRIPTIONS**

**KEOGH** Keogh Engineering, Inc.  
ENGINEERING, INC 14150 W. McDowell Rd. • Goodyear Arizona 85395  
(623) 535-7260 • Fax (623) 535-7262 • E-mail: keogh@keoghengineering.com  
Civil Engineers | Land Surveyors

Legal Description  
Bill and Ramona Emch  
Keogh Job No. 20944

18 August 2015

LOT 30

A PORTION OF LOT 30, WALTANN ESTATES PLAT 1, ACCORDING TO THE PLAT OF RECORD IN BOOK 58 OF MAPS, PAGE 44, RECORDS OF MARICOPA COUNTY, ARIZONA BEING SITUATED IN A PORTION OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 3 NORTH, RANGE 4 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID LOT 30;

THENCE SOUTH 89°13'50" EAST ALONG THE NORTH LINE OF SAID LOT 30, A DISTANCE OF 157.50 FEET;

THENCE SOUTH 0°28'10" EAST ALONG THE EAST LINE OF SAID LOT 30, A DISTANCE OF 285.00 FEET;

THENCE NORTH 89°13'50" WEST PARALLEL WITH AND 15.00 FEET NORTH OF THE SOUTH LINE OF SAID LOT 30, A DISTANCE OF 157.50 FEET;

THENCE NORTH 0°28'10" WEST ALONG THE WEST LINE OF SAID LOT 30, A DISTANCE OF 285.00 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 44,877 SQUARE FEET OR 1.030 ACRES, MORE OR LESS.



**KEOGH** Keogh Engineering, Inc.  
**ENGINEERING, INC**

14150 W. McDowell Rd. • Goodyear Arizona 85395  
(623) 535-7260 • Fax (623) 535-7262 • E-mail: keogh@keoghengineering.com

Civil Engineers | Land Surveyors

Legal Description  
Bill and Ramona Emch  
Keogh Job No. 20944

18 August 2015

LOT 31

A PORTION OF LOT 31, WALTANN ESTATES PLAT 1, ACCORDING TO THE PLAT OF RECORD IN BOOK 58 OF MAPS, PAGE 44, RECORDS OF MARICOPA COUNTY, ARIZONA BEING SITUATED IN A PORTION OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 3 NORTH, RANGE 4 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID LOT 31;

THENCE SOUTH 89°13'50" EAST ALONG THE NORTH LINE OF SAID LOT 31, A DISTANCE OF 157.50 FEET;

THENCE SOUTH 0°28'10" EAST ALONG THE EAST LINE OF SAID LOT 31, A DISTANCE OF 285.00 FEET;

THENCE NORTH 89°13'50" WEST PARALLEL WITH AND 15.00 FEET NORTH OF THE SOUTH LINE OF SAID LOT 31, A DISTANCE OF 152.50 FEET TO A POINT OF A CURVE, CONCAVE NORTHEASTERLY, HAVING A RADIUS OF 5.11 FEET;

THENCE NORTHWESTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 88°45'40", AN ARC LENGTH OF 7.92 FEET TO A POINT OF TANGENCY;

THENCE NORTH 0°28'10" WEST ALONG THE WEST LINE OF SAID LOT 31, A DISTANCE OF 280.00 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 44,872 SQUARE FEET OR 1.030 ACRES, MORE OR LESS.







**Emerald Bay Senior Living - Site Context Exhibit 1 (1-4)**

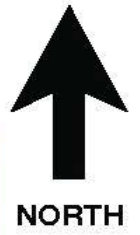


**Emerald Bay Senior Living - Site Context Exhibit 2 (5-8)**



**Emerald Bay Senior Living - Site Context Exhibit 3 (9-12)**

**North 41st Street**



**East Greenway Road**

**Emerald Bay Senior Living - Site Context Exhibit 4 (13-16)**





**APPENDIX 3**

**SIGN RENDERING**



**Proposed Conceptual Signage Facing East Greenway Road**

(Subject To City Sign Design Review Process)



**APPENDIX 4**

**CONCEPTUAL ELEVATION EXHIBIT**

South



West



Southwest



**Emerald Bay Senior Living  
Conceptual Elevations**

Scale	1/8" = 1'-0"
For the Owner:	Emerald Bay Senior Living, LLC 21817 North 30th Avenue, Suite A Phoenix, AZ 85027
Project:	Emerald Bay Senior Living 4102/4114 E. Greenway Road Phoenix, Arizona 85032
Checked by:	
Drawn by:	
Project:	Elevations

## CONCEPTUAL STREETSCAPES AND COURTYARD VIEWS



**Corner Greenway and North 41<sup>st</sup> Streetscape**



**North 41<sup>st</sup> Street Streetscape**



**East Greenway Road Streetscape**



**Conceptual Interior Courtyard**

**APPENDIX 5**

**COMPARATIVE ZONING STANDARDS TABLE EXHIBIT**

<b>STANDARDS</b>	<b>R-3A with Special Permit (PRD Development Option)</b>	<b>PUD</b>
Maximum Density (du/ac)	23.1; 26.40 with bonus	20
Maximum Lot Coverage (%):	45% per R-3A 25% per SP	40% 40%
Minimum Building Setbacks -Perimeter adjacent to a public street  -Perimeter adjacent to property line  -Interior front	20 feet (area is to be in common ownership unless lots front on the perimeter public street)  15 feet  10 feet	25 feet  25 feet  25 feet
Maximum Height (feet/stories):	3 stories or 40 feet for 150 feet; 1 foot in 5 feet increase to 48 feet, 4- story maximum  There shall be a 15-foot maximum height within 10 feet of a single-family zoned district, which height may be increased 1 foot for each additional 1 foot of building setback to the maximum permitted height.	2 stories and 30 feet
Landscape setback Street Sides:  Adjacent to Property:	20 feet  5 feet	15 feet  15 feet
Minimum Open Space/Common Area	5% of gross lot area per R-3A 100 square feet per bed per SP	100 square feet per bed
Vehicular Access	SP requires vehicular access from an arterial or collector street	From an arterial