

CITY OF PHOENIX

JUN 03 2014

**Planning & Development
Department**

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A Planned Unit Development
16th st and Georgia

smithfield

A PLANNED UNIT DEVELOPMENT
Case Z-48-A-12-6
Land Use and Development Standards



Submitted to the City of Phoenix

Submitted: March 5, 2014

APPROVED BY CITY COUNCIL ON MAY 7, 2014 (Ordinance G-5915)

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CITY OF PHOENIX

JUN 02 2014

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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. Additional public hearings may be necessary such as, but not limited to, right-of-way abandonments.

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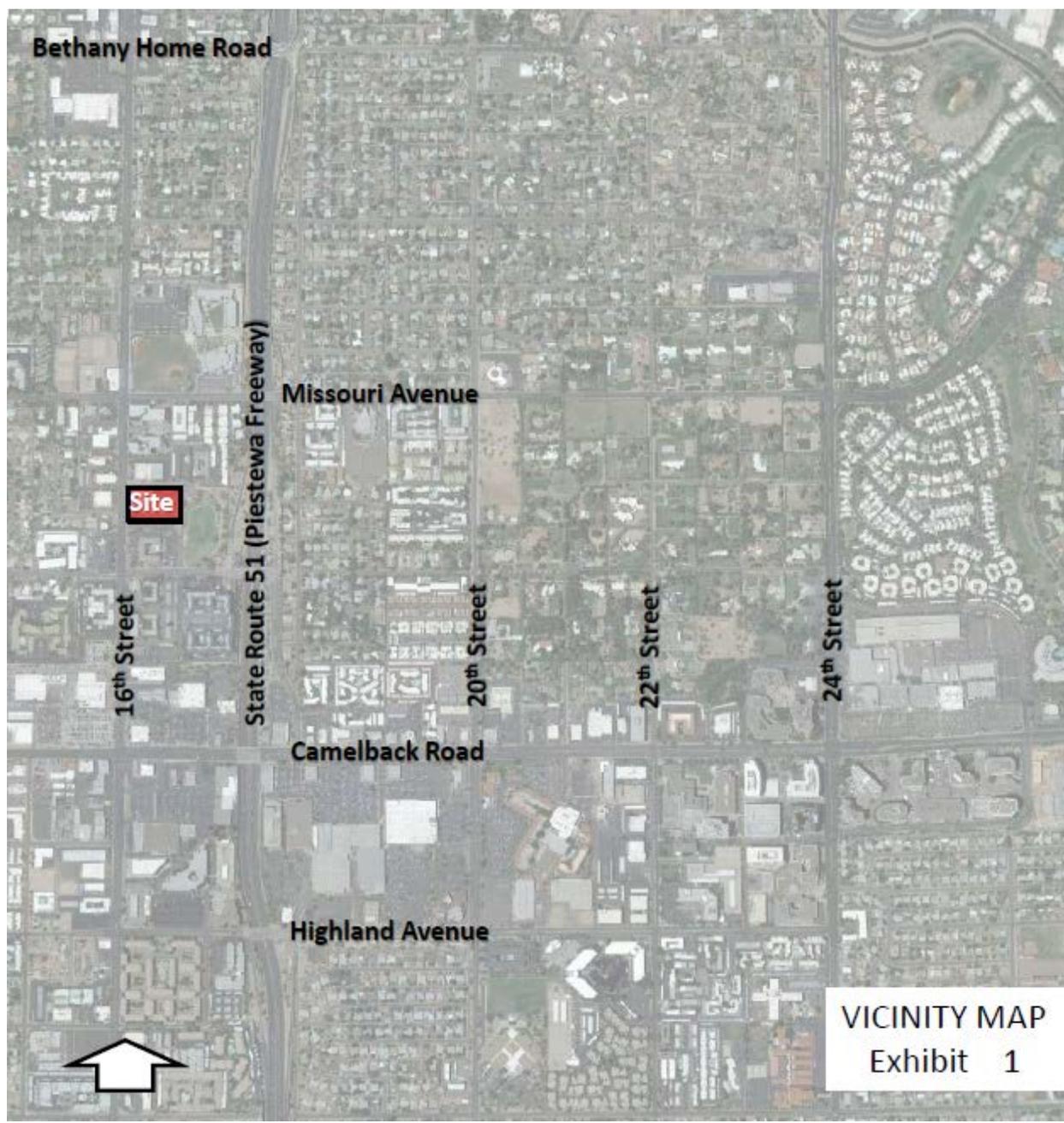
A. EXECUTIVE SUMMARY

The ostensible purpose of a PUD is to allow for development that does not fit within the conventional boundaries of underlying zoning districts, unusual mixed use developments or unusual land parcels. The subject property encompasses all of the above characteristics.

The purpose of the proposed Planned Unit Development (“PUD”) is to create specific standards to guide the development of the approximate 3.28 acre parcel located at the southeast corner of 16th Street and Georgia Avenue. The property is generally bounded by Georgia Avenue on the north, 16th Street on the west, the City’s Desert Storm Park on the east and an extended stay hotel on the south. The uniquely situated property enjoys arterial streets and nearby access to State Route 51 (“SR 51”) Piestewa Freeway. The rezoning request will involve approximately 3.28 acres and will rezone the property from the current C-O to Planned Unit Development (PUD) to allow for the development of a unique highly designed urban mixed-use development which implements the greater vision of the City of Phoenix’s concept for development along the SR 51 Piestewa Freeway corridor. The resulting project will be called **Domus 51 PUD**.

The subject 3.28 acres of land are currently improved with a vacant one-story building, formerly occupied by a charter school. The property has been vacant for over one year. To the north, beyond Georgia Avenue, are a one-story auto repair business and an existing multi-family development. West beyond 16th Street are existing commercial office buildings and a long established restaurant, 5 & Diner, and an existing multi-family rental property to the west of the restaurant. The pattern of development in the area consists of a mix of uses including commercial, restaurants, offices, hospitality and multi-family residential.

It is the area immediately east of the subject site that creates an exciting opportunity for a mixed-use development of an urban infill site of unprecedented quality, unique character and iconic identification while adding to the social and economic fabric of the gentrification of central Phoenix. From 16th Street, traveling east bound on Georgia only 450 feet, the street dead ends into a cul-du-sac. This cul-du-sac currently services only two very small multi-family projects and serves as the primary access to one of the largest tracts of open space land in the entire Central corridor. Although originally primarily conceived as a storm water detention area for State Route 51, this vast, barren area, is denuded of vegetation, trees or any outdoor furniture that would provide scale. This presents a welcome challenge for the developer to add to the quality of life for the residents of the proposed development AND for the condominium owner’s to the North as well as guests of the hotel and residential neighbors to be north and west. The only current real “improvement” to the space is an extraordinarily long handicap compliant ramp that meanders into the “park” to make the significant grade change from the street level to the park.



The proposed building architecture and open space areas will provide a distinct living environment. The restaurant will be a vibrant gathering center for the community. The use of glass, expressed structural steel and dark stucco will emphasize the buildings unique urban design both for the residents of the new community but also for the area residents when walking or driving past the development. All of the architectural elements will tie together to provide a strong identity for the site that compliments the surrounding properties as well as creating an inviting atmosphere for both residents and guests. The project provides a design that uses view corridors between building facades and architectural focal points to emphasize the interior residential amenities as

well as the large rooftop outdoor pool/exercise space/lounge overlooking the open public space to the East. (<http://sonoeastamentityspace.shutterfly.com/pictures>) All of these features promote an inviting and very livable atmosphere, totally unique to the City of Phoenix. This well-conceived infill concept offers to add to the diverse housing types in this growing area of the community.



The design of project defeats the inherent deficiencies of a podium building. In the instant case, the multi-level garage creates a visual and acoustic barricade for the over 135 of the 191 residential units from the traffic of 16th Street, while at the same time presenting an unusual graphic presence and identity for the restaurant situated at the corner of 16th Street and Georgia. It also “breaks” the street wall with the buildings organized perpendicular to the 16th Street. Although outdoor dining is incorporated into the design, it is screened from the West sun and traffic noise thru the graphic “announcement” of the food establishment and at same time opens onto a landscaped courtyard that dominates on the South edge and yet invites visual contact with the corner.

The top of the parking structure will include a fully equipped state of the art fitness center for residents along with cyber café and social room. (<http://sonoeastamentityspace.shutterfly.com/pictures>) The pool, also located on the roof will provide unparalleled views of Piestewa Peak and Camelback Mountain. The restaurant design will incorporate a separate designated elevator to allow the roof pool

to double as a dining and outdoor recreational space that will be serviced by the restaurant serving cocktails and light food items.

As an additional amenity available to residents only, the eatery intends to offer “Vroom Service” i.e. delivery service to your door from the restaurant kitchen.

As the restaurant is an integral part of the overall design concept, the developer has entered into a Letter of Intent with the nationally acclaimed restaurant group, Lettuce Entertain You <http://www.leye.com/>. Lettuce has operated the Hub 51 concept shown on the submitted drawing in Chicago for over 4 years <http://www.hub51chicago.com/>. It is anticipated the Hub 51 in Phoenix will generate 75 new employment opportunities and initially in excess of \$5,000,000 of sales volume to contribute to the tax base.



The units themselves will embody typical Smithfield design: Large expanses of glass, wood floors, euro style kitchens and superior appointments atypical of the Phoenix Multi-family market. <http://featuresblogs.chicagotribune.com/theskyline/2012/07/a-triumph-of-teamwork-newly-opened-sono-east-apartment-tower-a-lesson-in-the-power-prudence-of-archi.html#.UA1d2xeAWcM.facebook>

B. PURPOSE AND INTENT

1. Regulatory Provisions

The **Domus 51** PUD has been prepared pursuant to Section 671 of the Zoning Ordinance of the City of Phoenix in order to establish the regulatory framework for this master plan that will emerge and develop over the next decade. This PUD is intended to be a stand-alone document comprised of zoning regulations, including permitted uses, development standards and design guidelines for the entire 3.28 acre project located at the southeast corner of 16th Street and Georgia Avenue. The PUD includes substantial background information to help illustrate the intent of the development. All images including the site plan are conceptual representations of the character and quality of the development. Plans and documents with specific designs will be processed through the City of Phoenix site plan review process in accordance with Section 507. Provisions not specifically regulated by the **Domus 51** PUD are governed by the City's zoning ordinance. This PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements.

2. Zoning Ordinance Applicability

Unless a use or standard for development is specifically re-stated herein, the Zoning Ordinance of the City of Phoenix, Arizona as adopted and periodically amended, is applicable to the **Domus 51** PUD. It is the intent of this PUD to establish the permitted uses, development standards and amend various provisions that will govern this development. In the event of a conflict between a use, a development standard, or described development procedure between the City of Phoenix Zoning Ordinance and the PUD, the PUD shall govern. Similarly, where the PUD narrative is silent on a requirement, the applicable Zoning Ordinance R-5 and C-2 provisions shall control.

C. DEVELOPMENT PLAN

Over the past decade, there have been precious few multi-family developments that have been built within the immediate area, which furthers amplifies the need for this type of quality, urban residential use. High-Density urban living uses are an important element in attaining the proper balance of land uses within each village and the City in general. **Domus 51** PUD allows for land uses that are intended to capitalize on the nearby SR 51 Freeway, the Camelback Employment corridor and the variety of existing and planned retail centers in the area.

The site is located adjacent to one of the City's most desirous employment and commercial corridors and enjoys excellent regional access due to its strategic location just off the SR 51 Freeway and just north of Camelback Road. The site is located within the Camelback corridor. As previously noted, the subject property also has immediate access to major arterials in Camelback Road, Bethany Home Road and 16th Street. The site's critical setting near the Camelback corridor and the adjacent freeway corridor and arterial roadways gives the proposed master plan the unique opportunity to attract a wide spectrum of residents who seek excellent freeway access and nearby employment, commercial services and good public transportation.

None of existing multi-family developments built in this general area have been constructed to the level of quality being proposed. The urban style residential component is an important element to attaining and maintaining the proper balance between employment and commercial uses for this area of the City. Public areas that are pedestrian-oriented and intended to exploit an interactive atmosphere will be created through the use of architecture, landscaping, signage, lighting, walkways, open spaces, shape, color and materials. The proposed building architecture and amenity space area will provide a distinct living environment that truly creates a sense of place. Eye catching architectural design and signage will draw attention to **Domus 51** and help identify the unique restaurant which anchors the project at the northwest corner of the property. All of the architectural elements will tie together to provide a strong identity for the site that enhances the surrounding properties and creates an inviting atmosphere for both residents and guests.

As previously mentioned, the design of project defeats the inherent deficiencies of a podium building. The residential units themselves will embody typical Smithfield design: Large expanses of glass, innovative floor plans superior appointments atypical for the Phoenix Multi-family market. The use of glass, expressed structural steel and dark stucco will emphasize the building's unique urban design both for the residents of the new community but also for area residents when walking or driving by the development.

A unique rooftop pool, accompanied by restaurant services, with unequaled views of Squaw Peak and Camelback mountains will inform the character of this development. Interior courtyards between residences have a direct connection to the newly improved public park to the east. The proposed building architecture and open space areas will

provide a distinctive living environment. The restaurant corner presence will become a vibrant gathering place for the community.

Domus 51 PUD is a planned, unique, urban-style mixed-use development that will provide opportunities for a high-density residential project with an adjoining restaurant and ancillary land uses through common and compatible design features. The development plan includes a commercial component with particular emphasis on attracting a high quality restaurant along with high density residential element in a master planned setting. The proposed infill multifamily residential development is compatible with the adjacent zoning pattern for higher density residential units and the proposed building heights are compatible and consistent with the area. This document will guide the various phases as they occur and the infrastructure that will create the backbone framework for the master plan uses.

1. Description of Land Use Category

Domus 51 is at its core a high-density residential community with a restaurant and complimentary uses and provides the kinds of amenities that are envisioned near the SR51 Freeway and Camelback Corridor. The project is designed around a mixed use urban theme. While Mixed Use is being proposed over the entire project the property provides several distinct areas within the Mixed Use designation that are designed to create separate areas. The project provides a residential area, a structure parking area with rooftop amenities including food service and dining associated with the Restaurant. To do so, **Domus 51** has created a plan of development, policies and design standards to initiate and guide this overall vision.

2. Land Use

The proposed land use plan for **Domus 51** includes a single land use designation in order to promote the intent of the PUD and to accommodate flexibility with uses through design requirements and ensure compatibility among the two land use opportunities within the project and the surrounding properties. See Exhibit 2, Proposed Zoning Plan (Page 12).



3. Discussion of Conceptual Site Plan

The overall project concept is to create an urban-style mixed-use development revolving around a high quality multi-family residential community, an above ground multi story parking structure located inboard of the street that is largely camouflaged by the residential amenities and the signature restaurant. The plan proposes a

residential living community that will complement the mixed use character of the property as well as the surrounding area. The site plan is essentially broken into three components.

The first and main element of the mixed-use project is the 4-story urban residential community which forms the boundaries of the project along the east, south and west sides of the property. This urban residential component is an important element to attaining the proper balance between employment and commercial uses for this area. 191 residential units are planned adjacent to 16th Street and next to the park around the internal parking structure. The development includes a variety of studio, (1) bedroom and two (2) bedroom units. Building architecture and open space areas will provide a distinct living environment and will vary the massing and movement of the building and pedestrian-scale elements. Public areas that are pedestrian-oriented and intended to foster an interactive urban atmosphere will be created through the use of architecture, landscaping, signage, lighting, shape, color and materials. The residential urban living component has been incorporated into the master plan for balance and sustainability. These urban living units are for people who want to live in a sophisticated environment with nearby employment opportunities, retail services, open space elements, restaurant venues and with excellent arterial and freeway access.

The pool area provides a resort type ambiance for the residential community and will bring and totally update “style” to this type of amenity, creating a new standard not yet replicated in the Phoenix market. Tenants of the property will have use of a state-of-the-art fitness center, billiards area, poker room and private party room reserved for apartment residents. All of these amenities will be for the exclusive use of those renting at the property. The amenity area will also provide a “cyber-café”, creating an environment for social interaction. The amenity area will face north, providing views and access to the pool. The pool will be a shared amenity with the restaurant, thus providing a private, unique, discreet space for apartment dwellers while offering them the opportunity to avail themselves of the restaurant service at the pool and interact with the restaurant guests, or not, at their option.

The second component of this development is the centrally located above grade parking structure to provide secure parking for residents and guests as well as valet restaurant parking. The garage services acts as a plinth for the pool and all recreation activities. These roof top amenities will provide unparalleled views of Squaw Peak and Camelback Mountain. In the instant case, the multi-level garage creates a visual and acoustic barricade for the over 135 of the 191 residential units from the traffic of 16th Street, while at the same time presenting a unusual graphic presence and identify for the restaurant situated at the corner of 16th Street and Georgia Avenue. In also “breaks” the street wall with the building organized perpendicular to the 16th Street. A portion of the parking structure rooftop will be used by the signature restaurant. The PUD has been designed to allow the restaurant user to provide a rooftop dining areas where customers and residents can

enjoy outdoor dining. While available to residents, the restaurant design will incorporate a separate designated elevator to allow the roof pool to be utilized by restaurant patrons. As an additional amenity to residents only, the eatery intends to offer “Vroom Service” i.e. delivery service to your door from the restaurant kitchen.

Finally, the third important component to this mixed-use project is the unique signature restaurant located at the northwest corner of the property adjacent to 16th Street and Georgia Avenue. The PUD allows for a commercial restaurant to be located on the ground-floor at the northwest corner of the property in a freestanding building while being an integral component of this unique development. An important part of this restaurant is the outdoor dining that is incorporated into the design. The outdoor dining area is screened from the West sun and traffic noise thru the graphic “announcement” of the food establishment and at same time opens onto a landscaped courtyard that dominates and invites at the corner.

Signage will be a vital and integral tool in creating and framing a vibrant and dynamic urban environment for **Domus 51**. The proposed signage is a tool that will not only enhance the experience of the overall project but also play a key sustainability role. A unique signature signage package is proposed that integrates business identification, art thru a super graphic, and to tie into the building architectural landscape of **Domus 51**. It will provide excellent street visibility, gives unique opportunity for the signature restaurant and the signage necessary to provide identity, name recognition, and overall branding. The main objective of the signage plan is to encourage the creativity and a sense of high energy and vibrancy consistent with the urban nature of the project.

Each use not only supports adjacent uses but together they provide services that compliment one another and the greater area; enhancing the quality of life throughout this region. This project will serve as a natural land use transition between the existing C-2, R-5, R-4 and R-3A zoned developments to the north, west and south and the commercial office development to the north and west of the site. The proposed infill multifamily residential development is consistent with the adjacent zoning pattern for higher density residential units particularly at the south end of the park. The proposed building heights are compatible and consistent with the area. This proposal will have a positive impact on the surrounding properties which are comprised of commercial, office, hospitality and a mix of medium to high density residential homes including hotel complex adjacent to the site.

The intent of the proposal is to provide a balance of land uses and residential development that compliments the area while upholding the planning principles and supporting the economic needs of the Camelback East Village and nearby Camelback East Primary Core. The developed (infill) site will transform into an attractive, high-quality residential development that will enhance the streetscape appearance as a result of the attractive architectural building design, open space areas, and lush landscaping features along 16th Street and Georgia Avenue. The

project's environmentally building orientation and the sensitive height of the residential buildings, variety of landscaping techniques and common open space areas will ensure that this quality project sets a tone for future development in the area.

The project will attract residents looking for an affordable alternative to single family housing and who prefer to live/work/recreate close to home. This property benefits from having excellent local and regional access that will be convenient for young professionals, business representatives/employees, and other individuals who prefer community shared amenities without the maintenance burdens of typical single-family residential uses. The multi-family residential land use will infuse a strong "mixed-use" presence which is appropriate given the existing land use patterns and character of the area. Additionally, the new residents and their guests offer existing local businesses long-term sustainability and patronage.

D. SITE LOCATION AND CONDITIONS

1. Site, Location, Acreage and Surrounding Context

The 3.28 acre subject site is bounded by Georgia Avenue on the north, Desert Storm a City owned park on the east, an extended stay hotel on the south, and 16th Street on the west. The property is a rectangular shaped and is developed with several older dilapidate office buildings that provide little parking for today's office demands. The vacant one-story building, formerly occupied by a charter school, has remained vacant for over one year.

To the north, beyond Georgia Avenue, is a one-story auto parts and repair business and an existing multi-family development. Beyond 16th Street, on the west side, are existing commercial buildings and a long established restaurant, 5 & Diner, as well as an existing multi-family rental property to the west of the restaurant. The general development character along 16th Street, south of Missouri Avenue, consists of commercial and office land uses.

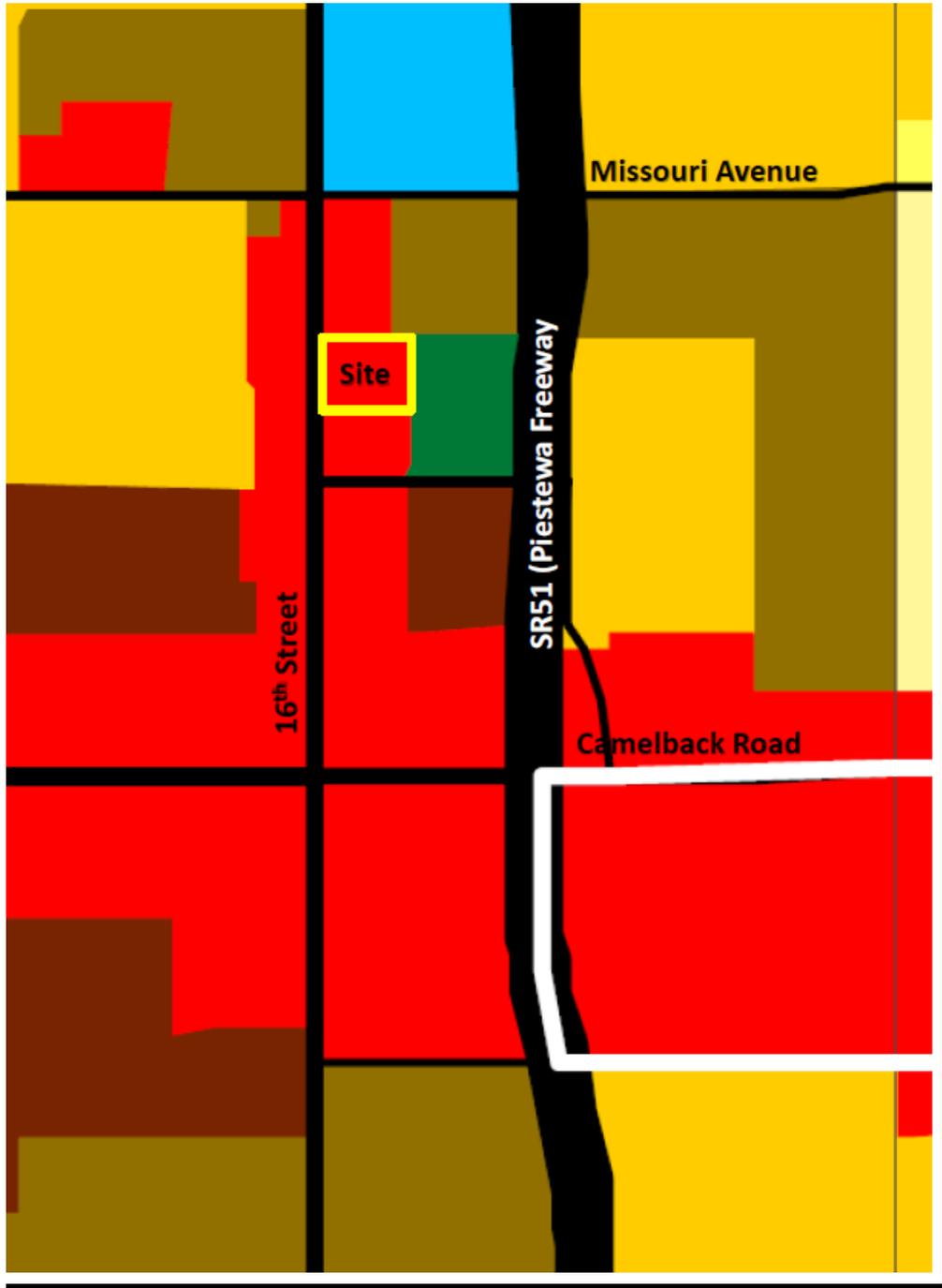
The site enjoys exceptional regional access due to its strategic location just off the SR 51 Freeway. The SR 51 Freeway access is provided via interchanges at Colter Street or Bethany Home Road which means that **Domus 51** has direct access to downtown, the nearby Phoenix Sky Harbor International Airport, and other parts of the valley which allows it to attract residents who wish to live near a major employment and commercial corridor with excellent freeway access. The site is located within the East Camelback Village. The property is really at the hub of a regional transportation network with major arterial streets and freeways.

2. Topography and Natural Features

The existing property topography is relatively flat with a slight slope from the northeast to southwest and with no natural features. The property is developed with several older dilapidated office buildings and associated parking and landscaping. The property is adjacent to a City park which is zoned R1-6 and used for retention.

E. GENERAL PLAN CONFORMANCE

The current General Plan Land Use designation for the subject property is commercial which allows retail, office and multi-family housing.



The proposed PUD meets several General Plan objectives:

GROWTH AREA ELEMENT

Targeted Growth Areas:

- *Location of residential growth: Encourage new housing growth to support job growth within existing employment centers.*
- *Infill housing: Promote infill housing to support central area employment centers and maintain healthy central area communities.*
- *Transit and transportation planning: Integrate land use and transportation planning to minimize trip numbers and lengths and thus improve air quality.*

The proposed residential component promotes energy conservation by providing living, working and shopping opportunities on this site and the nearby Village Core. The site is located adjacent to a freeway and major arterial roadways which can quickly bring residents of this project to downtown Phoenix and other parts of the valley.

The project will provide much needed new higher density housing on major transportation corridors consistent with General Plan objectives and policies. New residential growth within the commute shed will result in shorter commute times and vehicle miles traveled. Bus connections are currently available to connect this area to Downtown Phoenix.

New and upscale housing, in a vibrant urban setting will be a major benefit and “activity transfusion” for an area of the City which has not been the recipient of major new developments over the past years. We believe that the proposed development will energize this area and hopefully act as a catalyst for other development projects.

LAND USE ELEMENT

Goal 1. Neighborhood Policy 1: Include a mix of housing types and densities that support a broad range of lifestyles.

This unique multifamily residential development provides this infill area of the City with a residential project that provides another alternative for the board range of lifestyles and one that is complimentary with the existing multifamily and single family residential housing stock in the area.

Goal 1. Neighborhood Policy 2: Protect and enhance the character of each neighborhood and its various housing lifestyle through new development that is compatible in scale, design, and appearance.

The proposed infill multifamily residential and restaurant development is consistent with the adjacent zoning pattern for higher density residential units. The proposed building heights are compatible and consistent with the area. Building design and layout techniques have been incorporated into the design of the plan to ensure compatibility with the adjacent properties.

Goal 2 - Employment and population balance: Distribute jobs and housing to each village to maximize the opportunities to live and work in the same or adjacent villages.

Policy 4 – Favor development proposals that improve the existing resident/employment balance.

Policy 14 – Locate multi-family development near specialized public facilities, major transportation services, and employment centers.

A key concept of the General Plan encourages new employment growth in the targeted growth areas to provide jobs close to new residential. The subject site is located within the East Camelback Village near the SR 51 Freeway and near the Camelback Corridor, which is recognized as one of the city's employment centers and an important location for a concentration of employment opportunities.

New residential housing within an urban mixed-use project along a freeway corridor provides one of these unique opportunities to live, work and shop without leaving the project. This has always been a goal of the General Plan. The proposed project which includes a mix of multi-family residential and commercial restaurant has the potential to significantly increase the sales tax revenues in this area of the City. Expanding housing opportunities nearby existing employment core has the potential to also significantly improve the existing resident/employment balance of this Village Core. The addition of employment oriented components within this PUD strengthens this area's trend toward becoming one of the state's major employment cores.

Goal 3. Infill: Vacant and underdeveloped land in the older parts of the City should be developed or redeveloped in a manner that is compatible with viable existing development and the long term character and goals for the area.

The proposed infill multifamily residential development is consistent with the adjacent zoning pattern for higher density residential units and will redevelop this 3.28 acre property with a unique residential community. The existing offices are dilapidated and in need of redevelopment. The redevelopment of this infill site with the proposed multifamily residential and restaurant development will promote the long term success of the local community and viability of the area.

Goal 4 – Mixed Land Use Development: Mixed land use patterns should be developed within urban villages and at smaller scales to minimize the number and length of trips.

The **Domus 51** PUD provides opportunities for this desired mix of uses. As noted previously in this PUD narrative, the mix includes employment and a high density residential element. This certainly qualifies as a “Mixed Land Use Development” under Goal 4.

Policy 1 – Support healthy urban villages with a balanced mix of housing, employment opportunities, and services as a principal means to reduce vehicle trip length and associated emissions.

The very essence of the **Domus 51** PUD is to provide the opportunity for this balanced mix of housing, employment and ancillary support services opportunities. The creation of this unique high end, mixed-use development envisions the integration of employment and urban style apartments with other lifestyle amenities, all of which support this policy.

Goal 5 - Integration of land use and transportation systems: Minimize the adverse impact of the transportation system through integrated urban design.

The proposed development is located adjacent to the SR 51 Freeway and Camelback Employment Core as well as within easy commute distance to Phoenix Sky Harbor International Airport. This development will significantly benefit this employment component and this master plan has integrated its land use pattern with the adjacent transportation system.

The proposed redevelopment achieves a compact pattern of development that is more conducive to walking and transit ridership. Residential development has been integrated with employment uses to allow for round-the-clock activity to support the urban 24 hour a day/7 day a week environment. Strong pedestrian access to and through the site can facilitate expanded transit ridership on existing bus service. Additionally, they will be able to avail themselves of transit connections to visit nearby educational, cultural, recreational, entertainment and employment opportunities in this and adjacent villages.

Goal 9 Diverse Housing Mix: A range of housing choices, densities, and prices in each village should be encouraged.

Policy 1: Provide residents an opportunity to live and work in the village of their choice by offering a variety of housing, such as apartments, townhouses...to respond to changing family size, health or income.

The Camelback Corridor is one of the City's primary employment corridors. This project is close to Camelback Corridor Employment Center and as with many employment corridors it is necessary to provide a range of housing choices, densities and housing prices to create and maintain a diverse work force. This project provides a new residential community near the corridor which minimizes long commute time for those professionals who wish to live close to their workplace. This unique residential development provides residents with an opportunity to live and work within close proximity of the Camelback employment and shopping corridor and creates another choice in housing for professional that desire a higher quality residential community with amenities close to their workplace. A multi-family residential project close to such a large employment and shopping core is a logical and desirable land use solution for this area.

CIRCULATION ELEMENT

Goal 3 - Urban Public Transit: Encourage greater use of transit to reduce traffic congestion, conserve energy, and improve air quality.

Policy 1 – Expand all forms of mass transit service to significantly increase the proportion of all trips using transit and reduce the proportion of trips in automobiles.

Goal 4 - Pedestrian and bicycle environment: Expand pedestrian and bicycle access to transit facilities, schools, and recreation facilities by adding paths and trails, shade trees and lighting.

Policy 3 – Connect origins and destinations with paths and trails, and link paths and trails to the existing on-street transportation system and other transportation modes.

Goal 4A - Pedestrian Circulation: To encourage pedestrian activity, the General Plan recommends providing amenities in areas of high-density pedestrian activities.

Policy 3 – Provide amenities such as shade on at least 50% of the walking surface, plus lighting, seating, drinking fountains, trash receptacles, adjacent green spaces and emergency telephones in areas with a high density of pedestrian activities.

The proposed mixed use development is near major employment and entertainment. Access to the SR 51 Freeway is adjacent to the site and provides access to all parts of the Phoenix metro area.

16th Street does provide mass-transit and this proposed project has been designed and influenced by urban development standards. The proposed multi-story structures within

the project achieve a compact pattern of development with a highly amenitized street level which results in a comfortable pedestrian environment that is more conducive to walking and transit ridership. It also provides larger than standard perimeter sidewalks to allow comfortable pedestrian pathways that do not conflict with the ground level restaurant and outdoor dining. Residential components have been added to support a lively urban environment.

Designated pedestrian pathways within **Domus 51** will provide maximum comfort possible for the pedestrian by providing at a minimum 50% shade coverage at solar high noon on the summer solstice. The project will achieve this with a combination of natural vegetation, building placement, and architectural shading devices (canopies, awnings, overhangs, arcades etc.). Human scale walkways will link the buildings and uses together to create pleasant and comfortable connections from one environment to another.

HOUSING ELEMENT

Goal 1 Housing Development: All housing should be developed and constructed in a quality manner.

Policy 3: Encourage innovative housing design.

The proposed buildings construction consists of high quality materials such as stainless steel metal and glass to create a unique residential community.

Goal 2 - Housing Choice: A Diverse choice of housing should be provided in all villages of the city to meet the needs of all households.

Policy 1 - Develop a range of housing types in each urban village.

This application will allow the development of this infill site for a high end residential community within the Camelback East Village and one that is only a few miles away from the Camelback Employment Corridor and shopping center. This residential community will redevelop a number of parcels that are underutilized and which have become dilapidated. This proposal provides a new housing choice near the Camelback corridor and creates another choice in housing for professionals who desire a higher quality residential community with amenities close to their workplace. This multi-family residential project is consistent with the goals and policies of the General Plan for housing choices.

NEIGHBORHOOD ELEMENT

Goal 2 Compatible Neighborhood Development: 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.

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

This application for multifamily residential is consistent with the existing General Plan Land Use map and designation. The proposed rezoning is also compatible with the adjacent zoning pattern and the surrounding uses. The surrounding area includes one, two, three and four story apartment developments as well and one and two story residential homes. The proposed height is consistent with the area. The proposed site plan includes a large building and landscape setback to ensure compatibility with the adjacent single family residential to the east. Additionally, to help ensure compatibility with the adjacent single family homes no patios or balconies will be placed along the east elevation.

F. ZONING AND LAND USE COMPATIBILITY1. Surrounding Land Uses and Zoning

Surrounding Land Uses and Zoning		
	Land Use	Zoning
On site	Vacant office building	Approved C-O and P-1
North	Beyond Georgia Avenue, Commercial-Automotive Parts Sales and Repair and Multi-family Residential	C-2 and R-4
South	Extended Stay Hotel	C-2
East	Desert Storm City Park and retention basin	R1-6
West	Beyond 16 th Street, offices and restaurant	R-5

2. Compatibility

The property is located at on a major transit corridor and near the Camelback Employment and Commercial core. The rectangular shaped property is adjacent to the City of Phoenix Desert Storm Park along the eastern edge of the property. Beyond the City park is the SR 51 Freeway. Access to the SR 51 is provided via Colter Street.

The property is situated in an area of the City which includes single story restaurant buildings, two and four story office buildings, commercial uses, two and four story multi-family buildings and a three story extended stay hotel.

While the property is geographically separated from any single family residential by the SR 51 Freeway and the adjacent arterial road, the external relationship of the entire development to its surroundings, and the internal relationships of each area has been designed with the adjacent approved land uses and zoning in mind. Each use not only supports adjacent uses, but together they provide services that complement each other and the greater area. High Density Multi-family residential projects typically do best with nearby freeway access and arterial frontage and/or separated from single-family residential.

The large Freeway buffer and the perimeter street rights-of-way provide substantial buffering to the adjacent commercial, office and hospitality uses to the east, north, west and south. Various performance and design standards have been incorporated in the regulatory section of the PUD to ensure compatibility within the site and with the surrounding properties.

G. LIST OF USES

The following list of uses is intended to define authorized Permitted Principal Uses, Permitted Accessory Uses, Permitted Uses Subject to Performance Standards, and uses requiring a Use Permit within the **Domus 51** PUD. The Master Developer or any property owner within the **Domus 51** PUD may request an interpretation of analogous use to the defined list below from the City of Phoenix Zoning Administrator. The Zoning Administrator may administratively approve a use analogous to those listed below.

Below is a description of the types of permitted uses.

1. Permitted Principal Use:

Uses specifically permitted below or uses analogous to those specifically permitted as may be determined by the City of Phoenix Zoning Administrator.

2. Permitted Accessory Use:

Uses permitted as accessory to a Permitted Principal Use.

3. Permitted Use Subject to Performance Standards:

Uses specifically permitted subject to Performance Standards as established by specific footnote number and in **Section H.1** of the **Domus 51 PUD**. Performance Standards are specific for each individual use as defined within this **Section H.1** of the PUD.

The following uses are allowed within the **Domus 51 PUD**:

Land Use	Permitted Principal Use	Permitted Accessory Use	Permitted Subject to Performance Standards
<i>Coffee (Retail, Wholesale or Storage)</i>	•		
<i>Daycare</i>	•		
<i>Day Spa</i>		•	
<i>Facilities & Storage incidental to a construction project when located on the project site.</i>	•		
<i>Home Office</i>		•	

Land Use	Permitted Principal Use	Permitted Accessory Use	Permitted Subject to Performance Standards
<i>Live Entertainment, Indoor</i>		•	•
<i>Live Entertainment, Outdoor</i>		•	•
<i>Live-Work Units</i>	•		
<i>Lounge, Bar, and Alcohol Sales in connection with a restaurant</i>		•	•
<i>Microbrewery, Pub</i>	•		
<i>Outdoor dining & alcoholic beverage consumption & sales</i>		•	
<i>Parking Lots or Garage/Structure</i>		•	
<i>Patron Dancing</i>		•	•
<i>Personal Services, such as but not limited to, hair salon, nail salon, etc.</i>	•		
<i>Private Club & Lounge</i>	•		
<i>Residential-Multi-family</i>	•		
<i>Residential - Time Share Units</i>	•		
<i>Restaurant, Bars & Lounges</i>	•		•
<i>Signs, in accordance with Section J Signs of this Domus 51 PUD</i>		•	
<i>Valet Parking Service</i>		•	

H. PERFORMANCE AND DEVELOPMENT STANDARDS

1. Performance Standards

The Uses Subject to Performance Standards as defined in Section G, List of Uses, identify the proposed uses allowed within the **Domus 51** PUD subject to additional development performance standards to minimize of potential impacts to the community from hazards, nuisance and other negative factors. To ensure that land uses are not operated in such a manner as to cause a detrimental impact on adjacent properties or ambient community environment; and to preserve and enhance the lifestyle of existing and future residents through the protection of public health, safety, and general welfare, the following restriction shall apply to all applicable Sub-areas within the **Domus 51** PUD.

Live Entertainment, Indoor:

a.	Hours of operation shall not occur between the hours of 2:00 a.m. and 7:00 a.m. (19 hours per day – permitted indoor use).
b.	Any door or other opening affiliated with a structure where this use is conducted shall not be constructed within 150 feet of any existing residential zoned property.

Live Entertainment, Outdoor:

a.	Hours of operation shall not occur between the hours of 1:00 a.m. and 7:00 a.m. (18 hours per day – permitted outdoor use)
b.	The maximum permissible amplified sound level (generated from an amplified sound system) shall not exceed 55 dBA at any established property line that defines the Domus 51 PUD. Noise shall be measured with a sound level meter meeting the standards of the American Noise Standards Institute, ANSI SI.4-1961 “American Standard Specification for General Purpose Sound Level Meters.” The instrument shall be set to the A-weighted response scale. Measurements shall be conducted in accordance with ANSI SI.2-1962 “American Standard Meter for the Physical Measurement of Sound”.
c.	Outdoor lighting fixtures shall incorporate light cut off shielding as necessary to direct light downward and away from residential zoned property. Lighting may need to be controlled and mitigated through the use of mature landscape buffers or other shielding techniques as approved by the Planning and Development Department.
d.	Outdoor live entertainment shall only be permitted on the Parking Lot Roof Deck or within the Commercial Restaurant pad site boundary.

2. Development Standards

The purpose and intent of the provisions defined within the **Domus 51** PUD is to promote the development of unique, urban-style mixed-use development that will provide opportunities for high quality residential and commercial restaurant with ancillary uses referenced herein through common and compatible design features. The **Domus 51** PUD will fully comply with the URBAN DESIGN PRINCIPLES set forth in Section 507 Tab A of the Phoenix Zoning Ordinance or as amended herein. This PUD also provides additional supplement design principles which are included in the development and landscape standards.

Zoning Ordinance Applicability

Unless a use or standard for development is specifically re-stated herein, the Zoning Ordinance of the City of Phoenix, Arizona as adopted and periodically amended, is applicable to the **Domus 51** PUD. It is the intent of this PUD to establish the permitted uses, development standards and amend various provisions that will govern this development. In the event of a conflict between a use, a development standard, or described development procedure between the City of Phoenix Zoning Ordinance and the PUD, the PUD shall govern. Similarly, where the PUD narrative is silent on a requirement, the applicable Zoning Ordinance provision shall control.

Development Standards	
<i>Minimum Lot Width/Depth:</i>	None
<i>Number of Dwelling Units and Density:</i>	191 Dwelling Units 58.23 Dwelling Units per Acre.
<i>Building Setbacks (measured from property line):</i>	16 th Street (Arterial): 0-feet Georgia Avenue: 7-feet for building; 0-feet for restaurant canopy East Property Line: 6-feet South Property Line: 25-feet
<i>Landscape Setbacks:</i>	*See Landscape Exhibit, page 33. Landscape setbacks to be consistent with perimeter building setbacks except as modified by the Landscape Exhibit, Page 33.
<i>Maximum Building Height:</i>	70-feet;
<i>Building Separation:</i>	N/A Firewalls between buildings.
<i>Lot Coverage</i>	71% (85,520 square feet / 119,895 square feet)

3. Landscape Standards:

Landscaping within the **Domus 51** PUD will enable the Architecture to fit appropriately to the land. The Declarant wishes to promote a landscape that is ecologically sensitive to the desert environment through the use of regionally appropriate materials, low water plants and thoughtful water harvesting strategies all while still being attractive. The purpose of the Landscape Standards section is to provide a baseline requirement for landscape improvements and establish a common landscape theme for the development as a whole.

Most importantly the developer wishes to engage the considerable skill of the nationally recognized firm, Ten Eyck Landscape Architect to make significant improvements in the existing open space; to transform a “space” into a welcoming “park.” Although the nature of the actual design will need to be studied, refined and approved in conjunction with the City and ADOT, the basic concepts include: Creating a sense of arrival at park entries with improved pathways and abundant shade provided by abundant new tree plantings and providing additional park access though the existing west boundary for the new development as well as the guests of the adjacent hotel property. The team will explore the integration of ecologically responsible design that both invigorates and enhances the public amenity including water harvesting and filtering adjacent off-site run off that can be an artful expression of water in the desert while functionally nourishing the new landscape to a point that may allow for irrigation reduction to reduce to far below typical levels. This sustainable and purposeful landscape approach will reinforce the notion of appropriate landscape in the desert while tremendously improving an outdoor destination for the adjacent residents and visitors alike. The end result of the proposed park improvements is to encourage a place for social and community interaction in a now far under-utilized open space amenity.

The pedestrian experience is fundamental to **Domus 51** PUD success. Landscaping will soften edges between adjacent public streets and Urban Architecture, and will provide abundant pedestrian shading. The landscaping will strive to provide a pleasant pedestrian experience by utilizing a combination of desert adapted trees that work in an urban setting. The proposed plant palette is comprised of appropriate species that thrive and endure in our unique climate, allowing the project to not just survive, but thrive. Trees combined with architectural shading features in some locations will attempt to manage the intense heat of a Phoenix summer.

Arterial Landscape

The Arterial Landscape will set the tone for the development’s appearance from the perimeter and/or public’s visual point as well as from adjacent properties, and provide an attractive edge treatment in order to define the high quality nature of the **Domus 51** development. An appropriate mix of canopy trees, groundcovers and shrubs provided between street and sidewalk, and between the sidewalk and parking or building areas, can create the desired attractive, comfortable pedestrian environment, while maintaining

the native desert feel desired within the project. Undulating landforms used in conjunction with vegetation are encouraged to provide both visual interest and screening of parking, maneuvering and utility areas.

The following standards shall apply along the arterial streets:

- 1) Landscaping within perimeter arterial landscape buffer areas shall incorporate an appropriate mix of shade trees along all property lines.
- 2) Trees shall be spaced at twenty (20) feet on center as an average with five (5) shrubs per tree and a minimum fifty percent (50%) groundcover.
- 3) A mix of tree sizes shall be used in this area; Two (2) inch caliper trees fifty percent (50%) of the total; three (3) inch caliper trees shall be the other fifty percent (50%) (This caliper of trees shall be in accordance with the Arizona Nurseryman's Association Standards).
- 4) Arterial Landscape buffer dimensions are twenty (20) feet. Refer to **Landscape Concept and Perimeter Landscape Setbacks Exhibit 3, page 33** for locations of various setbacks.
- 5) Turf may be used within Arterial landscape zones.

Approved Plant Palette

The following plant list may be used for all landscaping within any Subdivision, Lot or Common Area within the **Domus 51** PUD development.

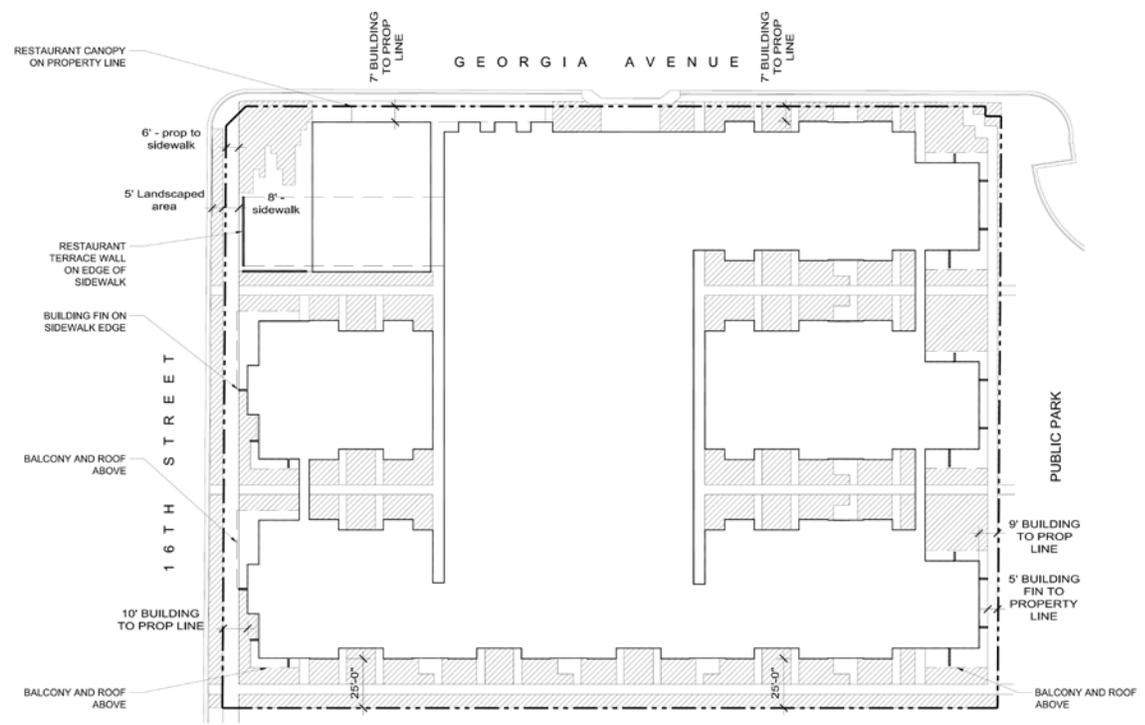
trees	accents	
<i>Cercidium microphyllum</i>	<i>Aloe barbadensis 'Yellow'</i>	<i>Bambusa sp.</i>
Foothills Palo Verde	Yellow Blooming Aloe	Bamboo Species
<i>Cercidium praecox</i>	<i>Asclepias subulata</i>	<i>Dietes bicolor</i>
Palo Brea	Desert Milkweed	Fortnight Lily
<i>Chilopsis linearis</i>	<i>Bouteloua curtipendula</i>	<i>Hesperaloe parviflora</i>
Desert Willow	Side Oats Grama	Red Yucca
<i>Olneya tesota</i>	<i>Dasyilirion wheeleri</i>	<i>Ipomoea Batatas</i>
Ironwood	Desert Spoon	Sweet Potato Vine
<i>Prosopis juliflora</i>	<i>Euphorbia antisiphilitica</i>	<i>Yucca rupicola</i>
Native Mesquite	Candelilla	Twisted Leaf Yucca
<i>Sophora secundiflora</i>	<i>Hesperaloe funifera</i>	<i>Bambusa malingensis</i>
Texas Mountain Laurel	Giant Hesperaloe	Sea Breeze Bamboo
<i>Acacia willardiana</i>	<i>Opuntia santa rita Tubac</i>	
Palo Blanco	Purple Prickly Pear	
<i>Bauhinia lunarioides</i>	<i>Opuntia ficus indica</i>	
Anacacho Orchid	Indian Fig	
<i>Dahlbergia sissoo</i>	<i>Pedilanthus microcarpus</i>	
Sissoo Tree	Slipper Plant	
<i>Prosopsis hybrid 'Phoenix'</i>	<i>Yucca sp.</i>	
Phoenix Mesquite	Yucca	
<i>Prosopsis hybrid</i>		
Hybrid Thornless Mesquite		

shrubs	groundcovers / vines
<p><i>Ambrosia deltoidea</i> Bursage <i>Calliandra eriophylla</i> Native Fairy Duster <i>Cordia boissieri</i> Texas Olive <i>Dodonaea viscosa</i> Hopbush <i>Encelia farinosa</i> Brittlebush <i>Ericameria laricifolia</i> Turpentine Bush <i>Euphorbia rigida</i> Gopher Plant <i>Justicia californica</i> Chuparosa <i>Larrea tridentata</i> Creosote <i>Simmondsia chinensis</i> Jojoba <i>Sphaeralcea ambigua</i> Globemallow <i>Tecoma stans</i> Yellow Bells <i>Viguiera deltoidea</i> Goldeneye <i>Eremophilia hygrophana</i> Blue Bells Guara lindheimeri Pink Guara <i>Jasminum sambac</i> Arabian Jasmine <i>Lantana montevidensis</i> Lantana <i>Portulacaria afra</i> Elephant's Food <i>Ruellia brittoniana</i> Ruellia</p>	<p><i>Baileya multiradiata</i> Desert Marigold <i>Hymenoxys acaulis</i> Angelita Daisy <i>Penstemon eatonii</i> Firecracker Penstemon <i>Setcreasea pallida</i> Purple Heart <i>Ficus pumila</i> Creeping Fig</p>

General Landscape Guidelines for the Entire Development:

- No vines or spreading ground cover plant material within 5 feet of curb or sidewalk.
- No shrubs with a mature height of 3 feet to be installed within 10 feet of curb on right-of-way.

Landscape Concept Exhibit



Perimeter Landscape Setbacks

Exhibit 3

4. **Parking Standards:**

Parking Space Dimensions and Calculations

All design elements for the entire project regarding parking space, design and materials shall meet or exceed ADA requirements, when required.

<i>Residential, Restaurant, and Pool Deck Lounge Parking:</i>	RESIDENTIAL PARKING TABULATIONS		
	<i>PARKING PROVIDED:</i>		
	Unit Type:	Units:	Ratio:
	Studio & 1 BR	188 units	X 1.0 =
	2 BR	3 units	X 1.5 =
	Unassigned	191 units	X 5% =
	Total	191 units	203 Spaces
	RESTAURANT and POOL DECK LOUNGE PARKING TABULATIONS		
	<i>RESTAURANT and POOL DECK LOUNGE PARKING PROVIDED:</i>		
	65% OF TOTAL AREA (6,750 Sq. Ft.) = 4,388 Square Feet	@ 50 s.f. per space	88 spaces
Providing		90 spaces	
TOTAL SITE PARKING PROVIDED:			
Residential Parking Provided:	203 Spaces		
Restaurant and Pool Deck Lounge Parking Provided:	90 Spaces		
Total		293 Spaces	

<p><i>Garage Parking:</i></p>	<p>Parking spaces to be a minimum dimension of nine (9) feet by eighteen (18) feet, unless otherwise approved by the Planning & Development Services Department.</p> <p>At least 50% of provided spaces shall be a minimum dimension of nine (9) feet six (6) inches by eighteen (18) feet; Remainder of parking spaces may be reduced down to eight (8) feet six (6) inches by eighteen (18) feet.</p> <p>A minimum of twelve (12) inches setback from any interior wall or column shall be provided.</p>
<p><i>Parking Garage Screening:</i></p>	<p>Vehicles shall be screened from public view within the garage. Vehicles shall be screened from view by a minimum of a 3 foot wall, or other appropriate screening material as approved by the Planning & Development Services Department.</p> <p>Parking structures may include wraps, murals or other architectural features to reduce long spans or blank walls.</p> <p>Portions of the top deck level may house amenities for the use of residents. These amenities may include a roof garden, patios, BBQ's, dog parks and social gathering areas.</p>

On-Site Loading

Ground level loading is required to provide the following minimum for designated loading spaces:

- 2 – 10-feet x 30-feet loading berths

A shared loading area model will be permissible between the commercial and residential loading spaces, provided the City's Planning & Development Services Department approves such shared loading model.

I. DESIGN GUIDELINES

Domus 51 shall be designed with 4-sided architecture so that it will offer pleasing views and vistas not only for tenants and owners within the project but for potential owners and customers on the adjacent streets. At **Domus 51** walls and windows will be considered in terms of multiple “front elevations”. Street level of all buildings will be developed to consider the pedestrian experience and vitality of the project. The grading and landscaping will aid in transitioning uses from the buildings into the pedestrian experience. The Design functions have been created to develop this relationship between the project’s urban environment and the internal pedestrian environment.

It’s critical that the design and layout of the project provides a comfortable and user friendly environment. In our sun driven climate, designing shade elements plays a key role, either with positioning of the buildings themselves, canopy extensions or strategically located vegetation. The result is to use design creativity to make this urban oasis thrive. This project will promote the creation of public and semi-public spaces that will encourage a sense of community and promote the Urban Oasis. During the evening, well-illuminated and secure areas will also help promote this sense of community.

Domus 51 will also promote diversity and stratification in its architectural styles as a means to push visual interest across the project. Creating a pedestrian scale and interest at ground level is likewise important for the success of this project. Adding the human perspective create a synergy at street level where car, and pedestrian all converge in a visually stimulating environment. Landscaping, awnings/canopies, outdoor patios, help in this endeavor.

Domus 51 will strive to create its own unique neighborhood with a dense and dramatic type of development which will set **Domus 51** distinctively apart from other developments.

The provisions of this section seek to create a foundation for design that will ensure development of future attractive, high quality architectural styles. Buildings will feature creative applications of materials, colors and textures. The design of the overall development will be complementary so as to create a harmonious style. This will be accomplished through the use of compatible materials and colors while creating a strong individual design identity consistent with each individual use and purpose. The design guidelines and standards proposed herein are intended to provide guidelines to reflect the desired character for the overall project.

This PUD shall conform to Section 507 of the Phoenix Zoning Ordinance with additional standards as indicated below.

Design Parameters:

Residential	This designated portion of this project will conform to the existing City standards for design per Section 507 Tab A.
Building Articulation	<p>The visual impact of a building depends not only on its size, but also on the relationship between its height, length, and width including such features as prominent entries, windows, color and materials. Articulation of the façade on all four building sides.</p> <p>Building wall articulation shall be required on buildings with appropriate details and elements to recognize the pedestrian scale environment and a sense of place. A minimum of 4 of the below acceptable modes of articulation shall be include per building facade:</p> <ul style="list-style-type: none"> • Changes in the horizontal wall plane. • Changes in the vertical wall plane. • Variation in the roof lines and form. • Introduction of significant signage elements. • Use of balconies. • Use of ground level arcaded and covered areas. • Use of protected and recessed entries. • Use of vertical elements on or in front of expansive blank walls. • Use of pronounced wall plane offsets and projects. • Use of vertical accents and focal points. • Change in use of materials or color to provide a clear distinction between roof, body and base of a building. • Variation in storefront windows and material differentiation. • Changes in predominant material use. • Other form of building façade articulation as approved by Planning & Development Services Department.
Roofs	Any pitched roof structure shall use concrete tiles or “pre-finished” metal roofing or other acceptable material as approved by Planning & Development Services Department. Flat roofs shall be non-reflective material (minimum SRI of 78 for non occupiable roof patios).

Materials	<p>There will be a mix of architectural materials throughout the project.</p> <p>Approved exterior wall materials include the following list, unless otherwise approved by the Planning & Development Services Department:</p> <ul style="list-style-type: none"> • Common clay brick • Granite • Marble, or other natural stone • Tile cladding • Concrete masonry unit (provided that surfaces are integrally colored, painted, stained or have attractive exposed aggregate which must be approved as to color and texture) • Architectural metal • Stucco or plaster (synthetic systems simulating stucco or plaster are permitted) • Concrete, pre-cast or poured in place • Glass • Metal panels and/or trim • Metal and composite panels • Metals (polished and rusted) • Perforated metals and meshes • Stucco • Glass • Stone • Concrete • Masonry • Green-Screen or Green walls including trellises to reduce excessive radiant heat in pedestrian areas.
Awnings/Canopies	<p>Awnings and canopies that suspend over sidewalks may be anchored to an architectural element (i.e. a building) and may be incorporated into the architectural design. Horizontal projected shade awnings/canopies will be mounted a minimum of 8-feet above grade. Awnings (exterior windows shade/design features) can be utilized at every level.</p>
Paving Materials/Design	<p>Pedestrian crossing area shall have a different color, texture or material to define these areas with one of the following methods:</p> <ul style="list-style-type: none"> • Stamped concrete • Interlocking concrete pavers • Stained concrete

- Integral colored concrete.
- Or other acceptable method as approved by the Planning & Development Services Department.
- All nonstandard materials used within public right-of-way will be maintained by the developer via an approved Developer Maintenance Agreement with the City. All materials within the Pedestrian crossing shall meet ADA requirements and may not create a significant noise issue with vehicle traffic.

J. SIGNS

A. Intent

The main objective of the signage program for **Domus 51** is to build in criteria for high quality signage consistent with this urban style mixed use project and yet also allow for flexibility to respond to changing conditions and newer designs over the many years of build-out. The PUD will also create the avenue to encourage creative development with signage that is vibrant, charismatic and potentially unique. A general framework is provided in this PUD to ensure that the designs are appropriate for the project as a whole. Signage should not only include text that identifies the name of the business, but also incorporates the use of graphics and forms that provide identity, where appropriate, for commercial clients.

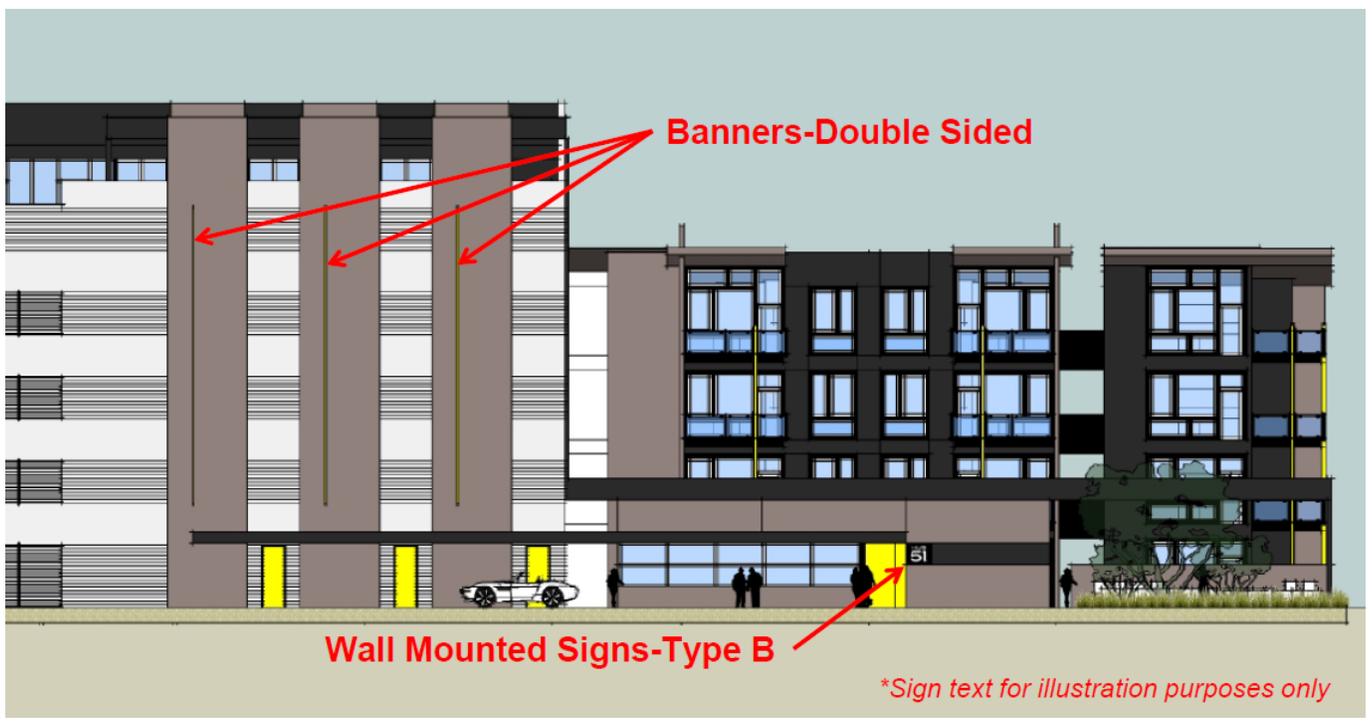
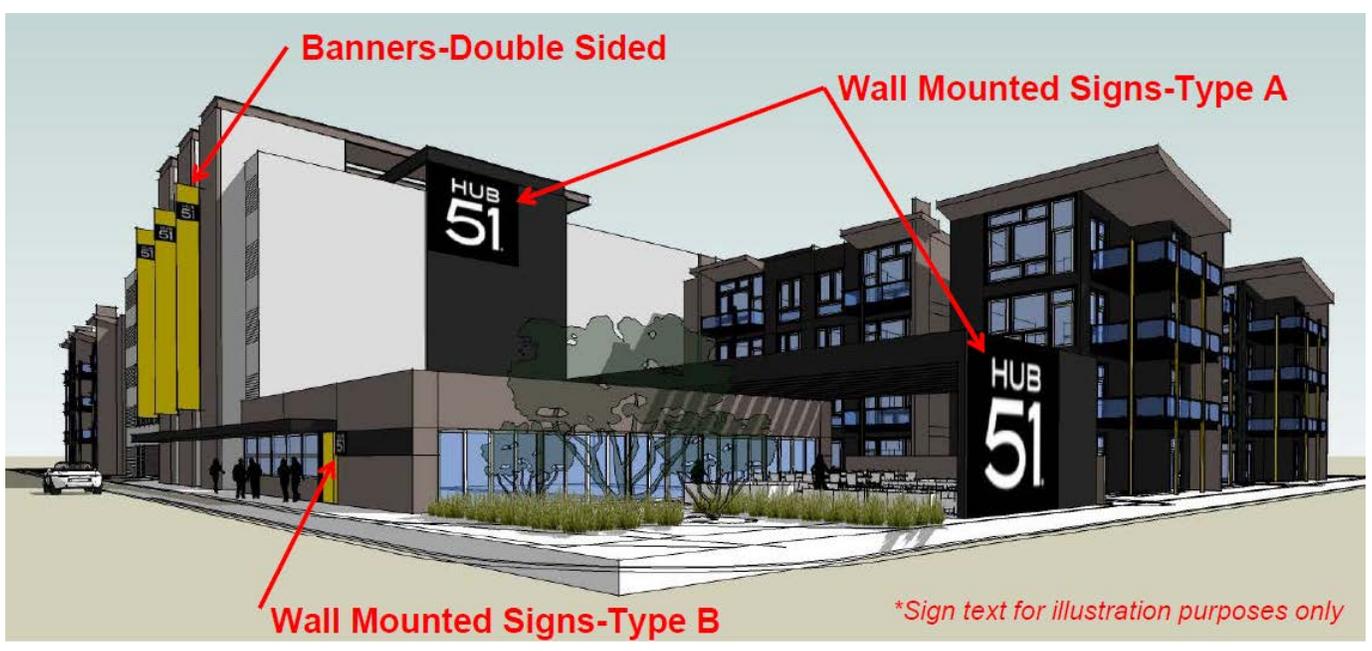
As this project is primarily an urban type of land use signs will vary in size and intensity to engage the vehicular visitor first from the arterial street system. Long distance recognition and viewing opportunities will be accomplished by large-scale project identification and major tenant recognition with appropriate size to allow for safe driving along city streets.

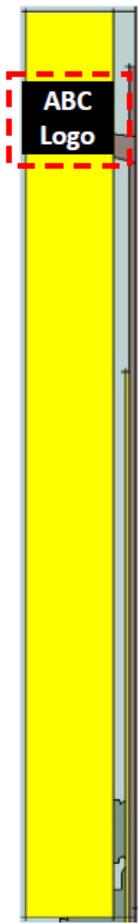
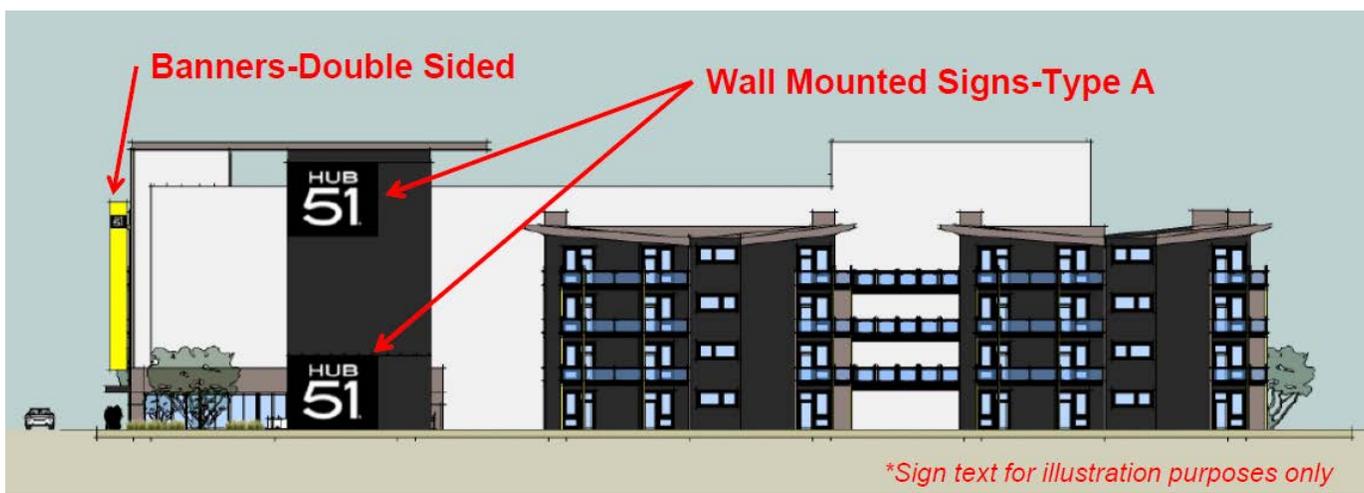
At the perimeter of the site, signs shall be designed to be easily read from arterial streets. Interior signs (those signs that cannot be seen from the perimeter of the property) on private lots, or private streets will not be regulated by the city, unless otherwise specified herein, except to the extent that electrical permits may be required by the City of Phoenix. All signs shall be regulated by the Signage Design Guidelines set forth in this PUD under the governance of the Master Developer and/or its Assignee and the construction rules as adopted by the City of Phoenix.

This section shall not apply to signs erected or maintained by a governmental body including, but not limited to, traffic signs, warning signs, railroad crossing signs, and signs of a noncommercial nature required by public laws, ordinances, or statutes.

All signage shall comply with the City's Zoning Ordinance, Section 705 Signs, except as modified herein.

EXAMPLE OF SIGN LOCATIONS





Sign Area Measurements

Sign copy mounted as individual letters or graphics against a wall, fascia, mansard, banner or parapet of a building or other structure shall be measured as a sum of the smallest rectangles that will enclose each word and each graphic in the total sign.



A b c E x a m p l e
1 2 3

Sign Type	Function	Location	Qty	Max Sign Area	Illumination
Wall Mounted Type A	Project/tenant identity	Buildings and/or Parking Structure	2	250 s.f. per sign	Internal, external, and/or halo and/or any combination thereof.
Wall Mounted Type B	Project/tenant identity	Buildings and/or Parking Structure	1	12 s.f.	Internal, external, and/or halo and/or any combination thereof.
Banner Mounted Signage	Provide color, graphic & developer/project identity	Buildings and/or Parking Structure	9	60 s.f. per side.	Internal, external, and/or halo and/or any combination thereof. May also include: silk-screened, painted, printed, vinyl, or other semi-permanent graphic applications
Banners	Provide color, graphic & developer/project identity	Buildings and/or Parking Structure	9	45-feet x 5-feet	

K. SUSTAINABILITY

The purpose of this section is to identify sustainability standards that are measurable and enforceable by the City and identify practices or techniques for which the property owner/developer will be responsible that are integral to this unique project.

The purpose of this section is to promote fair, comprehensive and enforceable regulations that will create a positive sustainable environment for **Domus 51**. Providing for a sustainable plant environment is important to the developers of **Domus 51**. Over the last several years the interest in sustainable design has grown exponentially. The emergence of the US Green Building Council and its LEED rating system has ushered in unprecedented demand for sustainable projects. **Domus 51** has derived many of the following standards from the LEED program. The overall objectives are set forth below:

City Enforceable Standards:

- A shading program has been implemented as part of the overall comprehensive design. The multi-family units are designed in a north/south orientation to provide maximum protection from the sun.
- The development will provide parking spots, in designated locations, to be reserved for “Alternative fuel” vehicles (defined as vehicles that are powered with Natural Gas, Electric or Hybrids).

Practices incorporated by the Developer: Provide Water Efficient Landscaping (drought tolerant plants).

- Low ‘e’ double pane windows.
- Reduce “Heat Island” with light colored roofs to provide a minimum roof SRI (Solar Reflectance Index) rating of 78 for all low sloped roofs.
- The buildings’ HVAC systems should be designed to eliminate the usage of CFC’s and CFC based refrigerants.
- Using water based adhesives on all VCT and Vinyl flooring to minimize VOC off gassing.

L. INFRASTRUCTURE

Transportation:

A traffic statement will be submitted for review under separate cover.

Grading and Drainage:

Will be submitted as part of the Development Service Department Site Plan submittal.

Water and Waste Water:

Water and wastewater infrastructure requirements will be determined at the time of the site plan or master plan review, when the final land-use and urban design of the property in question have been clearly identified and proposed water demands and wastewater generation and infrastructure locations have been clearly established. The project site may be served by the existing City of Phoenix water and wastewater systems pending capacity review and approval. Infrastructure improvements may be required to provide service. The improvements will be designed and constructed in accordance with City Code requirements and Water Service Department Design Standards, and Policies.

M. PHASING PLAN

The Multi-family residential will be developed in one phase. The commercial restaurant will be developed as a separate phase and will occur depending upon timing of the ultimate end users, market conditions, and available financing. The improvements will be designed and constructed in accordance with City's Planning & Development Services Department review and requirements.

Exhibit 4 – Legal Description -16th Street & Georgia Avenue, Phoenix, AZ**PARCEL NO.1:**

The North half of the following described property:

The West 400.00 feet of Lot 5 of the Adams and Graham Sub-division of the Southwest quarter of Section 15, Township 2 North, Range 3 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, according to Book 2 of Maps, Page 1, records of Maricopa County, Arizona;

EXCEPT the East 8.00 feet thereof; and

EXCEPT the North 25.00 feet thereof, as conveyed to the County of Maricopa, a political subdivision of the State of Arizona, by the instrument recorded in Docket 1340, Page 567, records of Maricopa County, Arizona; and

EXCEPT that portion thereof lying within the following described property:

BEGINNING at the intersection of the East line of the West 7.00 feet of said Lot 5 with the South line of the North 25.00 feet thereof;

Thence West along said South line to the West line of said Lot 5;

Thence South along said West line to the Southwest corner thereof;

Thence East along the South line of said Lot 5 to the East line of the West 7.00 feet thereof;

Thence North along said East line to a point which is 10.00 feet South from the Point of Beginning; Thence Northeast to a point on the South line of the North 25.00 feet of said Lot 5 which is 10.00 feet East from the Point of Beginning;

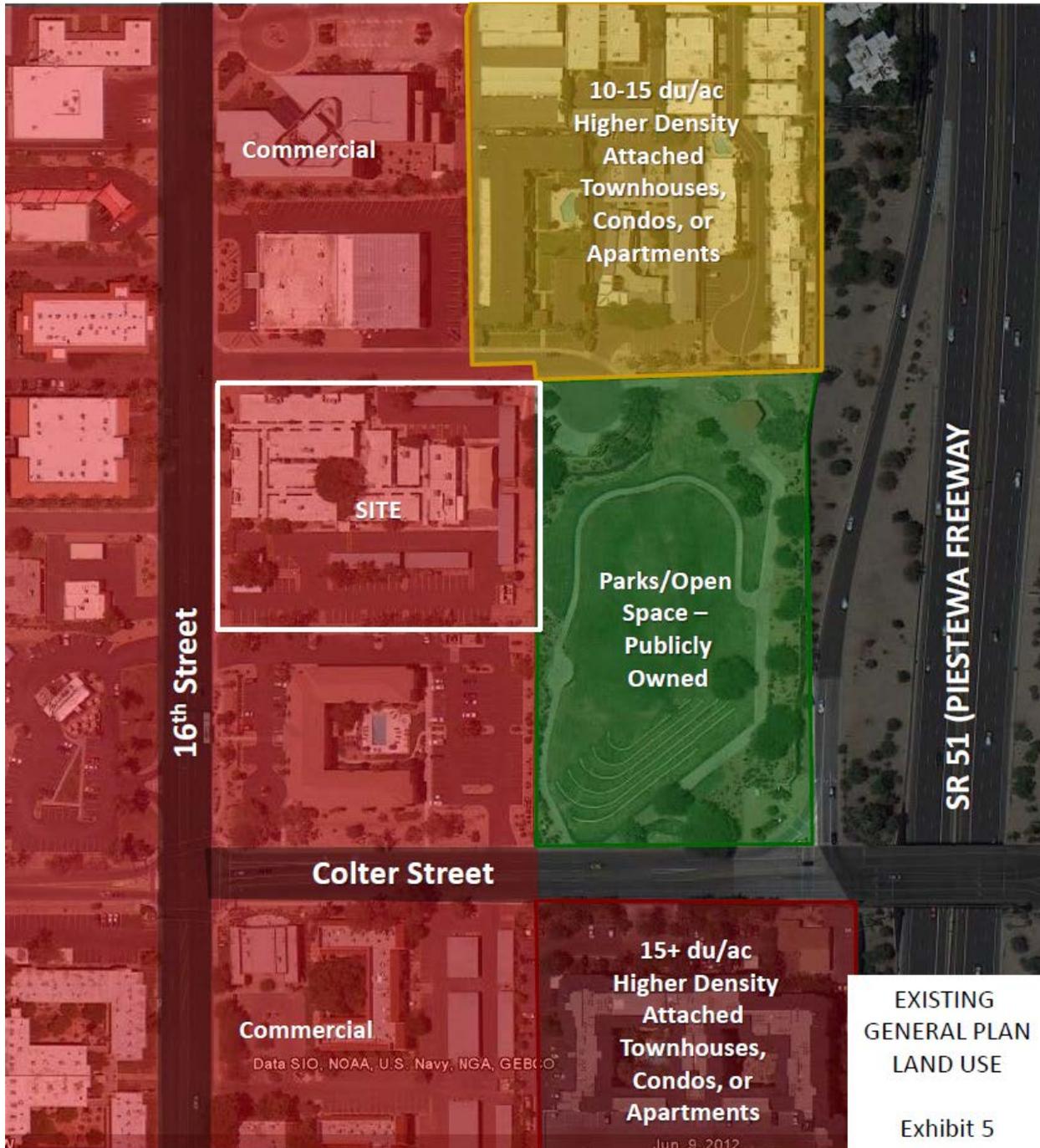
Thence to the POINT OF BEGINNING.

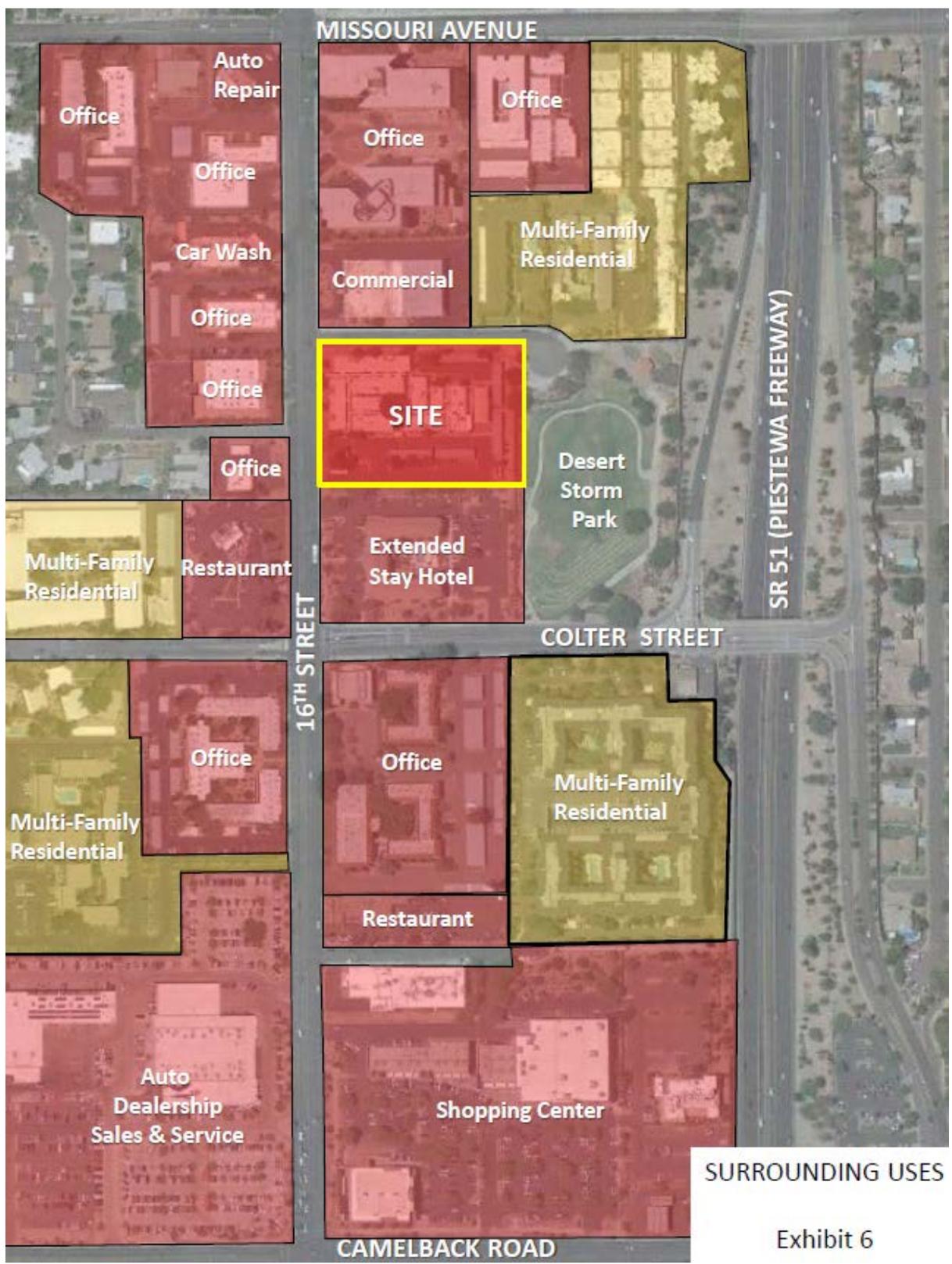
PARCEL NO.2:

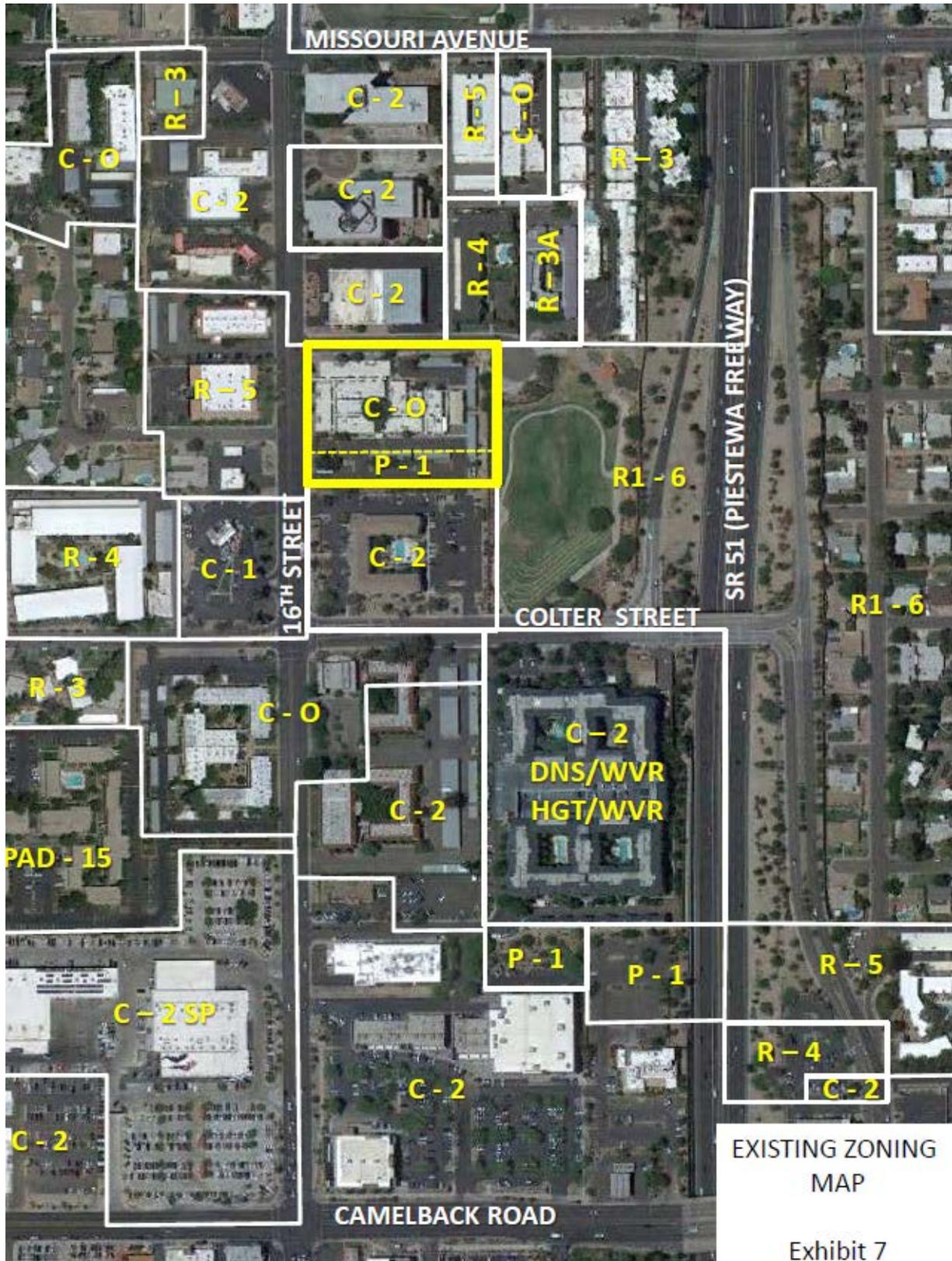
The East 8.00 feet of the West 400.00 feet of Lot 5 of the Adams and Graham Sub-division of the Southwest quarter of Section 15, Township 2 North, Range 3 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, according to Book 2 of Maps, Page 1, records of Maricopa County, Arizona, as abandoned by Resolution of the Council of the City of Phoenix, a Certified Copy of which was recorded in Document No. 96-0526304, records of Maricopa County, Arizona;

EXCEPT the North 30.00 feet thereof; and

EXCEPT that portion thereof lying within the South half of said Lot 5.









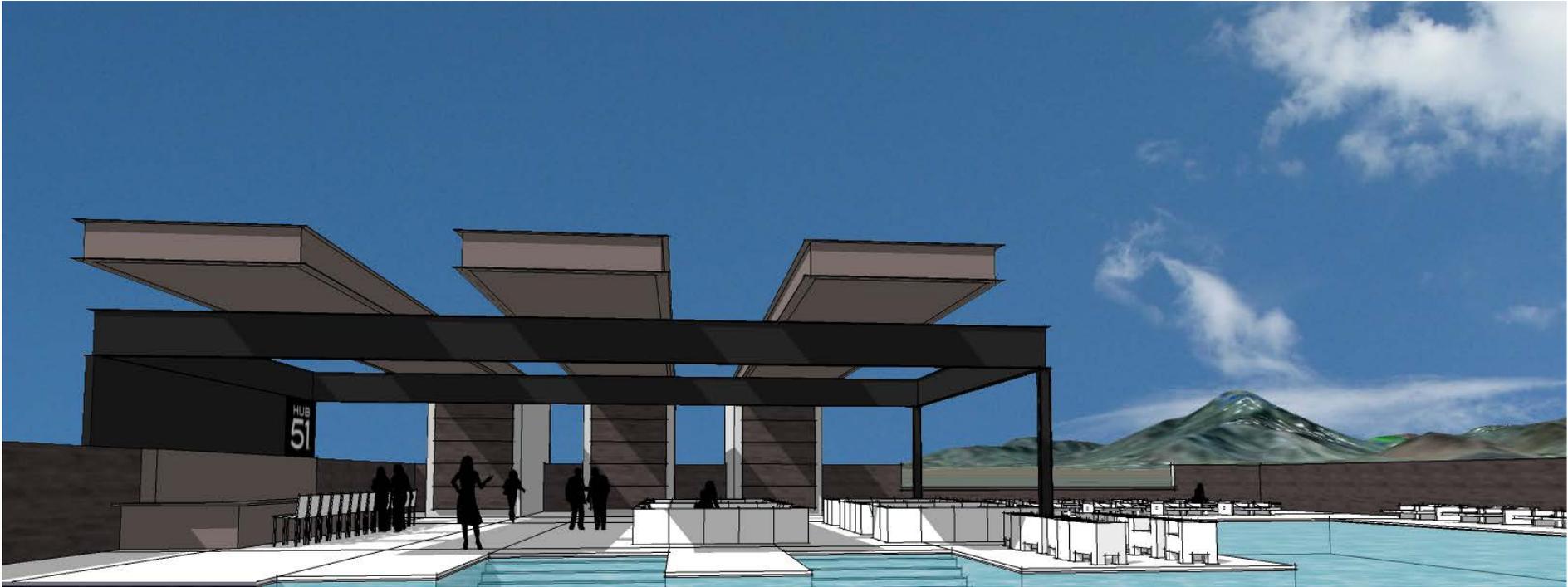
ARCHITECTURAL CHARACTER
Exhibit 9



ARCHITECTURAL CHARACTER
Exhibit 10



ARCHITECTURAL CHARACTER
Exhibit 11



ARCHITECTURAL CHARACTER
Exhibit 12



ARCHITECTURAL CHARACTER
Exhibit 13

APPENDIX

APPENDIX – EXHIBIT 14 - Comparative Zoning Table

Standards	Required	Proposed
Minimum Lot Dim. (Width & Depth)	None	None
Density	52.20 DU/Acre with Bonus (R-5 PRD)	55.79 DU/Acre
Building Setbacks		
Front	10-feet (R-5 PRD)	7-feet on Georgia Avenue 0-feet for restaurant canopy
	25-feet (C-2)	7-feet on Georgia Avenue 0-feet for restaurant canopy 0-feet on 16 th Street
Street Side	20-feet (R-5 PRD)	7-feet on Georgia Avenue 0-feet for restaurant canopy 0-feet on 16 th Street
	Average 25-feet (C-2) 20-feet permitted for up to 50% of structure, including projections	7-feet on Georgia Avenue 0-feet for restaurant canopy
Not Adjacent to Street/Perimeter	10-feet (R-5 PRD)	6-feet East property line 25-feet South property line
	0 - 25 feet (C-2)	N/A
Maximum Height	4 stories, 48 feet (R-5 PRD)	70-feet
	2 stories, 30 feet (C-2)	
Lot Coverage	50% (R-5 PRD)	71%
	50% (C-2 HR)	
Common Areas	Min. 5% of gross area (R-5 PRD)	Landscaped areas at ground level private and public areas = 36,830 square feet. Roof Deck / Pool area = 20,999 square feet.
	Min. 5% of gross area (C-2) (Sec. 615)	

APPENDIX – EXHIBIT 15 – Domus 51 and Proposed Park Landscape Improvements

