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**A. PURPOSE AND INTENT**

**1. Project Overview and Goals**

**OVERVIEW:**

The purpose of the proposed PUD is to create specific standards to guide the redevelopment of the approximate 23 acre parcel located at the northwest corner of 32<sup>nd</sup> Street and Van Buren. The rezoning request will involve approximately 23 acres and will rezone the property from R-5, P-1, C-2 and C-3 to Planned Unit Development (PUD) to allow for the development of a mixed-use development which is music and entertainment oriented. The resulting project will be called *Celebrity City*.

The *Celebrity City* plan is designed to create a vibrant and dynamic urban environment which includes residential, pedestrian-oriented commercial, entertainment, hotels, and offices districts unlike anywhere else in the Valley. The unique characteristics of these districts offer a true spectrum of uses in a planned dynamic and energetic environment and will create vibrant activity zones for social interactions, outdoor dining, shopping, special events, and/or casual performances. The internal network of buildings, pedestrian destinations and access ways link all of the elements together to establish the unique setting reflected in the plan. This innovative plan intends to spiral out from the existing Celebrity Theater to create a high entertainment intensity, and to support, revitalize and enhance this part of the City. The plan provides plazas and urban housing components to function as an integral element of the overall project. The plan is designed as a destination for visitors, travelers and employment.

The residential components are an important element to attaining the proper balance between entertainment, employment, and commercial uses that is being sought and to help revitalize this area. The project proposes public areas known as “Plazas” which are intended to create an urban atmosphere. These plazas accommodate retail, office, and outdoor entertainment and are programmatically laid out so to be insulated in the development and to minimize impact on any surrounding developments. These plazas are pedestrian-oriented and are intended to create a stimulating atmosphere of excitement and intrigue similar to that of Fremont Street in Las Vegas Nevada through the use of architecture, landscaping, signage, graphics, lighting, shape, color and materials.

Signage will be a vital and integral tool in creating and framing a vibrant and dynamic urban environment for *Celebrity City*. The proposed signage is a tool that will not only enhance the experience but also play a key architectural role. The main objective of the signage plan is to encourage the creative development of 2D and 3D signage that is vibrant and consistent with the active nature of a lively outdoor environment.

**GOALS:**

The Celebrity Theater, a theater-in-the-round arrangement, seats up to approximately 2,650 patrons. This popular facility is a favorite venue for many and is considered to be one of the unique entertainment halls in the Country.

The intent of *Celebrity City* is to build upon the success of Celebrity Theater by incorporating development components which include new music, entertainment, public art as well as a hotel,

residential, and office development. *Celebrity City* is intended to be a destination life-style center that provides the opportunity for patrons of the theater to come early (or stay after the show) to shop, have a meal, socialize, or to be entertained. The dynamic plan is focused on building a center of mixed use opportunities and uses. It also strives to help in the City's attempt to revitalize and establish an "opportunity triangle" from the Bio Med Campus on 7<sup>th</sup> Street through downtown Phoenix to Tempe/Scottsdale boundaries. The proposed development will provide the kinds of amenities and diversity of uses that are necessary to truly make a mixed use development successful. The office, hotel, and residential living components of the development will support and sustain key retail amenities such as restaurants, retail shops, and support services. The proposed high-density residential component will provide the critical mass of housing needed to create a functioning residential neighborhood. These residents will add to the core evening and weekend customers for the shops, restaurants, and other retail within the project. Additionally, these residential components will insure a balance with the other uses and insure that the district remains dynamic and active.

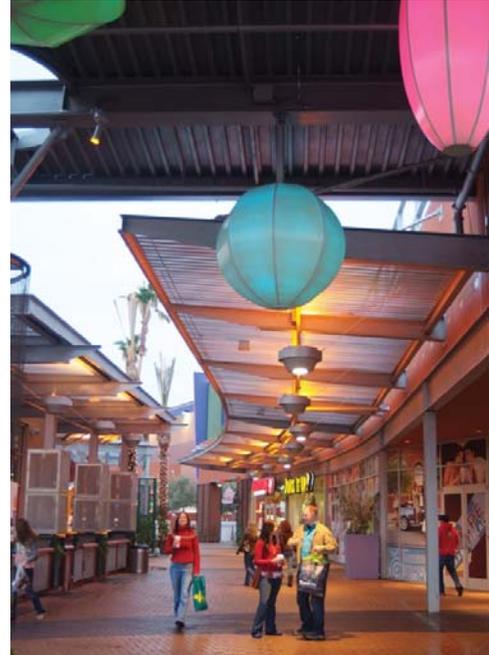
*Celebrity City* will truly create a unique sense of a "destination place" with its broad range of residential, high and low intensity level offices, business, lodging and hospitality, and other employment uses, a destination that is notable because of the Celebrity Theater. *Celebrity City* will be an attractive and dynamic project (due to the synergy that is created by the various uses), and will play a key role in revitalizing this area of the City. The goal is to create a project that will appeal to people of multiple socio-economic backgrounds. It strives to create an exciting place for employees and residents of the site as well as an entertainment destination for the general public to enjoy before and after events at the unique Celebrity Theater. It is envisioned that this development will become a unique midpoint entertainment location between downtown Phoenix and Tempe and one that becomes a catalyst and beacon for economic revival along the Van Buren corridor and the surrounding area.

## 2. Overall Project Concept

The overall project concept is to create a lively, urban, mixed-use development revolving around entertainment options. Virtually all of the contemplated components of the proposed project are currently lacking in this area. The overall project will be tied together by lively, invigorating signage/artwork which will create an energy which supports a successful entertainment area. Each use not only supports adjacent uses, but together they provide services that complement each other.

The various complementary uses and buildings throughout the project are proposed to be unified through the use of thematic architectural features, colors, building materials, common areas elements, and signage. The main entrances to the project will have an arrival experience to make the project inviting. A hierarchy of generously landscaped and shaded human scale walkways, some with decorative surfaces, will link the buildings and uses together to create pleasant and comfortable connections from one environment (such as retail or urban living units) to another (such as corporate offices or Celebrity Theater). Such pedestrian walkways will include shade, seating, enhanced landscaping, flower planters or perhaps architectural focal points.

The project proposes a north/south boulevard running parallel to 32<sup>nd</sup> Street. This boulevard is a “main street” concept in that it is bordered by buildings on both sides of the boulevard. The north-south boulevard will create an internal corridor that will provide pedestrian connections to and through the site. The plan proposes various self-insulated public outdoor gathering places. A parking garage will be placed west of the street with street-facing ground floor retail. Very important is the fact that the design allows certain activities to occur along main street of the project. While certain building patio areas will have frontage onto 32<sup>nd</sup> Street, the main intense activity area from a signage, dining and music standpoint will be within courtyards. Along this boulevard there will be significant activity, music, and pedestrian activity. An east-west boulevard at the northern edge of the site has been located between 32<sup>nd</sup> Street and the Celebrity Theater and will connect with



the north-south boulevard that connects to Van Buren Street. This east-west boulevard will provide direct access and frame a visual connection to Celebrity Theater from 32<sup>nd</sup> Street. The project proposes plazas which are pedestrian-oriented and designed to create an atmosphere of excitement and intrigue.

A unique signature signage package will be developed along this courtyard area which will integrate music, art, and signage into the architecture of *Celebrity City*. The proposed signage creates a constantly changing and revolving work of art that reinforces the music-artist theme to graphics that tie into the building façade.

The restaurants, retail, office, hotels, higher density residential, and entertainment will be located along the 32<sup>nd</sup> Street and Van Buren Street frontages but will predominantly be oriented inward along the north-south corridor. A multi-family residential development will be located along the western edge of the site and will act as a buffer from these higher intensity uses within the courtyard. These urban living units are for people who choose to live in an urban type of environment with employment opportunities, retail services, open space elements, restaurants and night life venues.

The proposed project standards for office buildings, support retail, hotel, and parking components along the main internal spine street will comfortably provide shade to pedestrians through building placement, design, shade awnings and trellises. The goal of *Celebrity City* is to create a unique project that provides residential, commercial, hotels, and offices uses and a one-of-a-kind destination entertainment and retail experience near one of the Valley’s most intimate performing centers, Celebrity Theater. The unique characters of the districts will offer a true spectrum of uses in a planned dynamic and energetic environment to help support the mixed-use goal of *Celebrity City*.

**B. LAND USE PLAN**

1. Description of Land Use Category

The project is a mixed use development. The plan proposes commercial, office, hotel, and residential living components that will support the mixed use land use designation. While Mixed Use is being proposed over the entire project the property provides several distinct districts within the Mixed Use designation that are designed to create a one-of-a-kind entertainment and retail destination. To do so, *Celebrity City* has created a plan of development and created policies and design standards that will create that overall vision. The redevelopment of the approximate 23-acre site for a music-oriented entertainment district involves improvements to the existing Celebrity Theater and to the existing Hazelwood Enterprises building. *Celebrity City* proposes a maximum:

- 150,000 sq. ft. of commercial/retail
- 315,000 sq. ft. of office
- 900 hotel rooms
- 1,100 dwelling units

2. Discussion of Conceptual Site Plan

The proposed site plan depicts a new north-south boulevard that connects to two (2) new east-west boulevards. New development will include ground-level retail on all new buildings. The plan proposes such uses as retail shops, restaurants, nightclubs, theater(s), cinema(s), and outdoor plazas along the north-south boulevard, internal streets, Van Buren Street, and 32<sup>nd</sup> Street.

The existing driveway/entrance to the Celebrity Theater from 32<sup>nd</sup> Street will be updated to incorporate landscaping and an entrance feature. This east-west boulevard will wrap around the Celebrity Theater. New commercial development is proposed along this new ring road for patrons to have a meal or enjoy a drink before and after performances at Celebrity Theater. New parking structures to the southeast of the Celebrity Theater (in later phasing) will replace the current surface parking and will be easily accessible to patrons. Placement of the garage to the southeast of the venue along the west side of the internal north-south boulevard allows a separation of greater intensity uses along 32<sup>nd</sup> Street from the lower intensity residential uses on the west side of the parking garage. The garage will include ground-level retail facing the north-south boulevard.

A second east-west boulevard is planned off 32<sup>nd</sup> Street, approximately 300-feet north of Van Buren. This access point will also provide convenient garage access. The internal circulation system will provide access points from 32<sup>nd</sup> Street and Van Buren into the site and will help prevent and protect local streets from high-speed or cut-through traffic.

Building placement on the east side of the property will create internal courtyards and plazas which further assists in separating uses and activities from 32<sup>nd</sup> Street and the residential development on 31<sup>st</sup> Place.

One thousand one hundred (1,100) residential units are planned within several low and mid-rise structures (with above and underground parking) in the area between 32<sup>nd</sup> Street and the new north-south boulevard. Locating ground-floor retail in these mixed structures will help strengthen the pedestrian environment by providing highly-amenitized streets with shade trees, benches, and lighting. It will also provide an opportunity for the development of new service retail for the working and resident populations.

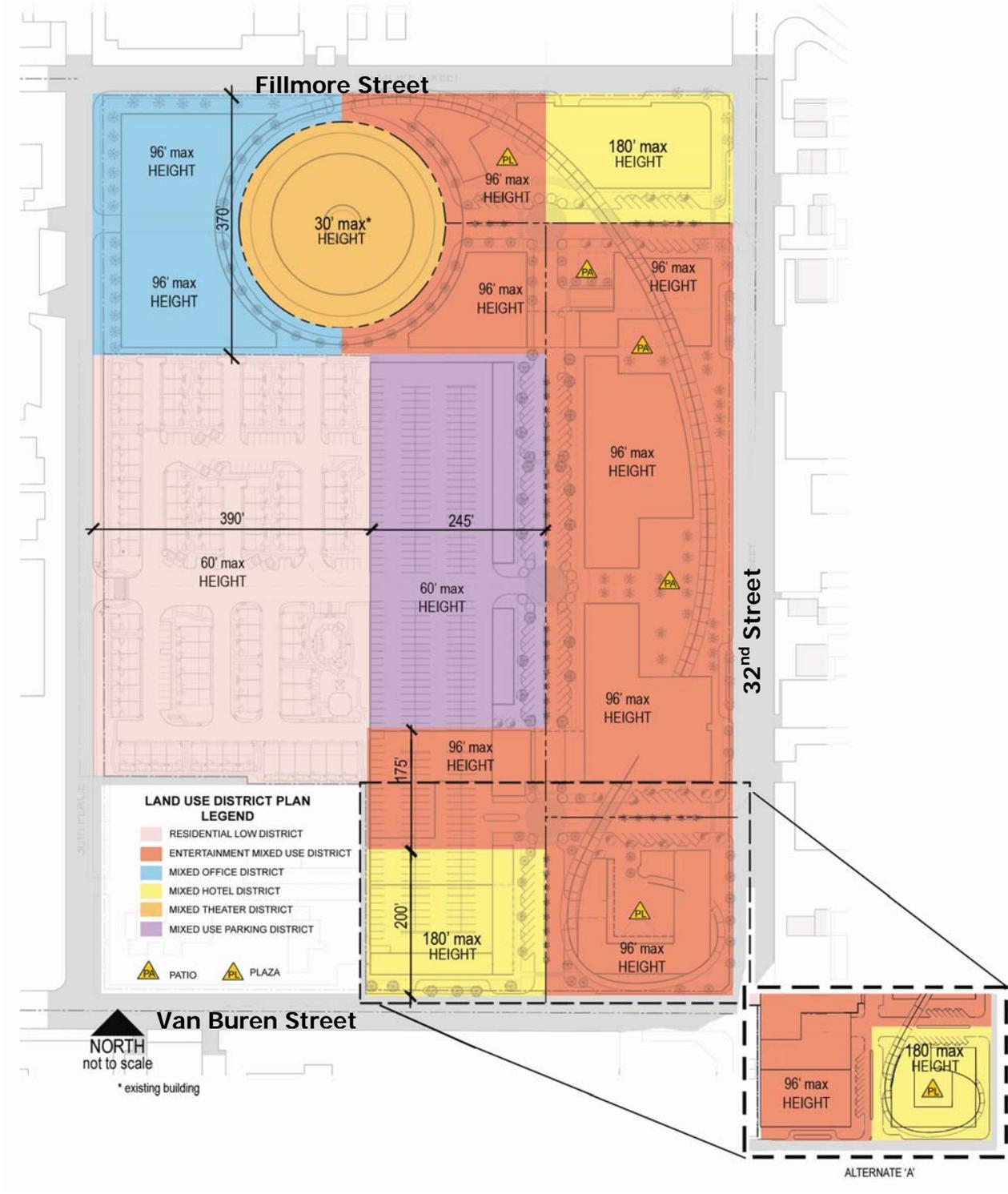
There will be two (2) plazas on the east half of the property. The first is located near the southeast corner of the site. The second is immediately east of the existing Celebrity Theater. These outdoor plazas will be used for special events and entertainment. These outdoor plazas would be allowed to host annual outdoor celebrations such as Mardi Gras, New Year's Eve, Halloween, Thanksgiving eve etc. The plazas will have stages for live entertainment and because they are insulated by buildings they will not negatively impact the nearby residential neighborhoods.

Two hotels in the northeast and southwest corners of the site, with up to 900 hotel rooms, are planned. The nearby 44<sup>th</sup> Street Employment Core, Phoenix Sky Harbor International Airport, the Celebrity Theater and good public transportation make this site a good location for hotels. While the overall project will provide retail, entertainment, and pedestrian amenities each hotel site will be responsible for individual on-site amenities. The hotel located at the southwest corner of the site will have several amenities proposed for either the top of the adjacent parking garage or on the hotel parcel. To address hotel market desires and/or flexibility the proposed plan provides an alternative hotel site at the southwest corner of the site. This alternative allows the southwestern hotel site to be shifted to the hard corner of Van Buren Street and 32<sup>nd</sup> Street to accommodate a specific hotel user demands while still keeping a strong presence along Van Buren Street.

Office buildings are proposed for the northwest corner of the site. These buildings are planned to be up to 96-feet high structures. The working population at this site will be served by the retail component of the project.

Multi-family residential is also planned on approximately 6 acres on the east side of 30<sup>th</sup> Place, south of the existing Celebrity Theater. A maximum of 228 units, at a density of 44du/acre, will be constructed at a maximum height of 4-stories or 60-feet. This multi-family is planned with the *Residential Low* district.

The northeast corner of 31st Place & Van Buren Street is approximately 3-acres and consists of three (3) parcels. These parcels are not a part of this application but they could easily redevelop and essentially be incorporated into and effectively function as a part of this development.



*Land Use District Plan*



*Illustrative exhibit of the northwest corner of Van Buren Street and 32<sup>nd</sup> Street*



*Illustrative exhibit from 32<sup>nd</sup> Street*

**C. SITE CONDITIONS AND LOCATION**

1. Acreage

The site currently consists of 12 parcels and contains approximately 23 gross acres. The northern portion of the site is developed with the Celebrity Theater and a portion of the 32<sup>nd</sup> Street frontage contains approximately 7,000 sq. ft. of low-scale low-intensity commercial development (Hazelwood Enterprises).



2. Location

The site is located approximately ¾-mile south of the Loop 202. An emerging concentration of employment is located at the Gateway Center approximately 1-mile east of the site. This employment center is located at the intersection of 44<sup>th</sup> Street and Van Buren Street and is one of two primary cores for the adjacent Camelback East Village.

This area is an older part of the City which has not been the subject of any significant redevelopment activity over the past 20 years. Properties located both east and west of the site have experienced considerable redevelopment activity but little has occurred in the vicinity of the subject site. We believe that a redevelopment project of the scope of Celebrity City could act as a catalyst to spur other redevelopment proposals in the nearby area.

3. Topography and Natural Features

The site is flat with no natural features. The southern two-thirds of the site has been cleared of the motel structures that previously served as a women’s prison.

**D. GENERAL PLAN CONFORMANCE**

1. **General Plan**

The current General Plan Land Use designations for the subject property are:

- Commercial (approx. 7 acres - north) and
- Public/Quasi-Public (approx. 14 acres - south): The proposed General Plan request does not conform to the existing General Plan Land Use map because the map reflects an obsolete land use (women's prison) that has since been cleared. The General Plan Amendment No. GPA-CC-2-08-8 for this 14-acre parcel is being processed concurrently with the proposed PUD.

The proposed PUD meets several General Plan objectives:

**GROWTH AREA ELEMENT**

**Goal 1: Growth: Key concepts directing growth in all General Plan elements:**

- *Future employment growth closely linked to the characteristics and growth of the surrounding residential areas located within a 30 to 45-minute commute.*

The site is centrally located and near several major employment centers (Gateway Center, Downtown Phoenix, downtown Tempe, and Sky Harbor Airport). It is less than one (1) mile south of the Red Mountain Freeway, which provides access to central Phoenix from all over the Phoenix metro area. These employment centers will trigger the need for additional residential development. The area's transportation network benefits this site because employees and workers on site will be able to live close to their workplace. Analysis shows that many of the employment centers include residential areas that are exclusively within their 30-minute commute shed.

The proposed PUD will provide up to 1,100 units of new housing. The ability to provide a range of new housing to support central area employment centers is needed to maintain healthy central communities.

**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 multi-story residential units promote energy conservation by providing living, working and shopping opportunities on our site and nearby the Village Core. The site is located near two (2) light rail stops which can quickly bring residents of this project to downtown Phoenix and downtown Tempe. The site is also located close to the 44<sup>th</sup> Street employment core.

The project will provide much needed new housing on a major transportation corridor within a rapidly developing employment area, consistent with General Plan objectives and policies. New residential infill growth within the commute shed will result in shorter commute times and vehicle miles traveled. Bus connections can be made to the two closest light rail stations which are located approximately one (1) mile away at 38<sup>th</sup> Street (alignment) and Washington Street and approximately 1.2 mile away at 24<sup>th</sup> Street and Washington Street.

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 new development over the past few decades. We believe that the proposed development will energize this area and hopefully act as a catalyst for other redevelopment projects.

Renovations to the Celebrity Theater, a 2,650-seat entertainment venue, are planned and the surface parking will eventually be replaced by parking structures. The Celebrity Theater will continue to be a viable part of the proposed PUD. Renovations are also planned for the low-scale low-intensity commercial building located on a portion of the 32<sup>nd</sup> Street frontage. Up to 315,000 sq. ft of new commercial office, 150,000 sq. ft. retail and 900 hotel rooms will create permanent employment opportunities as well as temporary construction jobs.

## LAND USE ELEMENT

*Goal 1 - Urban Form: Provide opportunities for a wide range of housing, employment, shopping, entertainment and recreation in each village to create a sense of community within the larger city.*

*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 1 – Strive to provide each village with 1.25 jobs to housing units.*

*Policy 2 – Focus on expanding housing opportunities in the urban villages within the central commute shed.*

*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.*

The site is located approximately 1 mile west of the intersection of 44<sup>th</sup> Street and Van Buren Street, one of two primary cores for the adjacent Camelback East Village. Due to its proximity to the airport, it’s proximity to the light rail and it’s accessibility from two freeways, the 44<sup>th</sup> Street & Van Buren Street core area is developing as an area of regional significance. Expanding housing opportunities within the central commute shed from the Central City Village and nearby existing employment core will 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 states major employment core.

*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.*

*Policy 5 – Encourage the development or redevelopment of vacant and underutilized parcels within the urbanized area that is consistent with the character of the area.*

The proposed PUD is located within the Infill Incentive District, identified in the General Plan as an area where significant amounts of land should redevelop. The re-development of a primarily vacant site with a mixed use-oriented entertainment district surrounding the Celebrity Theater meets the intent of the infill incentive district. One of the major benefits of intense housing being developed on this site is that new intense housing stock can be provided on this property while still respecting the nearby single family development. The site is relatively isolated from adjacent single family and therefore urban type densities, which are desirable on infill parcels, can be accommodated without imposing upon nearby single family development.

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

*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.*

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

*Policy 2 – Locate major traffic generating land uses on major streets or near freeway access and transit centers or light rail transit stations.*

The proposed development is located near the 44<sup>th</sup> Street Employment Core as well as the Phoenix Sky Harbor International Airport. This core will benefit from the proposed entertainment component because presently the core is primarily an employment dominated core with few recreational/entertainment components. This development can go a long way to providing that recreational/entertainment component. The project will likewise benefit from its close proximity to the employment component at both the Phoenix Sky Harbor International Airport and 44<sup>th</sup> Street.

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, retail and entertainment uses to allow for round-the-clock activity to support a lively 24 hour a day/ 7 day a week environment.

Additionally, significant retail will be placed on site which can support both the employment and residential components of the development. The major traffic generating land uses are located along Van Buren Street and 32<sup>nd</sup> Street and the residential component is located away from arterial and collector streets. The Red Mountain Freeway (Loop 202) is less than one (1) mile north of the site and it provides access to the central city from all parts of the Phoenix Metro area. Strong pedestrian access to and through the site can facilitate expanded transit ridership on existing bus service which connects with light rail stations located approximately one (1) mile southeast and approximately 1.2 mile southwest of the site.

*Goal 6 - Pedestrian-oriented development: Design development to be pedestrian-friendly regardless of location or density to reduce vehicular travel.*

*Policy 1 – Facilitate neighborhood access ... through... pedestrian paths...*

A highly amenitized pedestrian environment with street level expanded sidewalks, shade trees, seating, retail and restaurants is one of the most critical elements of **Celebrity City**. The future residents of the proposed community will be able to take advantage of the entertainment and shopping opportunities integrated into the site via this pedestrian environment. 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.

## **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 centrally located and near major employment. Access to the Red Mountain Freeway (Loop 202) is less than one (1) mile to the north and provides access to all parts of the Phoenix metro area.

Additionally, this site's central location allows residents to connect to existing transit facilities. The sites proximity to the Light Rail provides for opportunities for passengers to make convenient connections to employment, recreation and education opportunities in Downtown Phoenix and in the Central Corridor, to the airport, and to the ASU main campus in Tempe. The proposed mixed use development furthers the goals of the Circulation Element by facilitating pedestrian travel.

Designated pedestrian pathways within *Celebrity City* will provide maximum comfort possible for the pedestrian by providing at a minimum 75% 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, some with decorative surfaces, will link the buildings and uses together to create pleasant and comfortable connections from one environment to another. Such walkways will include shade, seating, landscaping, and/or architectural elements that act as focal points.

## **HOUSING ELEMENT**

*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.*

The project provides various opportunities for diverse residential living. This project incorporate different types of housing (live/work, traditional 4-story multifamily and apartment condo units) which will contribute to a diverse mix of housing located near transportation services within an emerging major employment center and help maintain a healthy community. The plan incorporates a smaller scale and less dense property along with an urban environment component within the "Entertainment District." This diverse living component district functions as a true "mixed use" environment with urban densities and living quarters on top of commercial uses. These diverse housing opportunities are intended to provide housing needs for the employment core as well as for housing for those who want to live within an urban development.

**E. ZONING AND LAND USE COMPATIBILITY**

1. Existing Zoning

The site is located on the northwest corner of 32<sup>nd</sup> Street and Van Buren Street and consists of 11 parcels with a mix of zoning: R-5, C-2, C-3, and P-1. Three parcels containing approximately 3 acres at the NEC of 30<sup>th</sup> Place and Van Buren Street are excluded from this request. These three (3) parcels have been used for auto sales and consist of small one-story offices surrounded by surface parking.

The southern 1/3 of the site is zoned C-3 and the middle 1/3 is zoned R-5. This portion of the site, excluding the northeast corner of 30<sup>th</sup> Place and Van Buren Street, was developed with a motel that was later utilized as a women's prison. The prison has since been demolished. The northern 1/3 of the site is zoned C-2 and P-1 and is developed with the Celebrity Theater. A portion of the 32<sup>nd</sup> Street frontage is developed with low scale, low intensity (approx. 7,000 sq. ft.) commercial buildings (Hazelwood Enterprises).

The C-3 zoning is no longer necessary or appropriate in light of the women's prison no longer being located on site. Additionally, the P-1 needs to be rezoned in order to allow for the orderly redevelopment of the site. Lastly, the C-2 zoning needs to be rezoned because it does not allow for urban type residential development and the proposed densities.

Surrounding Zoning and Land Uses

The zoning to the west of the site is C-3 and R-5 and is developed with the Wilson School District Office (3025 E. Fillmore), the Wilson Community Center (500 N. 30<sup>th</sup> Pl.) and the Wilson Primary School. The zoning to the north of the site is R-4 and R-5 and is developed with a small mobile home park, multi-family residential, and surface parking. The zoning to the east of the site is C-3, C-2 and R-5 and is developed with a variety of land uses, including a small office complex, multi-family residential, auto sales, auto upholstery, a moving company, an electrical contractor yard, and a service station. The zoning to the south is C-3. The south side of Van Buren Street (over 500-ft. of street frontage) is primarily vacant, except for a convenience market at the southwest corner of 32<sup>nd</sup> Street & Van Buren Street and a motel at the southwest corner of 30<sup>th</sup> Place (alignment) and Van Buren Street.

Objective and Policies

Although not within the transit overlay, this proposed project has been designed and influenced by the TOD-1 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 ground level retail and outdoor dining. Residential components have been integrated with retail and entertainment uses to allow round-the-clock activity to support a lively 24 hour a day/ 7 day a week environment.

The site is not located in a village core but is approximately one and a half (1 1/2) miles west of the 44th Street Camelback East Village primary core. The intersection of 44th Street

and Van Buren Street is designated as one of two primary cores for the Camelback East Village. Because of its proximity to the airport and the 44<sup>th</sup> Street core and its accessibility from two freeways, the site is in the midst of one of the most regionally significant areas in the Valley.

The site is within the Public Airport Disclosure area for the Phoenix Sky Harbor International Airport regarding overflights, and review by the Federal Aviation Administration (FAA) Determination Area of “No Hazard” is required for construction of structures 50-ft. or taller. It is also regulated by the Phoenix Sky Harbor International Airport Zoning Map as pertains to height. The Aviation Department has recently completed the updating of the Airport Zoning Maps.

2. Existing character (adjacent and on-site)

The area contains a mix of development which includes public/quasi-public uses such as: the Arizona State Hospital, the Wilson School District offices, Wilson School, and St. Mark’s Catholic Church. There are also numerous social service providers, such as: United Methodist Outreach Ministry (UMOM) and the Salvation Army, which are housed in repurposed motel buildings along the Van Buren Street corridor. There is also a scattering of intense commercial zoning which allows outdoor storage and light industrial uses along 32<sup>nd</sup> Street and Van Buren Street. Some adult uses are also located in the area. Single family residential uses are located to the west (approx. 1,000-ft. away), to the north (over 600-ft. away) and to the east (over 400-ft. away). There is an emerging concentration of airport and regional office headquarters approximately 1.4mile to the east at 44<sup>th</sup> Street and Van Buren Street, one of two primary cores within the Camelback East Village.

Character of Proposed PUD vis a vis Character of Surrounding Area

The PUD will improve, and hopefully impact in a positive fashion, the character of the area. The area’s character is older with a number of quasi-industrial uses which do not reflect positively on the area’s image. We believe that this parcel, with newly developed landscaping, architecture and vibrant uses, will improve not only the image and character of the site, but will also positively impact the intersection and hopefully the surrounding area.

**F. LIST OF USES**

The following list of uses is intended to define authorized Permitted Principal Uses, Temporary Uses, and Accessory Uses within the *Celebrity City PUD*. The Master Developer or any property owner within the *Celebrity City 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.

- P = **Permitted Principal Use:** Uses specifically permitted below or analogous to those permitted as determined by the City of Phoenix Zoning Administrator.
- AU = **Accessory Use:** Uses permitted as an accessory use to a Permitted Principal Use.
- TU = **Temporary Use:** Uses permitted subject to provisions listed after the Celebrity Use table except there will not be any additional parking requirements for Temporary Uses.
- UP = **Use Permitted Required:** Uses that are permitted within the *Celebrity City PUD* only when a Use Permit is granted in accordance to the procedures of the Zoning Administrator Section of the City of Phoenix Zoning Ordinance.

The following uses are allowed within the *Celebrity City PUD*:

<b>Permitted Uses</b>	<b>Residential Low District</b>	<b>Entertainment/Mixed Use District</b>	<b>Parking/Mixed Use District</b>	<b>Hotel/Mixed Use District</b>	<b>Office/Mixed Use</b>	<b>Theater</b>
All uses permitted in C-1 Section 622 of the Zoning Ordinance		P	P	P	P	
Antique stores		P	P	P		
Apparel and accessories stores		P	P	P		
Art galleries, new and used art		P	P	P	P	
Artist Studio, including live/work	UP	P	P	P		
Athletic Club		P	P	P	P	
Bakeries		P	P	P		
Bandstand		P				

<b>Permitted Uses</b>	<b>Residential Low District</b>	<b>Entertainment /Mixed Use District</b>	<b>Parking/Mixed Use District</b>	<b>Hotel/Mixed Use District</b>	<b>Office/Mixed Use</b>	<b>Theater</b>
Bank branch office		P	P	P	P	P
Bar, Lounge, Tavern or Dance Hall		P	P	P	P	P
Barber or beauty store, with massage services as an accessory use		P	P	P	P	
Beauty Shops, Spa		P	P	P	P	
Book, magazine, newspaper, sales, new and used		P	P	P	P	
Bowling Alleys		P	P	P	P	
Camera (new and used), photographic supply and photo processing store		P	P	P	P	
Candy, nut, ice cream, and confectionary store		P	P	P	P	
Cinema/ Movie Theater		P	P	P	P	P
Concert Hall and Theater (indoor)		P	P	P		P
Concert Venue (outdoor)		P	P	P	P	P
Collection and distribution station for a laundry or dry cleaner		P	P	P	P	

Permitted Uses	Residential Low District	Entertainment /Mixed Use District	Parking/Mixed Use District	Hotel/Mixed Use District	Office/Mixed Use	Theater
Commercial School		P	P	P	P	
Copy shop, blueprinting, desktop publishing or print shop		P	P	P	P	
Corporate suites (furnished residential apartments leased for less than thirty days)	P	P	P	P		
Cultural Institutions		P	P	P		
Dance Hall/night club		P	P	P		
Day Spa		P	P	P		
Dependent care center		P(1)	P(1)	P(1)		
Drive-through facilities		P	P	P	P	
Drugstore		P	P	P	P	
Dry Cleaning		P	P	P	P	
Farmer's Market		P	P	P	P	P
Financial Institutions		P	P	P	P	
Floral shop, including outdoor sales.		P	P	P	P	
General Retail		P	P	P	P	P
Grocery store		P	P	P		
Hardware store, including Paint and wallpaper store, other interior decorating supplies		P	P	P		

Permitted Uses	Residential Low District	Entertainment /Mixed Use District	Parking/Mixed Use District	Hotel/ Mixed Use District	Office/ Mixed Use	Theater
Health and fitness studio with massage as an accessory use		P	P	P	P	
Home Occupation	P	P		P		
Hotel, Motel & Time Share units which do not have a kitchen		P	P	P	P	
Household or office furniture, furnishings, home electronics and appliances store		P	P	P		
Jewelry, new and used.		P	P	P		
Laundromat		P	P	P		
Library		P	P	P		
Liquor, Package retail sales		P	P	P		
Live Entertainment		P	P	P	P	P
Manufacturing and production of clothing apparel shop		P	P	P		
Medical Clinic		P	P	P	P	
Massage Therapy		P	P	P	P	
Mobile Vending		P(2)	P(2)	P(2)	P(2)	P(2)
Motion Picture Theaters		P	P	P		

Permitted Uses	Residential Low District	Entertainment /Mixed Use District	Parking/Mixed Use District	Hotel/ Mixed Use District	Office/ Mixed Use	Theater
Music, musical instruments (new and used) and recorded music store (new and used)		P	P	P		
Offices, General, Business, Professional & Administrative		P	P	P	P	P
Optical goods		P	P	P		
Outdoor dining & alcoholic beverage consumption & sales		AU (3)	AU (3)	AU(3)	AU(3)	AU(3)
Outdoor food preparation		AU (3)	AU (3)	AU(3)	AU(3)	AU(3)
Outdoor Grocery Sales, Farmer's Market		P	P	P	P	P
Outdoor sales & display		P	P	P	P	P
Outdoor recreational facilities and sports courts	AU(4)	AU(4)	AU(4)	AU(4)	AU(4)	
Parking Garage	P	P	P	P	P	
Patron Dancing		AU(3)	AU(3)	AU(3)	AU(3)	AU(3)
Pet Care facilities		P	P	P		
Pool Hall		P	P	P		
Private Clubs & Lounges		P	P	P		P

<b>Permitted Uses</b>	<b>Residential Low District</b>	<b>Entertainment /Mixed Use District</b>	<b>Parking/Mixed Use District</b>	<b>Hotel/Mixed Use District</b>	<b>Office/Mixed Use</b>	<b>Theater</b>
Promotional Events		TU(6)	TU(6)	TU(6)	TU(6)	TU(6)
Professional offices or studios, including the teaching of fine arts.		P	P	P	P	
Recording or Music Studio		P	P	P		
Residential, Multi-family, attached	P	P	P	P	P	
Retail sales, new & used		P	P	P		
Restaurant, Bars & Lounges		P	P	P	P	
Self Service Laundry		P	P	P		
Sign Shops		P	P	P		
Specialty store for the limited fabrication, instruction in and or sale of works of arts		P	P	P		
Sporting goods store		P	P	P		
Tanning Salon		P	P	P		
Tattoo Parlor		P	P	P		
Theater/music venue		P	P	P		P
Tobacco store		P	P	P		
Timeshare units with or without kitchens (5)		P		P	P	
Valet Parking Service		P	P	P	P	P
Variety store		P	P	P		
Video store, new and used		P	P	P		

(1) Dependent care center subject to the following regulations:	
a	If a child dependent care center or adult health care facility, the use is licensed by or registered with the State of Arizona.
b	All outdoor play areas are screened by a wall, fence or landscape screen, as determined by the Development Services Department, to a height not less than four feet and not higher than six feet.
c	The outdoor play shall be limited to the hours between 8:00 a.m. and 6:00 p.m.

(2) Mobile vendors (on-site) subject to the following conditions or limitations:	
a	Mobile vendors or mobile food vendors shall not locate a mobile vending unit or mobile food vending unit less than twenty feet (20'), measured in a straight line from the Celebrity City perimeter property lines. The measurement shall be made from a line drawn around the mobile vending unit or mobile food vending unit with the line being at all points ten feet from the nearest point of the mobile vending unit or mobile food vending unit.
b	Notwithstanding the provisions of subsection a above, no more than two mobile vendors, mobile food vendors or a combination of the two shall be permitted on the corner lots at any internal street intersection.
c	Mobile vendors and mobile food vendors shall operate only upon surfaces that comply with the dustproofing and paving requirements for parking and maneuvering areas as set forth in Section 702.A.2.d. of the Zoning Ordinance.
d	Mobile vendors and mobile food vendors shall not be located so as to obstruct parking spaces required by this PUD for the operation of any other use on the site.
e	Mobile vendors and mobile food vendors must maintain on the site a minimum of one parking spaces designated for their use.
f	The use of signs by mobile vendors and mobile food vendors shall be governed by the sign regulations contained within the Celebrity City PUD.
g	Any mobile vendor and/or mobile food vendor located on a vacant lot shall be considered a use and be subject to all of the district regulations relating to users, except that the perimeter landscaping requirements of Section 624.E.4.d of the Zoning Ordinance shall not apply.
h	Notwithstanding the provisions of the subsection below (subsection i), a mobile vending unit or mobile food vending unit located on a lot which has another use shall also be considered a use if the mobile vending unit OR mobile food vending unit is located within or under any permanent structure. Such use shall comply with all of the regulations for a use in the district, except that the perimeter landscaping requirements of Section 624.E.4.d of the Zoning Ordinance shall not apply. For the purpose of this section, "permanent structure" shall mean a structure that is built or constructed such as an edifice, building, walls, benches, shade structure or any piece of work artificially built up or composed of parts joined together in some definite manner, and permanently attached to the ground.
i	If a mobile vendor or mobile food vendor is located on a lot which has another use, the mobile vendor or mobile food vendor shall be considered an accessory use.
j	Exemptions. These provisions shall not apply to mobile vendors or mobile food vendors or their respective vending units (1) used exclusively for the sale of seasonal items such as Christmas trees or pumpkins that are sold prior to holidays or traditional observances such as Christmas or Halloween; (2) regulated as a temporary use pursuant to Section 708.D. of the Zoning Ordinance; or (3) regulated pursuant to Section 637.A.4 (Promotional events at shopping centers).

(3) Accessory Use to a Restaurant, Bar, Lounge, Nightclub, Tavern, Dance Hall, Cinema/Movie Theater, Concert Hall, or Private Clubs & Lounges.
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(4) Accessory Use to hotel, motel or residential.

(5) Time share, Individually-owned residential units (attached or detached) which allow someone to own a full-service permanent residence or vacation home as a fractional share of a whole. When the owners aren't using the home, they can leverage the marketing and management of the hotel to rent and manage the condominium unit as it would any other hotel room. The individual owner only owns a fractional share of the air space confined within the boundaries of the home and/or designated yard area. All property outside these boundaries is held in an unsubdivided ownership interest by a corporation established at the time of the condominium's creation.

(6) Temporary Use

a	Use permits for temporary uses and structures shall be required in any nonresidential district in which such use or structure is not otherwise allowed or regulated. A use permit may not be obtained for a temporary mobile vendor use or mobile vending unit.
b	Temporary uses or structures shall be accessory to the primary use on the lot. Temporary uses or structures may be either indoor or outdoor.
c	Time periods for temporary use permits will be established as follows:
	1. The Zoning Administrator will establish the time period in the use permit hearing that shall not exceed twelve months. A time extension of no more than twelve months may be granted only through an additional use permit hearing.
	2. If the temporary use is recurring and occurs less than fifty days during the calendar year, then a use permit must be obtained for each of the first two years. In the third and consecutive, subsequent years, no use permit approval shall be required to continue the temporary use permitted by the use permit upon complying with the following: (1) payment of the application fee set forth in the City Code; and (2) upon a finding by the Zoning Administrator that the temporary use has not been detrimental to persons residing or working in the vicinity, to adjacent property or to the neighborhood.
d	A temporary permit shall be required in any nonresidential zoning district upon a finding by the Zoning Administrator or his duly authorized representative that all temporary uses or structures on a property shall meet and comply with the following criteria:
	1 The uses or structures shall comply with all applicable codes and ordinances.
	2 The approval shall not exceed a length of five consecutive days (excluding installation and removal) with a maximum of four events per calendar year.
	3 The number of parking spaces shall not be reduced below the number of spaces required by Section 702 of this ordinance or below ten percent of the spaces provided, whichever is greater.
	4 The use shall not be conducted between the hours of 10:00 p.m. and 8:00 a.m.
	5 No direct light or sound associated with such use or structure shall be visible or broadcast beyond the boundaries of the lot.
	6 A fee has been paid in an amount equal to the minor promotional event fee set forth in the zoning fee schedule of the City's Code.
e	A nonresidential use in a residential district may have a temporary use upon a finding by the Zoning Administrator or his duly authorized representative that the temporary use or structure meets the following criteria:
	1 The subject parcel must have its primary driveway on an arterial street. Ingress and egress to the site during the time period the temporary use is functioning is restricted to arterial street driveways.
	2 The subject parcel shall have no zoning violations on record for the previous twelve months.
	3 The use or structure shall comply with all applicable codes and ordinances.
	4 The approval shall not exceed a length of three consecutive days (excluding installation and removal) with a maximum of four events per calendar year.

	5	The use or structure must be spaced fifty feet from the lot line of any adjacent residential use.
	6	The number of parking spaces shall not be reduced below the number of spaces required by this PUD, or below ten percent of the spaces provided, whichever is greater.
	7	The use shall not be conducted between the hours of 10:00 p.m. and 8:00 a.m.
	8	No direct light or sound associated with such use or structure shall be visible or broadcast beyond the boundaries of the lot.
	9	A third party, commercial use that is unrelated to the primary use of the subject parcel may not sell retail merchandise in-doors or out-of-doors, unless the third party is a nonprofit organization.
	10	A fee has been paid in an amount equal to the minor promotional event fee set forth in the City's zoning fee schedule.

**G. DEVELOPMENT STANDARDS**

***1. Development Standards Table***

Development Standards	Residential Low District	Entertainment/Mixed Use District	Parking /Mixed Use District	Hotel/Mixed Use District	Office/Mixed Use District	Theater
<i>Minimum Lot Width/Depth</i>	None					
<i>Density and number of dwelling units</i>	Minimum 20 du/ac.  No Max.	Minimum 24 du/ac.  No. Max.	No Min. DU/AC  No Max.	900 rooms	0	0
<i>Building Setback/Build to lines</i>	Min. 15-ft. to public street right-of-way; Min. 10-ft not adjacent to public street right-of-way	Minimum 20-ft to public street right-of-way; Minimum 0-ft. not adjacent to public street right-of-way.				
<i>Building Height (1)</i>	Max. 60-ft	Max. 96-ft	Max. 60-ft	Max. 180-ft	Max. 96-ft	Max. 30-ft. existing
	<i>(1) Building heights exceeding 75-feet shall be required to comply with the City's Airport Height Zoning Ordinance (City of Phoenix Code, Chapter 4, Article XIII) which governs height near the airport and provide a Federal Aviation Administration (FAA) Form 7460 to the Planning &amp; Development Services Department prior to issuance of Preliminary Site Plan approval inclusive of that structure.</i>					
<i>Lot Coverage</i>	80%	No Maximum				
<i>Building Separation</i>	Per Building Code					

Development Standards	Residential Low District	Entertainment /Mixed Use District	Parking /Mixed Use District	Hotel/ Mixed Use District	Office/ Mixed Use District	Theater
<i>Landscape Setbacks</i>	Min. 5-ft.*	Min. 5-ft.* (*See Section G Development Standards, Section 2 Landscape Standards, for additional landscape details and additional standards).				
<i>Open Space or Private areas for residential development</i>	Minimum 10 % of lot area	Minimum 5% of the gross lot area.			None	
	<p>A combination of common and private areas to achieve the minimum required is allowed.</p> <p>Active and passive open space shall be provided and maintained in one or more central location(s) for use by the residents of the multifamily development.</p> <p>Open space shall be provided via Courtyards, Plazas, Pedestrian Areas, Plazas, Rooftops, and/or Balconies. A minimum of 10% of the required Open Space shall be provided either through Rooftop amenities, Courtyards, Pedestrian Areas, or Plazas.</p> <p>The open space areas shall have a minimum dimension of no less than 200 square feet and not less than 10 feet in width. Areas may include:</p> <ul style="list-style-type: none"> <li>a) Indoor community or recreation areas.</li> <li>b) Swimming pools.</li> <li>c) Roof top amenities (swimming pool, gardens, shaded seating areas).</li> <li>d) Courtyards.</li> <li>e) Barbecue and picnic areas.</li> <li>f) Tot lot.</li> <li>g) Dog run or park.</li> <li>h) Lawn and turf areas.</li> <li>i) Outdoor seating areas.</li> <li>j) Entry lobbies shall contain a minimum of six seats.</li> </ul>					

Development Standards	Residential Low District	Entertainment/Mixed Use District	Parking /Mixed Use District	Hotel/ Mixed Use District	Office/ Mixed Use District	Theater
<i>Division of Land Uses within Buildings</i>	<b>1<sup>st</sup> to 4<sup>th</sup> Floors-</b> Residential and/or Home occupation;	<b>1<sup>st</sup> Floor-</b> Commercial, Artist Studio, Live/Work units, and/or residential; No less than 50% of the 1 <sup>st</sup> Floor adjacent to a street shall be designated Commercial or Office	<b>1<sup>st</sup> Floor-</b> Commercial, Artist Studio, Live/Work units, and/or parking No less than 50% of the 1 <sup>st</sup> Floor adjacent to a street shall be designated Commercial or Office	<b>1<sup>st</sup> Floor-</b> Hotel, Commercial and/or Parking;	<b>1<sup>st</sup> Floor-</b> Office Commercial and/or Parking; No less than 50% of the 1 <sup>st</sup> Floor adjacent to a street shall be designated Office	<b>1<sup>st</sup> Floor-</b> Commercial and/or Retail
		<b>2<sup>nd</sup> and up Floors-</b> Residential, commercial	<b>2<sup>nd</sup> to 4<sup>th</sup> Floors-</b> Parking	<b>2<sup>nd</sup> and up Floors-</b> Hotel and Residential	<b>2<sup>nd</sup> to 4<sup>th</sup> Floors-</b> Office and/or parking <b>5<sup>th</sup> and up Floor -</b> Office	
		<b>Below Grade-</b> Parking		<b>Below Grade-</b> Parking	<b>Below Grade-</b> Parking	
		<b>Optional: Rooftop Amenities-</b> Patio, pool, Jacuzzi, garden, and/or open space	<b>Optional: Top Deck-</b> Patio, pool, Jacuzzi, garden, dog park, solar panels, and/or open space	<b>Optional: Rooftop Amenities-</b> Patio, pool, Jacuzzi, garden, and/or open space		

Development Standards	Residential Low District	Entertainment/Mixed Use District	Parking /Mixed Use District	Hotel/ Mixed Use District	Office/ Mixed Use District	Theater
<i>Plaza</i>	None	Minimum of 2	None	Minimum of 1		None
<i>Plaza Area Amenities</i>	<p>Plaza areas shall include a minimum of three(3) of the following amenities:</p> <ol style="list-style-type: none"> <li>1. Shade element</li> <li>2. Wall seat, bench or other seating options</li> <li>3. Water feature</li> <li>4. Artwork</li> <li>5. Landscaping above the required minimum</li> <li>6. Information Kiosk</li> <li>7. Bicycle racks</li> <li>8. Other amenities may be substituted as approved by the Planning &amp; Development Services Department.</li> </ol> <p>The following items shall be required within gathering areas:</p> <ol style="list-style-type: none"> <li>1. Waste receptacles.</li> <li>2. Street furniture shall be permanently fixed.</li> <li>3. Single benches facing the street shall be prohibited.</li> </ol>					
<i>Shade for Sidewalks adjacent to streets</i>	<p><b>Sidewalks up to 8-foot wide</b> shall be shaded by a minimum of 75%.</p> <p><b>Sidewalks greater than 8-foot wide</b> shall be shaded a minimum 75% of an 8-foot wide sidewalk area.</p> <p><b>Celebrity City</b> will provide a maximum comfort possible for the pedestrian by providing at minimum 75% shade coverage as measured at summer solstice at 12:00 pm adjacent to all streets.</p> <p>Shade can be provided by any of the following; natural vegetation, tensile fabric canopies, canopies, projections, awnings, trees, overhangs, arcades, buildings, or other shade elements as approved by the Planning &amp; Development Services Department. Such canopies may be either stand alone structures or may be suspended between architectural elements.</p> <p>Shade provided by means of building shall count towards shade calculations. A shade study shall be submitted to the Planning &amp; Development Services Department concurrent with a preliminary site plan submittal.</p>					

**District Standards:**

The goal of *Celebrity City* is to create a vibrant and dynamic urban environment which includes residential, live/work units, commercial, hotels, and offices. *Celebrity City* has been designed to create a one-of-a-kind destination entertainment and retail experience near one of the valley's most intimate performing centers, Celebrity Theater. To do so, *Celebrity City* has created a plan of development and created policies and design standards that will create that overall vision.

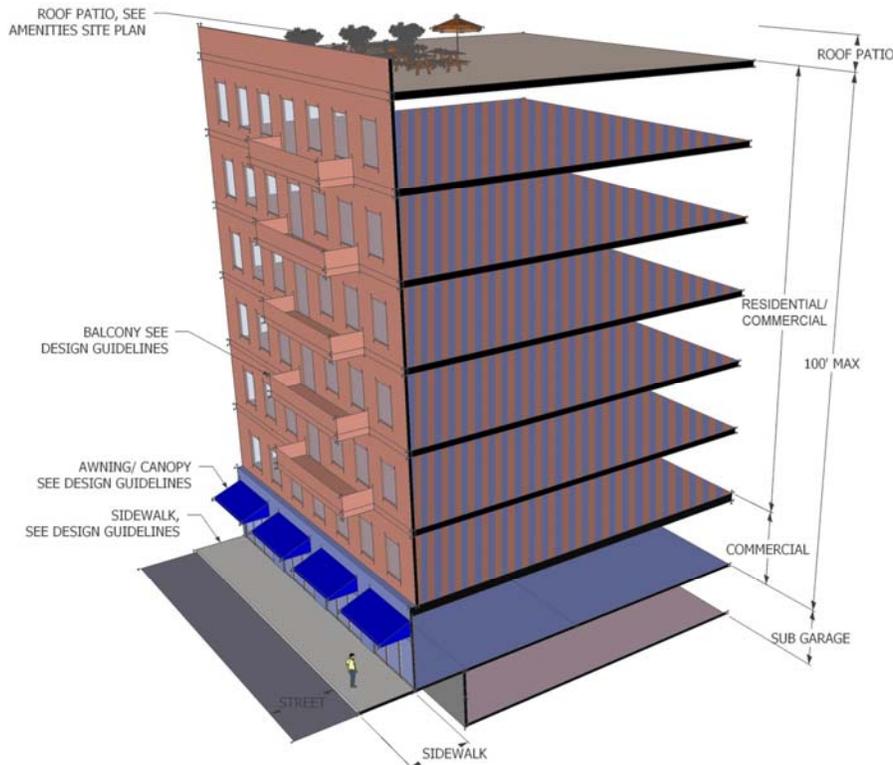
The residential components and the unique character of other districts offer a true spectrum of uses in a planned dynamic and energetic environment. The proposed uses will address daily community needs; provide lodging for business clients and travelers, and offer a broad range of office space for corporate or multiple tenants. The proposed design standards for office buildings, support retail, hotel, and urban living component and the project's unique streetscape will help create a lasting impression for business executives, employees, visitors and urban residents.

The plazas are pedestrian-oriented and are designed to create an atmosphere of excitement and intrigue similar to that of Fremont Street in Las Vegas Nevada. These Plazas are programmatically laid out so as to provide a variety of plazas within the development and to minimize impact on any surrounding neighborhoods. There will be a small stage for musical acts, light shows, and a significant commercial advertisement campaign for those who visit the development.

**Residential Low District:**

This District designation is intended to be a smaller scale and less dense than that of the rest of the property. This property will have a maximum 60-foot building height. This district will provide a minimum of 20 dwelling units per acre along with its own private amenities, parking and property entrance but will provide pedestrian connection to the overall *Celebrity City* development. This product will act as a transition between the denser *Celebrity City* Urban environment and the school to the west of the property. This district is intended to provide housing needs for the employment core as well as for housing for this project.

**Entertainment/Mixed Use District:**



*Example of Entertainment/Mixed Use district building layout.*

This District designation will function as the bulk of the development. The residential component product that will exist is planned to be at a scale above the *Residential Low* district. This district functions as a true “mixed use” building. The first floor of each building adjacent to a street shall designate not less than 50% of its square footage towards commercial or office space and subsequent higher floors will function as an urban living component. A Retail/commercial strip will be allowed on the first floor around the Celebrity Theater ring road. The retail/commercial is proposed along this new ring road for patrons to have a meal or enjoy a drink before and after performances at Celebrity Theater. One of the unique features of allowing height at this location is that there is no impact on single-family development. The height of this District may vary between of 2 Stories and a Maximum of 7 Stories (96’). The urban living component shall provide a minimum of 25 dwelling units per acre to help shape the project’s mixed-use environment. A roof-top patio may exist as an amenity for residents. Other amenities may include a Jacuzzi, garden and a BBQ (see part 4 Amenities).



*Examples of first floor shops, windows, canopies, pedestrian walkways, landscaping, and seating areas.*

The proposed land uses for this District are a dynamic mix of uses including Mid-rise residential components, professional office, ground floor shops, restaurants, cafes, markets, plazas, and smaller patio areas. An intense and dynamic retail center is intended to create an energy and activity that will provide the desired pedestrian interaction, business success, and attractive place to shop. The unique character of this district offers a true spectrum of uses in a planned dynamic and energetic environment. The proposed uses will address daily community needs; provide retail opportunities for residences, business clients and travelers, and offer pedestrian plazas to truly create a mixed use environment. The project will include several opportunities for smaller single story office and retail opportunities. This district is intended to be a vibrant urban district with diverse and dynamic mix of entertainment, retail, employment, and high density residential uses to create the identity of the project. This district establishes a minimum and maximum density to establish the residential character. This district will be characterized by pedestrian-friendly streets and plazas with attractive, welcoming, and well-designed ground floor users.



*Illustrative drawing of project.*

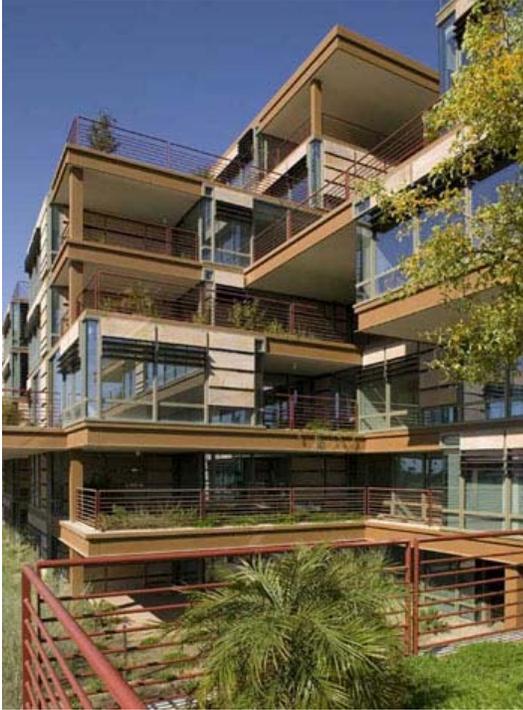


*Example of dynamic mix of uses including Mid-rise residential components, professional office, ground floor shops, restaurants, cafes, markets, plazas, and smaller patio areas.*

The intent of the plaza is to create an atmosphere and site to accommodate retail, office, and outdoor entertainment. Creating a pedestrian friendly street life environment that is safe, attractive, and dynamic is the goal of this district. Land uses that promote pedestrian use such as shops, restaurants, cafes, kiosks and outdoor entertainment will create a friendly and pedestrian environment. The first floor of each building adjacent to a street shall designate not less than 50% of its square footage towards commercial or office space. First floor shops with windows, building placement near the streets, building canopies, larger sidewalks, unique architectural, patio seating and engaging signage, all help to support the pedestrian experience. Outdoor benches, chairs, and smaller intimate spaces enhance the pedestrian experience. The Plazas are pedestrian-oriented and are designed to create an atmosphere of excitement and intrigue similar to that of Fremont Street in Las Vegas Nevada. These Plazas are programmatically laid out so to minimize impact on any surrounding neighborhoods. There will be a stage for music acts, light shows and a commercial advertisement campaign to enhance a sensory appeal for those who visit the development. Adjacent restaurants are encouraged to have outdoor dining/lounges in these areas.



*Examples of first floor shops, pedestrian areas, and seating areas.*



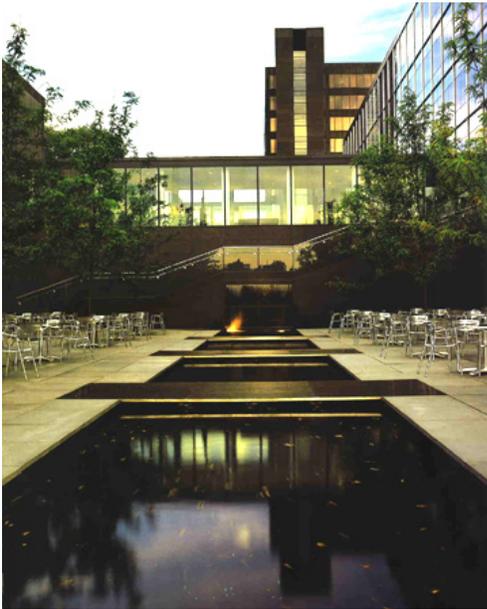
*Examples of courtyards, plazas, pedestrian areas, and seating areas.*



*Example of courtyard, plaza, pedestrian pathway, and seating areas.*

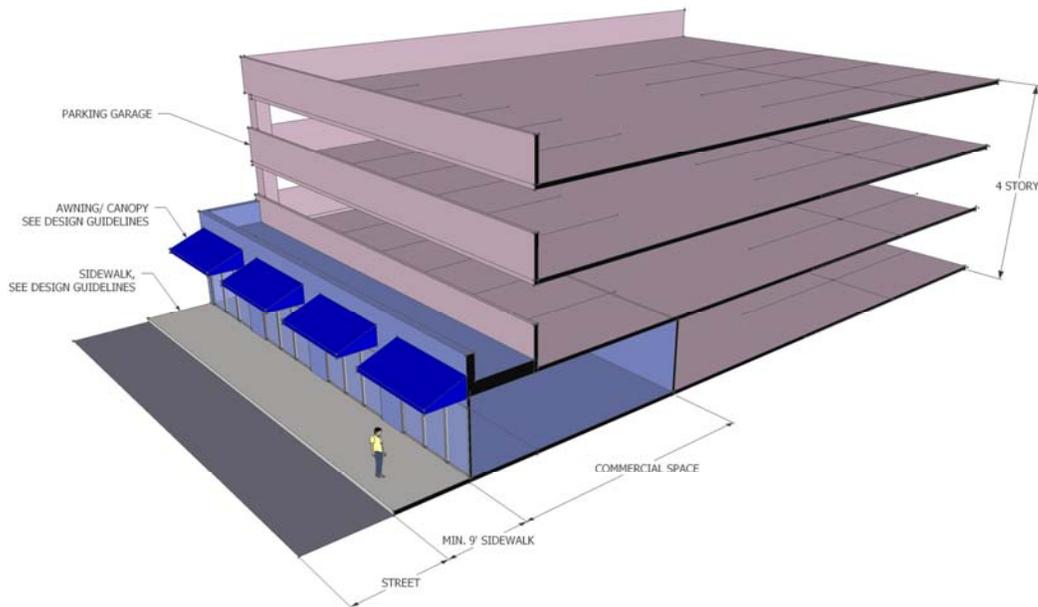


*Example of courtyard, plaza, pedestrian area, and seating area.*



*Example of an outdoor Patio courtyards that could serve as a retreat. Example of elements of lush landscaping and water could be implemented to create a small intimate urban oasis.*

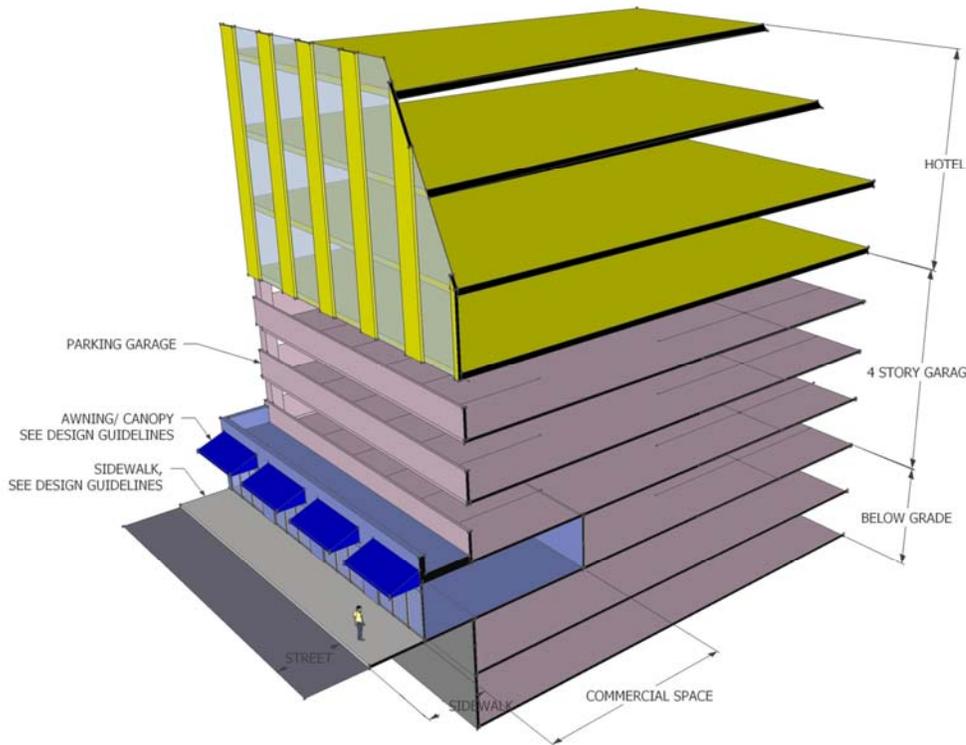
**Parking/Mixed Use District:**



There will be a maximum four story parking structure/garage that will act as a spine running down the center of the development; putting parking in a convenient and central location. The first floor is designed to allow retail/commercial space. No less than 50% of the first floor adjacent to a street shall be commercial or office uses. This commercial space will orientate towards the central north-south internal street.

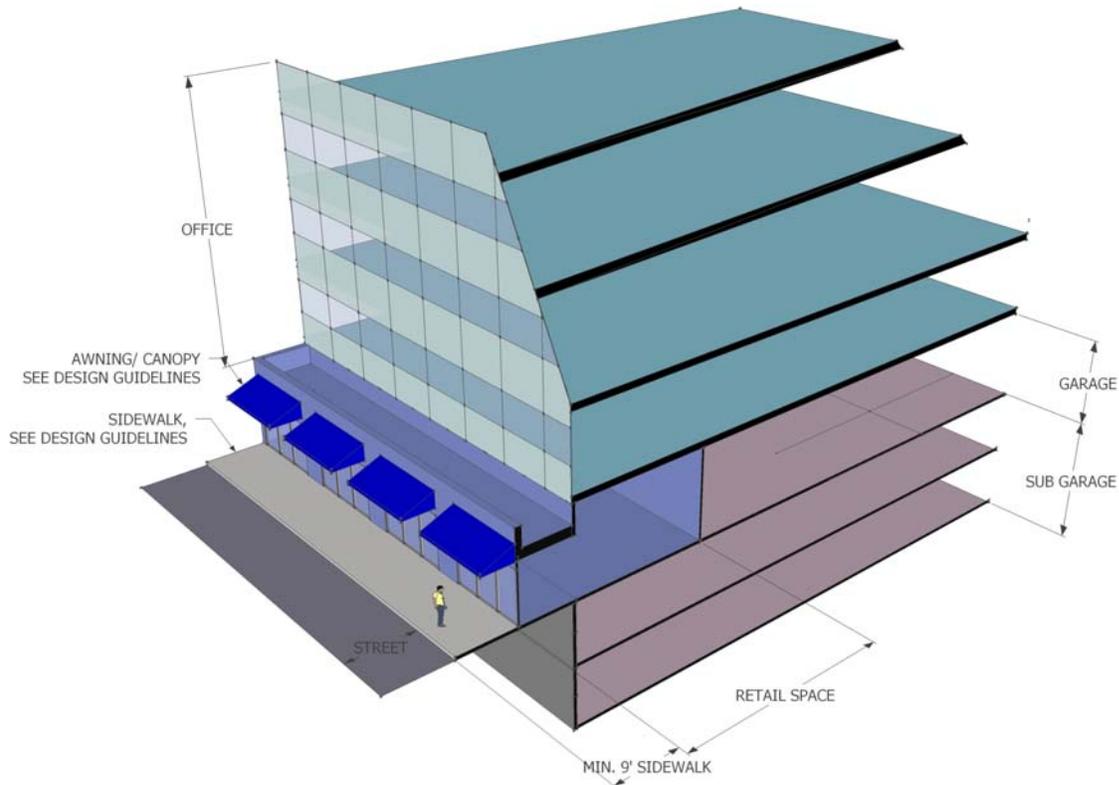
Portions of the top deck level may house amenities for the sole use of residents. These amenities are discussed in greater detail in the Amenities in Section G Part 4, but they may include roof garden patios, BBQ's and dog parks.

**Hotel/Mixed Use District:**



*Celebrity City* will have two separate hotel towers on two separate corners of the property. These Hotels will function to host visitors from the adjacent airport as well general tourism to the area. Hotel height will be a maximum of 180'. This site is an infill site and is located in an area which has been devoid of any significant redevelopment in the past decades. Despite there being a significant amount of redevelopment efforts in the 44<sup>th</sup> Street core, the 32<sup>nd</sup> Street and Van Buren Street area has been largely overlooked. Redevelopment needs to occur in this area because the existing development is at best marginal and antiquated. The additional height proposed along Van Buren Street, we believe will provide a major incentive for a hotel developer to locate at this location. Because of the proximity to the airport we believe that the height can act as a stimulus for redevelopment of the balance of the site. One of the unique features of allowing height at this location is that there is no impact on single-family development. This property is within the "Opportunity Triangle" which stretches from the Bio Med Campus on 7<sup>th</sup> Street through downtown Phoenix to Tempe/Scottsdale and we believe that it is uniquely located in between the airport, Tempe, and located near downtown Phoenix. All these factors will be attractive features for a major hotel user. In fact, a hotel user has already indicated that they have strong interest in the hotel site if the height is granted because of the above-referenced factors.

**Office/Mixed Use District:**



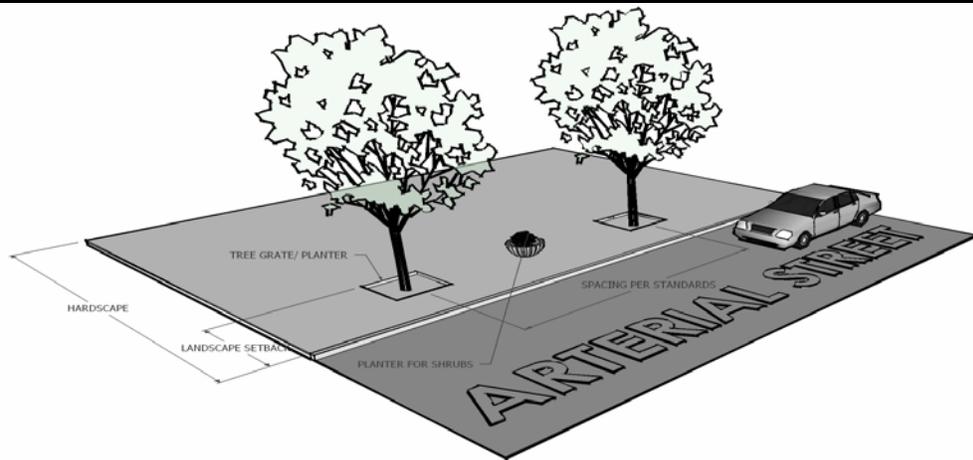
There will be a tall office building in the north-west portion of the development. The height of this product will be capped at 96-feet. This building provides a setting for corporate office users who may be seeking full buildings or portions of a building. The additional building height attracts office users who put a premium on location, available square footage, building height, and high visibility to maintain their corporate image. Recent trends indicate that office users are looking for sites that provide amenities and on-site services for their employees and business clients. The office component of this project offers a work environment that is close to retail, parking and entertainment. There may be retail facing the theater ring road and a multi story above and sub grade garage which will help maintain a continuous band of active development at the street level to support a vibrant street life throughout the project

**2. Landscape Standards:**

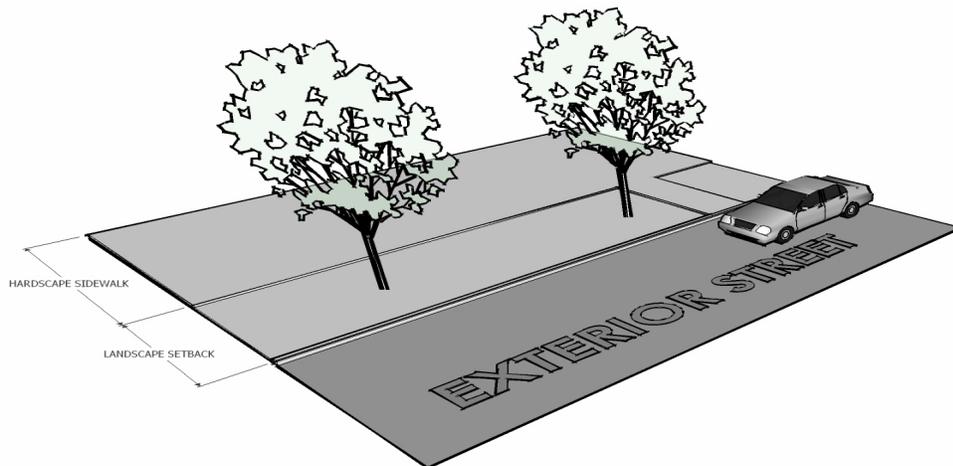
The pedestrian experience is fundamental to *Celebrity City's* success. In light of this, the applicant is proposing a unique urban landscape plan which varies from the City's traditional suburban standards – both from a qualitative and a quantitative standpoint. Landscaping will soften edges between adjacent public and/or private streets and Urban Architecture, and will provide 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 with ornamental trees along landscape medians and places that are in visually strategic locations. Trees combined with architectural shading features and a misting system in some locations will attempt to manage the intense heat of a Phoenix summer.

**Public Right-of-way Streets District Landscape Standards**

**Public  
Right-  
of-  
Way**



*Fig 2-32<sup>nd</sup> & Van Buren Streets*



*Fig 3-30<sup>th</sup> & Filmore Streets*

Perimeter right-of-way plans shall be submitted to the City's Planning & Development Services Department concurrently with preliminary site plan submittal.

If any public right-of-way improvements are required by the City, they will be required at the time when the property adjacent to that right-of-way is redeveloped.

**32<sup>nd</sup> Street** –10' min landscape setback. Landscaping shall include a row of trees and run parallel with the adjacent street.

**Tree\*\*:** Evergreen or Chinese Elm (*Ulmus Parvifolia*)

- Spacing: 20-feet or as modified by the Planning & Development Services Department
- Size: 3" Caliper minimum

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 5 shrubs per tree
- Size: 5 gal minimum\*

**Van Buren Street** – 10' min landscape setback. Landscaping shall include a row of trees and run parallel with the adjacent street.

**Tree\*\*:** Evergreen or Chinese Elm (*Ulmus Parvifolia*)

- Spacing: 20-feet or as modified by the Planning & Development Services Department
- Size: 3" Caliper minimum

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 5 shrubs per tree
- Size: 5 gal minimum\*

**Fillmore Street** – 8' min landscape setback. Landscaping shall include a row of trees and run parallel with the adjacent street.

**Tree\*\*:** Indian Rosewood (*Dalbergia Sisso*)

- Spacing: 20-feet or as modified by the Planning & Development Services Department
- Size: 2" Caliper minimum

**Shrubs:** Selection as approved by Planning & Development Services Department.

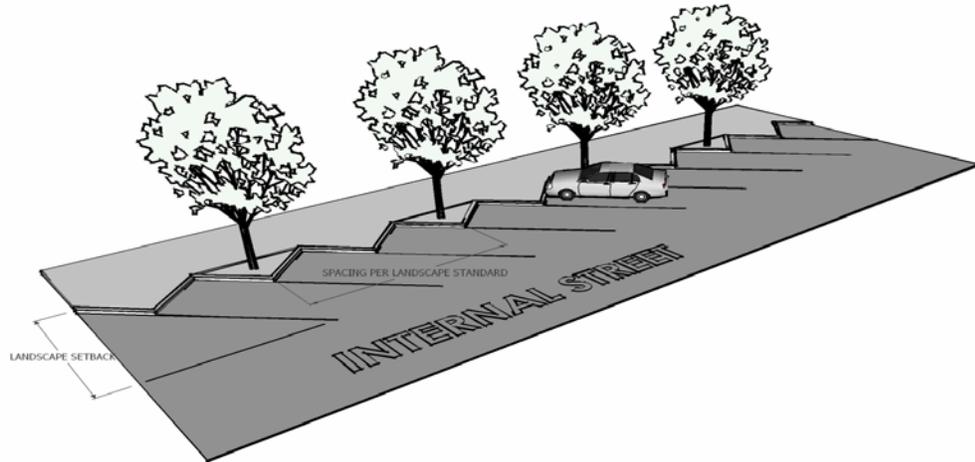
- Frequency: minimum 5 shrubs per tree
- Size: 5 gal minimum\*

	<p><b>30<sup>th</sup> Place</b> – 8’ min landscape setback. Landscaping shall include a row of trees and run parallel with the adjacent street.</p> <p><b>Tree**:</b> African Sumac (<i>Rhus Lancea</i>)</p> <ul style="list-style-type: none"> <li>• Spacing: 20-feet or as modified by the Planning &amp; Development Services Department</li> <li>• Size: 2” Caliper minimum</li> </ul> <p><b>Shrubs:</b> Selection as approved by Planning &amp; Development Services Department.</p> <ul style="list-style-type: none"> <li>• Frequency: minimum 5 shrubs per tree</li> <li>• Size: 5 gal minimum*</li> </ul> <p><b>Sidewalks up to 8-feet wide</b> shall be shaded by a minimum of 75%.  <b>Sidewalks greater than 8-feet wide</b> shall be shaded a minimum 75% of an 8-foot wide sidewalk area.</p> <p>Shade calculations shall be measured at summer solstice at 12:00pm. Shade provided by means of canopies, projections, awnings, trees, or other vegetation, shade fabric, and building shall count towards shade calculations. A shade study shall be submitted to the Planning &amp; Development Services Department concurrent with a preliminary site plan submittal.</p> <p>**Alternative and/or additional species compatible in size and quality may be substituted as determined by Planning &amp; Development Services and Planning Department.</p>
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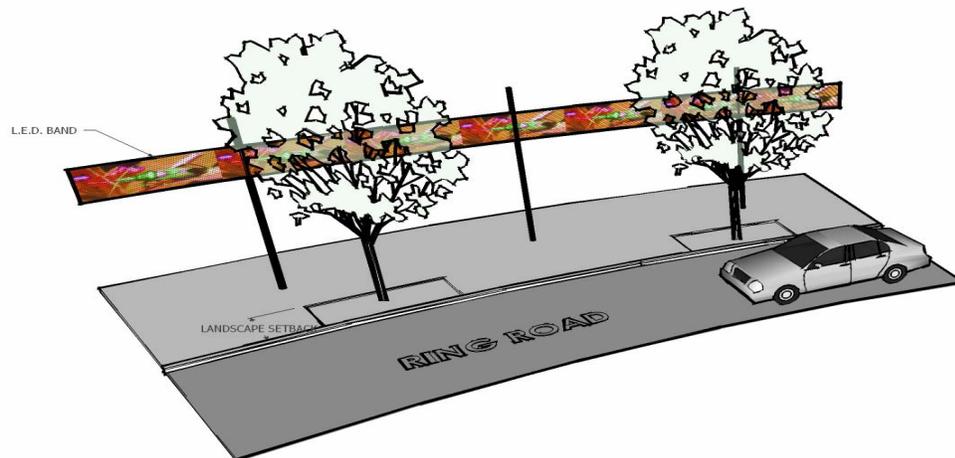
<i>Public Right-of-way Streets District Landscape Standards</i>	
<b>Residential Low District</b>	<p>5’ min landscape setback <sup>3</sup></p> <p><b>Tree**:</b> Indian Rosewood (<i>Dalbergia Sisso</i>)</p> <ul style="list-style-type: none"> <li>• Evergreen Elm (<i>Ulmus Parifolia</i>)</li> <li>• Spacing: 20-feet or as modified by the Planning &amp; Development Services Department</li> <li>• Size: 2” Caliper minimum</li> </ul> <p><b>Shrubs:</b> Selection as approved by Planning &amp; Development Services Department.</p> <ul style="list-style-type: none"> <li>• Frequency: minimum 3 shrubs per tree</li> <li>• Size: 1 gal minimum*</li> </ul> <p>**Alternative and/or additional species compatible in size and quality may be substituted as determined by Planning &amp; Development Services and Planning Department.</p>

*Internal Streets District Landscape Standards*

*Internal Street*



*Fig. 4-Celebrity City Way, Johnson Street & Abby Road*



*Fig.5 Ring Road*

Internal street plans shall be submitted to the City’s Planning & Development Services Department concurrently with preliminary site plan submittal.

**Celebrity City Way** – 20’ min landscape setback<sup>2</sup>. Landscaping shall include a row of trees and run parallel with the adjacent street.

**Tree\*\*:** Chinese Pistache’ (*Pistacia Chinesis*)

- Spacing: 25’ min - 35’ max
- Size: 2” Caliper minimum

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 2 shrubs per tree

- Size: 1 gal minimum\*

**Median Palm Tree:** California Fan Palm (*Washingtonia Filifera*)

- Spacing: 20'
- Size: 20' tall minimum
- Street median islands to be a minimum of 5 feet in width for a single row tree planting.

**Abby Road & Johnson Street** 20' min landscape setback<sup>2</sup>. Landscaping shall include a row of trees and run parallel with the adjacent street.

**Tree\*\*:** Bradford Pear (*Pyrus Calleryana* or sim)

- Spacing: 25' min - 35' max
- Size: 2" Caliper minimum

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 2 shrubs per tree
- Size: 1 gal minimum\*

**Median Tree:** California Fan Palm (*Washingtonia Filifera*)

- Spacing: 20'
- Size: 20' tall minimum

**Celebrity Theater Ring Road** 5' min landscape setback

**Tree<sup>a</sup>:** Desert Museum Palo Verde (*Parkinsonia Aculeata hy*)

- Spacing: 30'
- Size: 2" Caliper minimum, single trunk

**Shrubs:** none

**Sidewalks up to 8-feet wide** shall be shaded by a minimum of 75%.

**Sidewalks greater than 8-feet wide** shall be shaded a minimum 75% of an 8-foot wide sidewalk area.

Shade calculations shall be measured at summer solstice at 12:00pm. Shade provided by means of canopies, projections, awnings, trees, or other vegetation, shade fabric, and building shall count towards shade calculations. A shade study shall be submitted to the Planning & Development Services Department concurrent with a preliminary site plan submittal.

\*\*Alternative and/or additional species compatible in size and quality may be substituted as determined by Planning & Development Services Department.

*Internal Streets District Landscape Standards*

**Circular Nodes @ Road Intersections** 5' min landscape setback

**Tree\*\*:** Desert Museum Palo Verde (*Parkinsonia Aculeata* hy)

- Spacing: 30' (min 1 tree per corner)
- Size: 2" Caliper minimum, single trunk

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 3 shrubs per tree
- Size: 5 gal minimum\*

\*\*Alternative and/or additional species compatible in size and quality may be substituted as determined by Planning & Development Services Department.

*Entertainment Plaza District Landscape Standards*

*Plaza*



*Examples of plaza areas.*

Plaza landscape plans shall be submitted to the City's Planning & Development Service Department concurrently with preliminary site plan submittal.

**Tree\*\*:** Evergreen or Chinese Elm (*Ulmus Parvifolia*)

- Frequency: min 1 tree/ 1800 SqFt of designated plaza
- Size: 2" Caliper minimum

California Fan Palm (*Washingtonia Filifera*)

- Frequency : 2 trees per plaza, minimum  
Intended to frame/ bracket each stage area
- Size: 20' tall minimum

**Shrubs:** None

**Sidewalks up to 8-foot wide** shall be shaded by a minimum of 75%.

**Sidewalks greater than 8-foot wide** shall be shaded a minimum 75% of an 8-foot wide sidewalk area.

Shade calculations shall be measured at summer solstice at 12:00pm. Shade provided by means of canopies, projections, awnings, trees, or other vegetation, shade fabric, and building shall count towards shade calculations. A shade study shall be submitted to the Planning & Development Services Department concurrent with a preliminary site plan submittal.

Plaza areas shall include a minimum of three (3) of the following amenities:

1. Shade element
2. Wall seat, bench or other seating options

3. Water feature
4. Artwork
5. Landscaping above the required minimum
6. Information Kiosk
7. Bicycle racks
8. Table
9. drinking fountain
10. Other amenities may be substituted as approved by the Planning & Development Services Department.

The following items shall be required within gathering areas:

1. Waste receptacles.
2. Street furniture shall be permanently fixed.
3. Single benches facing the street shall be prohibited.

\*\*Alternative and/or additional species compatible in size and quality may be substituted as determined by DSD and Planning Department.

### *Patio District Landscape Standards*

#### *Patio Spaces*



*Examples of gathering and patio spaces.*

Each building will be required to provide designated Patio Spaces. These patio or courtyard spaces can be surrounded by building architecture and are intended to act as smaller scaled urban parks. Landscaping will be lush, textural, cool and inviting; providing a tranquil oasis from the surrounding development. These patio or courtyard spaces shall be designed in accordance with 507 Tab A (I)(B) and (II)(4), including the below listed trees and shrubs. Final design and layout shall be part of the Planning & Development Services Department review and approval for site plan review.

Minimum 50% of the Patio/courtyard shall be shaded. Shade calculations shall be measured at summer solstice at 12:00pm. Shade provided by means of canopies, projections, awnings, trees, or other vegetation, shade fabric, and building shall count towards shade calculations. A shade study shall be submitted to the

Planning & Development Services Department concurrent with a preliminary site plan submittal.

Patio spaces shall include a minimum of three (3) of the following amenities:

1. Shade element
2. Wall seat, bench or other seating options
3. Water feature
4. Artwork
5. Landscaping above the required minimum
6. Information Kiosk
7. Bicycle racks
8. Tables
9. Drinking fountain
10. Other amenities may be substituted as approved by the Planning & Development Services Department

The following items shall be required within gathering areas:

1. Waste receptacles.
2. Street furniture shall be permanently fixed.
3. Single benches facing the street shall be prohibited.

Gathering area landscape plans shall be submitted to the City's Development Planning & Development Service Department concurrently with preliminary site plan submittal.

**Tree\*\*:** Texas Mountain Laurel (*Sophora Secudiflora*)  
Purple Orchid Tree (*Bauhinia veriegata*)  
Desert Willow (*Chilopsis Linearis*)

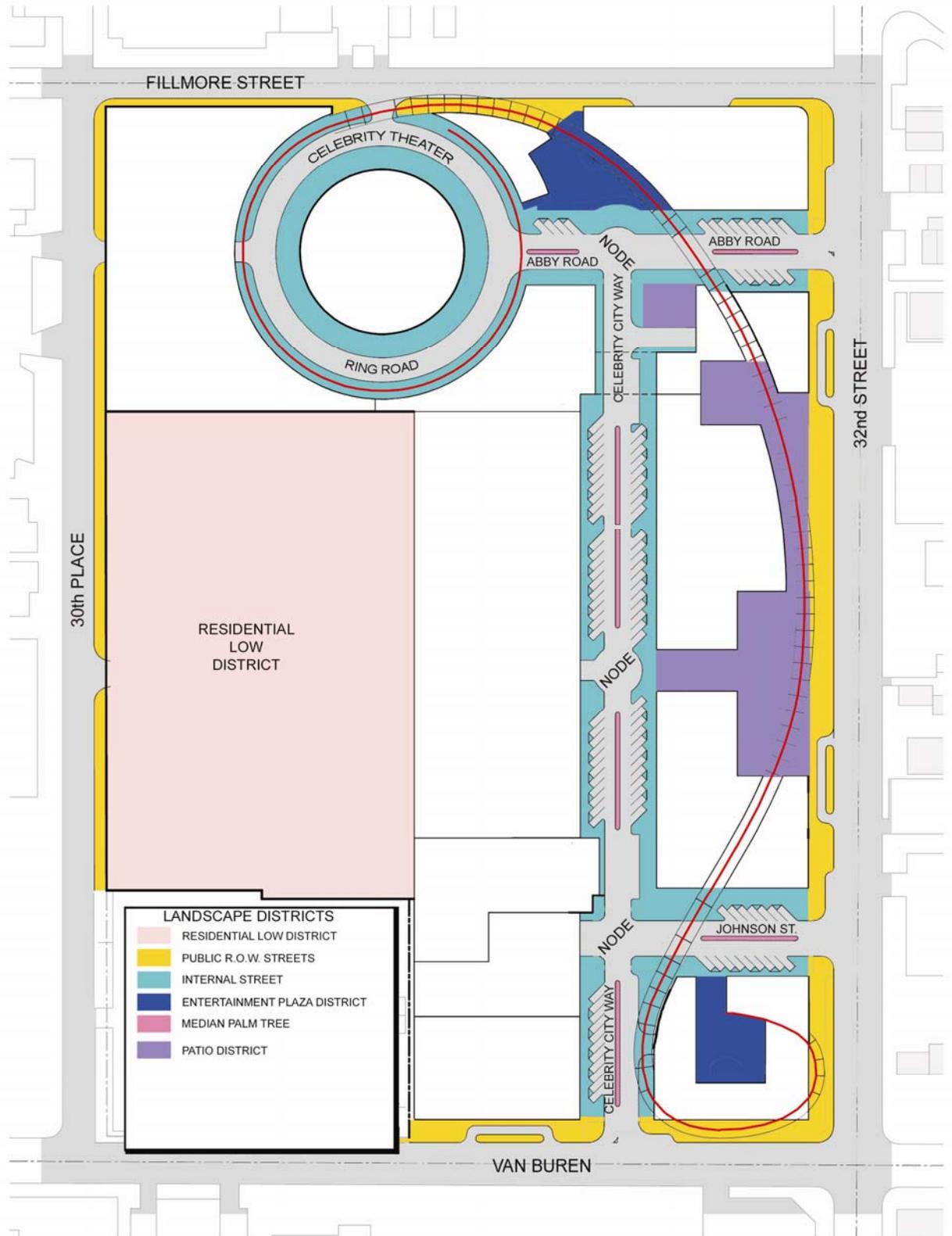
- Spacing: 1 per 800 SqFt min – Max 1/ 1,100 SqFt
- Size: 1.5" Caliper minimum (15 gal\*)

**Shrubs:** Selection as approved by Planning & Development Services Department.

- Frequency: minimum 3 shrubs per tree
- Size: 1 gal minimum\*

\*\*Alternative and/or additional species compatible in size and quality may be substituted as determined by Planning & Development Services Department.

- \* Size as defined by the Arizona Nursery Association published guidelines
- <sup>2</sup> as measured from the outside curb edge
- <sup>3</sup> on internal streets only.
- \*\*Additional tree species may be provided, upon approval from Planning & Development Services Department.



*Landscape District Exhibit*

General Guidelines for the Entire Development:

- Adjust planting locations to maintain a planting distance of 15 feet from all underground utilities.
- No material planted within 10 feet of the end of street median islands. Exceptions are allowed at predefined “nodes” of intersections. Certain points around a node’s circumference will not block traffic view triangles.
- No multi-trunk or low-breaking trunk trees to be planted in areas less than 10 feet in width and/or at the end of the street median island.
- 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 on street median islands or within 10 feet of curb on right-of-way.
- Plant material to be placed in groupings with adequate open space for service vehicle parking.

3. *Parking Standards:*

Parking plays a critical role for *Celebrity City*. It services the needs of employees, residents and visitors and needs to be designed in a way that strengthens the urban and pedestrian character of the project. Parking spaces will be located in structures, integrated as an ancillary use into commercial, office, and residential buildings, and on the project’s internal street. A limited number of street parking spaces will be located on internal private streets to emphasize the urban nature of the project. Residential underground parking may be used for residents and their guests to allow direct access to residential units. An interior parking garage(s) will accommodate the balance of the parking requirements. Parking garages will have a retail component at pedestrian level to help lessen the visual impact of the parking garage and to enhance the pedestrian retail experience.

Given the diverse mix of land and uses, *Celebrity City* is anticipating the use of a shared parking model. The objective is to provide adequate parking to support the development while minimizing the area and resources dedicated to parking. A Shared parking study (to be provided at preliminary submittal) will identify the peak accumulation of vehicles for land uses more often found in mixed-use developments. Variations in parking accumulation will be supplied to ascertain the parking projections for the time of day, day of week, and month of year. This time-share approach can result in reductions to the overall parking count.

<b>Parking Space Dimensions</b>	
<p><b>Celebrity City</b> will use the existing City of Phoenix parking ordinance standards for both parking stall sizes and to calculate parking requirements, except as modified herein and/or as modified by a City approved variance or shared parking model.</p>	
<p><i>Garage Parking:</i></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>Tandem Parking shall be allowed by right. Minimum dimension of tandem spaces to be a minimum of nine (9) feet by eighteen (18) feet.</p> <p>If individual garages for residential are provided, a minimum unencumbered width of nine (9) feet six (6) inches per spaces and an unencumbered depth of eighteen (18) feet must be provided.</p>
<p><i>Parking Garage Screening:</i></p>	<p><i>Ground/first floor:</i> The ground/first floor is designed to allow retail/commercial space adjacent to street. No less than 50% of the ground/first floor adjacent to a street shall be devoted to commercial or office uses. This commercial space will orientate towards the central north-south internal street.</p> <p><i>2<sup>nd</sup> Floor and Above:</i> 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 &amp; Development Services Department.</p> <p>Parking structures may include 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 sole use of residents. These amenities are discussed in greater detail in the Amenities in section G part 4, but they may include a roof garden patios, BBQ's and dog parks.</p>
<p><i>Surface 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 &amp; Development Services Department.</p>

	Tandem Parking shall be allowed by right. Minimum dimension of tandem spaces to be a minimum of nine (9) feet by eighteen (18) feet.
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### Off Street Loading

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

0 s.f. - 24,999 s.f.	0 spaces
25,000 s.f. - 40,000 s.f.	1 space
40,001 s.f.-100,000 s.f.	2 spaces
100,001 s.f.–160,000 s.f.	3 spaces

The designated office tower district will provide a minimum of 1 loading zone, allowed to be within the attached parking structure.

Multi Family residential minimum loading zone requirements\*:

\* requirements applicable for the Residential High and the Mixed Use Entertainment district, the Residential low district will not be required to provide a designated loading space.

0 - 25 du	0 spaces
26 du -150 du	1 space
151du – 300 du	2 spaces
Each additional 200 du	1 additional space

Residential loading areas may be located within an above or below grade parking structure provided that the loading area has direct access to the residential structure. No residential loading will be allowed along the exterior streets (32<sup>nd</sup> Street, Van Buren Street, 30<sup>th</sup> Place, Fillmore Street)

Commercial development loading, (exclusive of residential, office and ground level retail) this includes any 2<sup>nd</sup> floor and above commercial uses in the mixed use entertainment district and hotel districts, shall comply with the following standards. Spaces may be contained internal to a parking structure.

0 s.f. – 24,999 s.f.	0 spaces
25,000 s.f. – 100,000 s.f.	1 space
100,001 s.f. – 240,000 s.f.	2 spaces
240,000 s.f. – 400,000 s.f.	3 spaces
Each additional 120,000 s.f.	1 additional space

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.

Loading areas located along arterial streets will have a 10 feet landscape setback from the curb.

Loading spaces will not be less than 10 feet in width and 30 feet in length.

**Parking Calculations**

Off-street automobile parking space or area shall be provided according to Section 702.C. Parking Requirements of the City’s Zoning Ordinance, except as follows:

Gallery and studio spaces	1 space per 300 s.f.
Multi-family residential	1 space per 300 s.f. non residential use. 1 space per 1 bedroom unit or less. 1.5 spaces per 2 bedroom or more
Furniture stores	1 space per 400 s.f.
Hotel	.75 space per room
Movie & concert theater	1 space per 5 seats, or 1 space per 50 s.f. if standing room
Office	3 spaces per 1,000 s.f.
Retail	4 spaces per 1,000 s.f. of leasable area
Restaurant & Bar	1/60 s.f. exclusive of rest rooms, kitchens and back of house

**4. Amenities:**

This project is planned as a Mixed-Use “Lifestyle Center” similar to Kierland Commons (Scottsdale) or WestGate (Glendale); where smaller scale, tree lined streets are flanked by smaller retailers, restaurants and bars with residential located above. The following amenities shall be provided within the area depicted as “Entertainment/Mixed Use” district for use for the either the general public and/or residents:

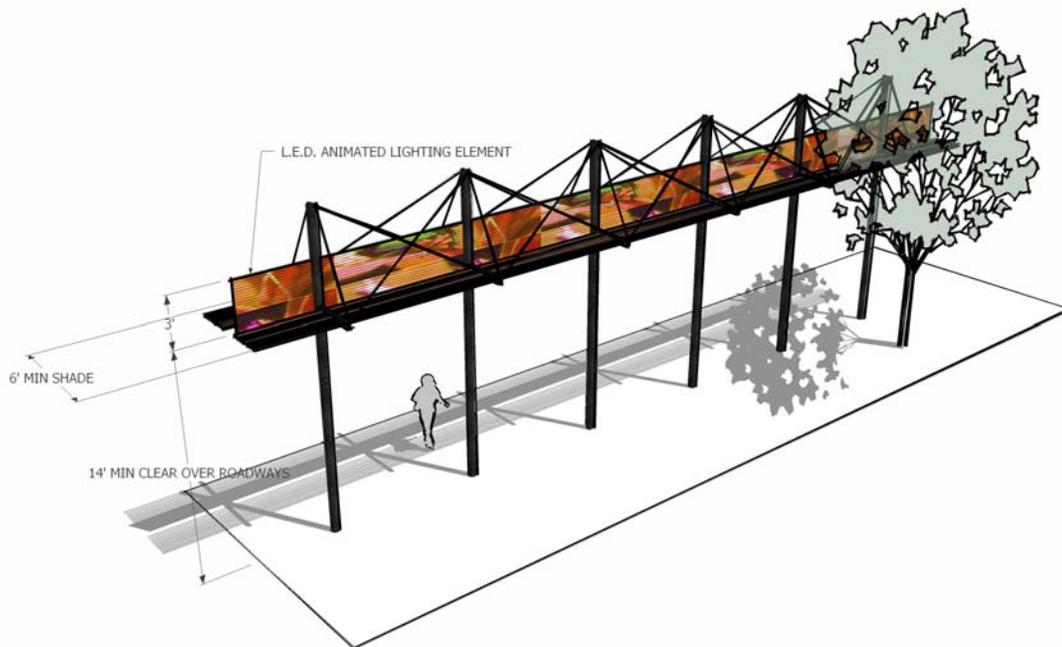
- Smaller public accessible patios space that function like small pocket parks. Some of these patios will provide outdoor dining.
- Street side dining and services throughout the project.
- Ground level, Roof Deck/Roof Gardens and/or Pool/Jacuzzi Deck(s) for residents. These amenities may have pool houses that will service Pool Lounging activities including restrooms/locker rooms, a small kitchen, lounge space etc. (see amenity plan).
- Shaded pedestrian walkways.
- Seating areas along pedestrian walkways.
- Health facility for residents.
- Business center/Club House for residents;
- BBQ’s for residents (see amenity plan)
- Secured garage parking for Residents (at final build out)
- Entertainment Room for Residence;

**Public Art – LED Band**

There will be an approximately 3,000 linear foot “Light Sculptural” element that will snake throughout the property; floating above pedestrians to provide shade and visually connect and physically link the pedestrian elements between various buildings. This sculptural element will

be illuminated with LEDs (or similar) and provide a visual organic-light show, with the ability to also provide occasional advertisement. A shade element will be incorporated into the LED Band to create a hospitable environment for the pedestrian. The development is arranged along the orthogonal city grid. The one element that is designed to create a stark contrast to that rectilinear geometry is the “LED Band.”

The LED component of the “Band” will vary in height from 36-inches to 72-inches. The clearance span over internal streets will be a minimum 14-foot. The maximum height of the entire structure will be 20-feet.



*Example of LED band*

### **Outdoor Music/Performances**

There will be defined Plaza spaces with stages that will have various outdoor live performances throughout the week except as noted below. Hours of operation will be Friday & Saturday 8am-1 am, Sunday-Thursday 10am-11pm. Exceptions to these hours of operation will be for New Year’s Eve, Thanksgiving Eve, Halloween, Independence Day and Mardi Gras where hours of operation will be until 2 am. When combined with outdoor dining, these stages will provide opportunities for emerging local acts to perform prior to or after performances at the Celebrity Theater.

5. *Shade:*

*Celebrity City* will provide a maximum comfort possible for the pedestrian by providing at minimum 75% shade coverage at solar high noon on the summer solstice over designated pedestrian pathways adjacent to all streets. The project will achieve this with a combination of natural vegetation and architectural shading devices (canopies, awnings, overhangs, arcades, etc).



*Examples of canopies to help minimize the impact of the sun.*

Tensile fabric canopies or other shade elements shall be utilized throughout *Celebrity City* to help minimize the impact of the sun.

These canopies may be either stand alone structures or may be suspended between architectural elements (depicted on the right image above).



*Examples of shade canopies.*

Shade canopies projections from the face of the building will vary depending upon what is needed to meet the 75% shade requirement (see above). The intent of the projected canopy is to cover 75% of the width of the sidewalk.

**6. Lighting Standards:**

Lighting will play a vital role in creating the experience of *Celebrity City* and the project standards will minimize excessive light pollution via mandated specifications as to site lighting fixtures. In the past 25 years lighting continues to play an ever-increasing role with any entertainment or concert going experience; lighting sets the mood of a song, accentuates tempo, complements music, and heightens the entire entertainment experience, lighting will play the same role in this project.

*Celebrity City* lighting standards will be developed to balance the needs of the development and the sensitivity to any surrounding neighborhood to minimize off-site light spillage and light pollution along the perimeter of the project. The master developer shall select a uniform lighting standard along all streets as approved by the Planning & Development Services Department as part of the Preliminary Site Plan review. All other internal building mounted lighting standards shall be reviewed and approved by the master developer and shall be compatible with other project lighting. All lighting standards comply with Section 6 Lighting Standards and shall be approved by the Planning & Development Services Department during Preliminary Site Plan Review.

Indirect light sources shall be utilized for the illumination of buildings and architectural features. This may contain lighting that accentuates architectural features and provides functional lighting for pedestrian safety. These light sources will include “up-lighting” in order to enhance the pedestrian environment.

For *Celebrity City*, landscaping lighting sources will be integrated into landscape forms and comply with section 23-100 of the city code. While each district sets out to create its own distinctive approach to lighting design, there are 3 interior roadways that create an internal subdivision of districts. Incorporating in ground lighting with different colors can help give each street section a distinct look.

*Celebrity City* will not exceed a maximum of 1 footcandle at the exterior property line as produced by a site lighting fixture (wall sconce, street light, landscape lighting, bollard). Lighting photometric plans shall be submitted to the City’s Planning & Development Services Department concurrently with preliminary site plan submittal for review and approval.

**Residential District Lighting:**

This district intends to be more traditional with their approach to lighting. Shorter, pedestrian scaled light fixtures should be utilized to give this district a more intimate, human scaled experience. Residential lighting will provide sufficient lighting to create inviting spaces that support interaction between fellow residents. Pathways lighting should be lower level lighting in this district and will comply with the “Dark Sky” portion mentioned above.



*This district will use a minimum amount of lighting and will use lighting efficiency and effectively as to only illuminate what is necessary while maintaining a basic level of CPTED and makes residence feel safe.*

### **Plaza District Lighting:**

*Celebrity City* wishes to capture concert goers in two distinctive plazas. These plazas will be surrounded by restaurants, bars, shopping and may have a small stage for concerts. These plazas look to recreate the concert experience with moving “intelligent” lights, projections onto buildings/screens, saturated colors and framed with an orchestration of billboards, advertisements and entertainment graphics (see section I). Media Towers (see signage) and billboards will accentuate the playful nature of these plazas. These types of signage provide a surface for graphic display that would project light above pedestrians. All moving and animated lighting will follow the hours of operation listed on page 55 for “Outdoor Performances” and will be screened from 32<sup>nd</sup> and Van Buren.

Pedestrian scale light fixtures and unique light poles should be utilized to give this district a more active and will be mounted at a minimum of 12’ and a maximum of 25’, human scaled experience to support the retail, restaurant and entertainment environment. Lighting levels in this area should be functional and will be illuminated at a minimum of 1 foot candles.

The project has taken great strides to reasonably contain potential noise and lighting within the interior of the project. All entertainment oriented lighting (and sound) will cease operation every evening one half our after the close of the states alcoholic regulated sales ceases, and will not start up again before 10am. No entertainment-oriented lighting will be allowed to spill out beyond the property boundaries.



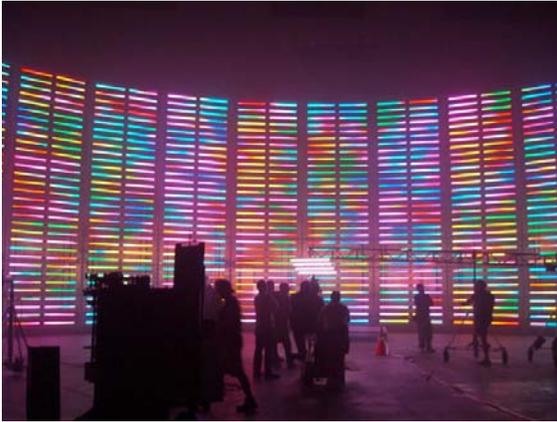
*Lighting for the Plazas should be dramatic. Times Square provides a prototype as to the environment these Plazas should aspire too. Fun, energetic, sensory appeal overload -- all terms used to describe parts of Celebrity City.*



*Lighting for the Entertainment Plazas should utilize saturated colors, projections, Moving "intelligent" lights even back lit translucent glass to give a voyeuristic view to what's going on inside.*

**LED Band Lighting:**

This one uniform element will snake itself throughout the development; linking each of the districts at a pedestrian scale, and providing shade. This LED element would be mounted at a relatively low height (lowest point 14' over internal roadways because it will have to clear fire trucks) and only be about 3' tall.



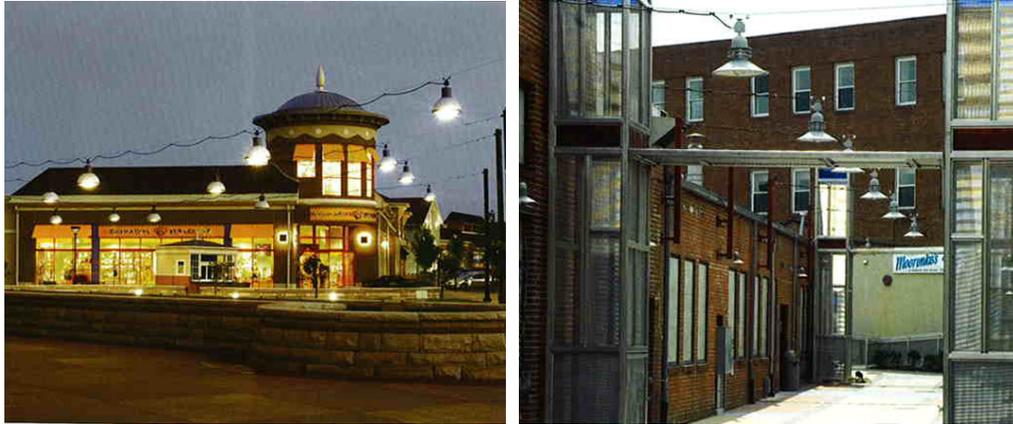
*The LED Band should serve a dual function in that it can produce an amorphic show of dancing colors (similar to that of a screen saver) and occasionally scroll an advertisement.*



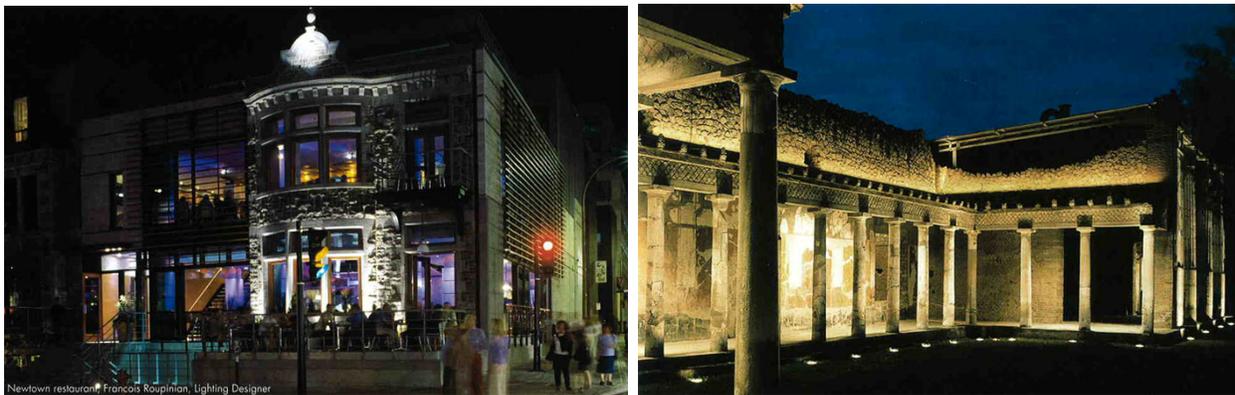
*The LED Band will be linear in nature and be mounted at a similar height and scale as the LED sign band outside US Airways Center. The LED band will scroll images and advertisements similar to those mounted along balconies at hockey and basketball arenas. It will be sculptural in nature and provide some sort of pedestrian shade as it snakes through out the property.*

**Entertainment Mixed Use District Lighting:**

The celebration of the pedestrian is crucial to the urban mixed-use experience. As pedestrians make their way through *Celebrity City*, it's important that a path of travel be clearly marked and illuminated. Places where both pedestrian and vehicular traffic interact should provide lighting that creates a distinction between areas pertaining to automobiles and people without compromising the impact and legibility of retail lighting. Lighting levels in this area should be functional and will be illuminated at a minimum of 1 foot candles. Light poles will be mounted at a minimum of 12' and a maximum of 25'.



*Mixed Use districts should take a creative approach to general outdoor illumination. Each section should create it's own identity; suspending lights with cables over road, will be used in some Mixed use areas to create a distinction.*



*Subtle yet dramatic lighting will be used in the various mixed-used districts. This will create a nice contrast of lighting, textures and architectural forms. There will be a distinction in approaches to lighting design between the flashy plazas to the more refined looks of these Mixed-use streets.*



*Dramatic accent lighting can be used as a mechanism to draw focus towards an architecture feature or texture in the case of the image to the left. Lighting from extreme angles can accentuate a texture of a building.*

**Parking Structure Lighting:**

Parking garage lighting will be in compliance with City standards. Each floor may be illuminated (day & night) with its own distinct color to help visitors visually remember where their car was parked. A minimum illumination level of 1-foot candles will be required.



*Parking structure lighting will be playful and colorful. Lighting that helps establish orientation*

**Patio Districts Lighting:**

Patio spaces will provide an area of interaction and sharing for *Celebrity City* residents and visitors. Lighting in these Patio spaces will be controlled optically to limit light spills into an adjoining residential unit. Minimum illumination will be designed to meet LES standards.



*Patio District lighting should be kept intimate yet dramatic. Uplighting sculptural and landscape features are encouraged. Floor lighting on architectural features in saturated colors are also encouraged to create a playful, dramatic background to these Patio District spaces.*

<b>District</b>	<b>Light Pole Mounting Height Min/Max</b>	<b>Pedestrian Path Minimum Illumination</b>	<b>Surface Parking Minimum Illumination <sup>o</sup></b>	<b>Max Illumination @ Exterior Prop Line <sup>2 n</sup></b>
<b>Residential Low</b>	12'/ 20'	.3 fc	.5 fc	.5 fc
<b>Plaza</b>	12'/25'	1 fc	n/a	n/a
<b>Entertainment Mixed Use</b>	12'/35'	.8 fc	.5 fc	1 fc
<b>Parking/ Mixed Use</b>	12'/25'	1.4 fc	.5 fc	1 fc
<b>Patio</b>	12'/20'	.5 fc	n/a	1 fc
<b>Hotel/Mixed Use</b>	12'/25'	.8 fc	.5 fc	1 fc
<b>Office</b>	12'/25'	.5 fc	.5 fc	.5 fc
<b>Theater</b>	12'/25'	.8 fc	n/a	n/a

<b>District</b>	<b>Average Minimum to Maximum Ratio</b>	<b>Site Lighting fixtures-Full Shielded<sup>12</sup></b>	<b>Up-lighting allowed <sup>3</sup></b>	<b>Theatrical Lighting allowed <sup>a</sup></b>
<b>Residential Low</b>	4:1	yes	no	no
<b>Plaza</b>	n/a	no (internal to the project)	yes	yes
<b>Entertainment Mixed Use</b>	7:1	yes	yes	yes
<b>Parking/ Mixed Use</b>	5:1	yes	yes	yes
<b>Patio</b>	4:1	yes	no	no
<b>Hotel/Mixed Use</b>	5:1	yes	yes	no
<b>Office</b>	4:1	yes	no	no
<b>Theater</b>	5:1	yes	yes	yes

fc = foot candle

<sup>1</sup> per sec 23-100 Fully shielded: Shall mean that those fixtures so designated shall be shielded in such a manner that light rays emitted from the fixture, either directly from the source of illumination or indirectly from the fixture, are projected below a horizontal plane running through the lowest point of the fixture where light is emitted.

- <sup>2</sup> illumination as produced by a site lighting fixture; defined as a wall sconce, street light, landscape lighting or bollard
- <sup>3</sup> Up-lighting will be allowed to be used sparingly as an accent for architectural/ signage features or to provide a wall wash to aid in breaking up of the architectural facade. Up-lighting is defined by an in-grade well light, bollard or a wall sconce that projects a direct beam in an upward direction. All up-lighting fixtures must be L.E.D., no high intensity fixtures will be permissible. Each fixture must be under 70 watts. All up-lighting must be focused within the property so as to eliminate “spillage” at the exterior property line. As of 2010 section 23-100 requires the shielding of various light sources; L.E.D. is not listed as one.
- <sup>a</sup> Theatrical lighting is defined as a light fixture that is traditionally used for the production of theater, concerts and other performing arts. This may include both traditional static light fixtures and intelligent “moving” light fixtures. All exterior mounted fixtures must be sealed in such a manner to prohibit corrosion/ denigration due to weather elements. All Theatrical fixtures will be focused/ programmed so as to not project onto any adjacent single family residential property. Hours of operation will be 10a- ½ hour after the states alcoholic sales cease.
- <sup>n</sup> Illumination maximums are exempted at driveways and paths of emergency egress
- <sup>o</sup> Surface parking illumination standards are only applicable for newly permitted portions of this project. Existing surface parking will be considered non-conforming (to this standard) and thus exempt.

## **H. DESIGN GUIDELINES**

*Celebrity City* shall be designed with 4-sided architecture so that it will be visible from 360 degrees, as opposed to typical “strip-mall” development that only presents itself to the public with its front elevation. At *Celebrity City*, walls and windows will be considered in terms of “front elevation”. 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 the buildings into the pedestrian experience.

There are several distinct categories that will help to formulate and frame the design parameters for *Celebrity City*. These categories fall in line with the City of Phoenix’s desires for upgraded design.

The proposed Design elements are proposed to create a relationship between the project’s urban environment and the pedestrian environment.

It’s very important that the design and layout of the project creates a comfortable and pedestrian friendly environment. Designing shade plays a key role, either with canopies or extensive vegetation; creating a shade destination will help make the Urban Oasis thrive. This project will promote the creation of public and semi-public spaces at both large and small scale that help to encourage a sense of community and promotes the Urban Oasis. During the evening, well-illuminated and secure areas will help promote this sense of community.

*Celebrity City* will also promote diversity and stratification in its architectural styles as a means to create visual interest throughout the project. Creating a pedestrian scale and interest at ground level is important for the success of this project. Adding a human element will create a synergy at street level where car, pedestrian and shopping all converge in one area to create a visually stimulating environment. Landscaping, awnings/canopies, outdoor patios, help to create an intimate, pedestrian friendly and welcoming environment.

*Celebrity City* will strive to create its own unique neighborhood with a dense and dramatic type of development, organized around musical entertainment. Varying building sizes, articulations and dramatic choices in building materials will set *Celebrity City* distinctively apart from other developments. Patio spaces will front on streets so as to create pedestrian appeal.

The provisions of this section seek to create a foundation for design that will ensure development of an attractive, high quality mixture of architectural styles. Buildings will feature creative applications of materials, colors and textures. The design of each building within the overall development will be complementary so as to create a harmonious blend of styles. This will be accomplished through the use of compatible materials and colors while creating a strong individual design identity consistent with each building’s 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:**

<b><i>Residential Low District</i></b>	This designated portion of this project will conform to the existing City standards for design per Section 507 Tab A.
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<b><i>Building Articulation</i></b>	<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. Given the 360 degree experience of the development (and the Celebrity Theater); articulation of the façade will take on all four building sides. The maximum linear building length without any articulation will be 50-feet. This should keep in proportion to some elements and scales of the surrounding neighborhood(s) and linking contextual history of single family housing lot sizes that occupied the property originally 60+ years ago.</p> <p>Building wall articulation shall be required on buildings with appropriate details and elements to help create a pedestrian scale environment and a sense of place. A minimum of 6 of the below acceptable modes of articulation shall be include per building facade:</p> <ul style="list-style-type: none"> <li>• Changes in the horizontal wall plane (1 foot minimum).</li> <li>• Changes in the vertical wall plane (2 foot minimum).</li> <li>• Variation in the roof lines and form.</li> <li>• Introduction of significant signage elements.</li> <li>• Use of balconies.</li> <li>• Use of ground level arcaded and covered areas.</li> <li>• Use of protected and recessed entries.</li> <li>• Use of vertical elements on or in front of expansive blank walls (2 foot minimum).</li> <li>• Use of pronounced wall plane offsets and projects.</li> <li>• Use of vertical accents and focal points.</li> <li>• Change in use of materials or color to provide a clear distinction between roof, body and base of a building.</li> <li>• Variation in storefront windows and material differentiation.</li> <li>• Changes in predominant material use.</li> <li>• Other form of building façade articulation as approved by Planning &amp; Development Services Department.</li> </ul> <p>Mid Rise hotel buildings shall be designed to incorporate enhanced architectural facades. Hotel Building articulation shall use a minimum of 6 acceptable modes of articulation from the above list. Signage is expected to play a key role in <b><i>Celebrity City</i></b> (see Section I). The extensive sign package will be used as a device to enhance and articulate the complex’s architecture (e.g. WestGate, Glendale AZ). The scale and scope of signage is necessary in order to create a visually stimulating environment from ground level up to the roof.</p>
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**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).

Variation in roof lines, architectural projects, change in materials, parapets and/or other significant roof or canopy form, or other form of architectural treatment as approved by the Planning & Development Services Department is encouraged to reduce the scale of buildings. Roof size, shape, material, color and slope should be coordinated with the scale and theme of the building. Parapets will be used for concealing flat roof. Three dimensional cornice treatment (where appropriate) or other similar detail that enhance the building architecture is encouraged.

All roof mounted mechanical, elevator equipment and satellite dishes will be 100% screened from the public right-of-way view.

**Sidewalks**

Along Van Buren Street and 32<sup>nd</sup> Street – compliance with City standards (at loading zones) and a minimum of 12-feet elsewhere.

Along Fillmore Street and 30<sup>th</sup> Place – compliance with City standards

Internal sidewalks will be a minimum of 9-feet wide.

**Sidewalks up to 8-feet wide** shall be shaded by a minimum of 75%.

**Sidewalks greater than 8-feet wide** shall be shaded a minimum 75% of an 8-feet wide sidewalk area.



*Illustrative exhibit of sidewalk in front of commercial*

<b><i>Entrances</i></b>	<p>All buildings shall have clearly defined entrance(s) incorporating a minimum of 3 elements:</p> <ul style="list-style-type: none"><li>• Arches</li><li>• Overhangs</li><li>• Canopies or porticos</li><li>• Recesses/projections</li><li>• Raised parapets</li><li>• Peaked roof forms</li><li>• Signage</li><li>• Entrances framed by outdoor pedestrian features or enhanced landscaping</li><li>• Architectural features such as tile work and moldings integrated into the building structure to frame the entryway</li></ul>
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<b><i>Materials</i></b>	<p>There will be a mix of architectural materials throughout the project. Modern sophisticated office buildings may be developed next to more rustic and urban buildings.</p> <p>Approved exterior wall materials include the following list, unless otherwise approved by the Planning &amp; Development Services Department:</p> <ul style="list-style-type: none"><li>• Common clay brick</li><li>• Granite</li><li>• Marble, or other natural stone</li><li>• Tile cladding</li><li>• 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)</li><li>• Architectural metal</li><li>• Stucco or plaster (synthetic systems simulating stucco or plaster are permitted)</li><li>• Concrete, pre-cast or poured in place</li><li>• Glass</li><li>• Metal panels and/or trim</li><li>• Metal and composite panels</li><li>• Metals (polished and rusted)</li><li>• Perforated metals and meshes</li><li>• Stucco</li><li>• Glass</li><li>• Stone</li><li>• Concrete</li><li>• Masonry</li><li>• Green-Screen or Green walls including trellises to reduce excessive radiant heat in pedestrian areas.</li></ul>
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<b>Colors</b>	Celebrity City’s colors will be vibrant and have distinct variation from building-to-building. See Exhibit 15 for conceptual color ideas.
<b>Arcade</b>	Minimum 9-foot clearance, from the building’s face and a minimum 8-foot vertical clearance above grade.
<b>Awnings/Canopies</b>	Awnings and canopies that suspend over sidewalks will be anchored to an architectural element (i.e. a building) and will be incorporated into the architectural design. Horizontal projected shade awnings/canopies will be mounted a minimum of 8-feet above grade to a maximum of 15-feet above grade (see Shade Section).
<b>Balconies</b>	(2nd Floor & up) Balconies may project a maximum of up to 36-inches vertical off the streets curb edge. These overhangs are only permissible provided the balcony never extends into a public right-of-way.
<b>Patio Spaces (Private)</b>	<p>In an intense urban environment it is important to create opportunities for relaxation and spaces to escape from a frenetic lifestyle. <b>Celebrity City</b> will offer several roof gardens and surface gardens at grade as amenities to residents. The impetus of roof gardens is to fill a void in an urban lifestyle, to create a backyard for residents to relax and refresh.</p> <p>Roof Deck/Roof Gardens and Pool/Jacuzzi Deck(s) for condo &amp; hotel residents are permitted. Pool decks should include pool houses that will service pool lounging activities including restrooms/locker rooms, a small kitchen, lounge space etc.</p> <p>Roof Top BBQ’s for condo residents are permitted.</p>
<b>Patio &amp; Plaza Spaces</b>	<p>This project is planned as a Mixed-Use “Lifestyle Center” similar to Kierland Commons (Scottsdale) or WestGate (Glendale); where smaller scale, tree lined streets are flanked by smaller retailers, restaurants and bars with residential located above. The following amenities shall be provided within the area depicted as “Entertainment/Mixed Use” district for use for either the general public and/or residents:</p> <ul style="list-style-type: none"> <li>• Smaller public accessible patio space that functions like small pocket parks. Some of these patios will provide outdoor dining.</li> <li>• Street side dining and services throughout the project.</li> <li>• Ground level, Roof Deck/Roof Gardens and Pool/Jacuzzi</li> </ul>

	<p>Deck(s) for residents. These amenities may have pool houses that will service Pool Lounging activities including restrooms/locker rooms, a small kitchen, lounge space etc. (see amenity plan).</p> <ul style="list-style-type: none"><li>• Shaded pedestrian walkways</li><li>• Health facility for residents</li><li>• Business center/Club House residents;</li></ul> <p>Gathering areas shall include a minimum of three (3) of the following amenities:</p> <ol style="list-style-type: none"><li>1. Shade element</li><li>2. Wall seat, bench or other seating options</li><li>3. Water feature</li><li>4. Artwork</li><li>5. Landscaping above the required minimum</li><li>6. Information Kiosk</li><li>7. Bicycle racks</li><li>8. Other amenities may be substituted as approved by the Planning &amp; Development Services Department.</li></ol> <p>The following items shall be required within gathering areas:</p> <ol style="list-style-type: none"><li>1. Waste receptacles.</li><li>2. Street furniture shall be permanently fixed.</li><li>3. Single benches facing the street shall be prohibited.</li></ol>
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<p><b>Site Furniture</b></p>	<p><b>Celebrity City</b> will offer visitors and residents site furnishings to create outdoor gathering places and outdoor “living-rooms” throughout the development. These gathering areas and “living-rooms” will be created by assembling benches, couches, umbrellas, tables, drinking fountains etc; in intimate configurations. These areas are intended to help enhance the entertainment experience of <b>Celebrity City</b>.</p> <p>Each defined gathering/plaza space shall have a minimum of one chair/bench per 110 square feet of designated plaza/patio district space. Each patio and plaza space will average one waste receptacle per 1,500 square feet. Each sidewalk adjacent to the internal streets shall have a waste receptacle per 140 linear feet.</p>
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<p><b>Paving Materials/Design</b></p>	<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"><li>• Stamped concrete</li><li>• Interlocking concrete pavers</li><li>• Stained concrete</li><li>• Integral colored concrete.</li><li>• Or other acceptable method as approved by the Planning &amp; Development Services Department.</li></ul>
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## I. SIGNS

### Intent

This section of the *Celebrity City* P.U.D. is to establish sign criteria and promote sign design themes that are vital and integral to this unique project.

The purpose of this sign program is to promote fair, comprehensive and enforceable regulations that will create a positive visual environment for *Celebrity City*. The intent of this section is to establish a coordinated sign program that allows *Celebrity City* the ability to create a vibrant and dynamic urban environment through signage. The objective is to create signage that will be well-designed, appropriately scaled, and carefully integrated into the project buildings, streetscape and landscape.

This sign program is intended to regulate the quantities, and size of on-premise signs. The sign package will blend both on-premise and off-premise types of signage into one development. The sign package will provide sign criteria that creates vibrant and dynamic activity zones for social interactions, outdoor dining, shopping, special events, and/or casual performances. *Celebrity City* is intended to become a “place”, a destination that is notable because it is attractive and dynamic (due to the synergy that is created by the various uses and entertainment district) and therefore depends on signage to create an ambiance. It will also provide standards to provide safe and clear way-finding signage for pedestrian and vehicular movement throughout the project and will provide identification and promotion for residential, restaurant, retail, hotel, office tenants of the project.

The regulations allow for a variety of sign types and sizes for the site. The sign program is intended to create a stimulating urban environment through the use of signs, graphics, lighting, shape, color and materials. The overall objective is to:

- Regulate signage so that development adjacent to the site is not negatively impacted.
- Allow appropriate signage which is visible from the adjacent streets and internal streets.
- Ensure that signs are designed, constructed, and maintained so that the public safety is protected and traffic safety is maintained.
- Regulate sign type, quantities and size by use and district while at the same time promoting an attractive environment.
- Allow flexibility and different intensities to create a distinct urban entertainment district which is developed around music, entertainment & arts, restaurants and lounges, hotels, retail and office.
- Encourage unique sign design that uses form, materials and colors.
- Promote 2D and 3D sign design, lighting, and/or visual devices that are vibrant consistent with the active nature lively outdoor environment.

Signage plans, which include sign area, calculations, locations and elevations, for the development will be submitted to the Planning & Development Services Department (P&DSD) simultaneous with the P&DSD submittal for each site plan approval. This submittal will depict plans and elevations of buildings that are to be constructed in that phase, demonstrating locations of types of signage and how that signage fits within the districts permissible allowance. All signage will also need to seek approval of the Celebrity City Master Developer or its approved

Assignee or Successor. The Celebrity City Master Developer or its approved Assignee or Successor has the right to identify a list of approved signage vendors for purposes of continuity of signage quality and aesthetics. The Celebrity City Master Developer or its approved Assignee or Successor will maintain allowance tally of signage per district. All signage permit submittals will need to be accompanied with a letter of approval by the Celebrity City Master Developer or its approved Assignee or Successor which will demonstrate how the proposed signage conforms to the district allowances tally.

This sign program shall not apply to traffic signs and all other signs erected, installed or maintained by the City of Phoenix including, but not limited to, traffic signs, warning signs, danger signs, and signs of non-commercial nature as required by public laws, ordinance, or statutes.

### Allowable Signs

The *Celebrity City* P.U.D. provides a functionally integrated mix of land uses that encompasses approximately 23-acres. All signs permitted by the City of Phoenix, including the following signs shall be permitted:

- Primary Project Identity Signage/Media Towers
- Secondary Project Identity Signage/Project Entrance Sign
- District Identity Signage
- Reader Boards
- Wayfinding Signage-Vehicular and Pedestrian
- Murals
- Electronic (Animated) Message Center (E.M.C.) Signage
- Project LED Band Element
- Billboards
- Ground Billboards
- Signs with 3D Extension
- Parking Garage/Structure
- Office Signage
- Hotel Signage
- Residential/Condo Signage
- Light Projection
- Dynamic Rooftop Mounted Signage
- Tenant (Building-mounted) signage
- Shingle signage
- 'A' Frame signage
- Promotional/Banners/Pole signage
- Window Graphics
- Lifestyle Graphics
- Building Wraps
- Retailer Storefront Window Signage
- Retail Tenant Address
- Retail Kiosk signage
- Temporary Signs

**Sign Size and Standards**

Interior signs located within the Internal Signage District shall not be regulated, except to the extent that electrical permit and/or construction permit may be required by the City of Phoenix. Exterior/perimeter signs shall generally comply to the requirements of City of Phoenix Zoning Ordinance Section 705, except as modified by these regulations contained herein.

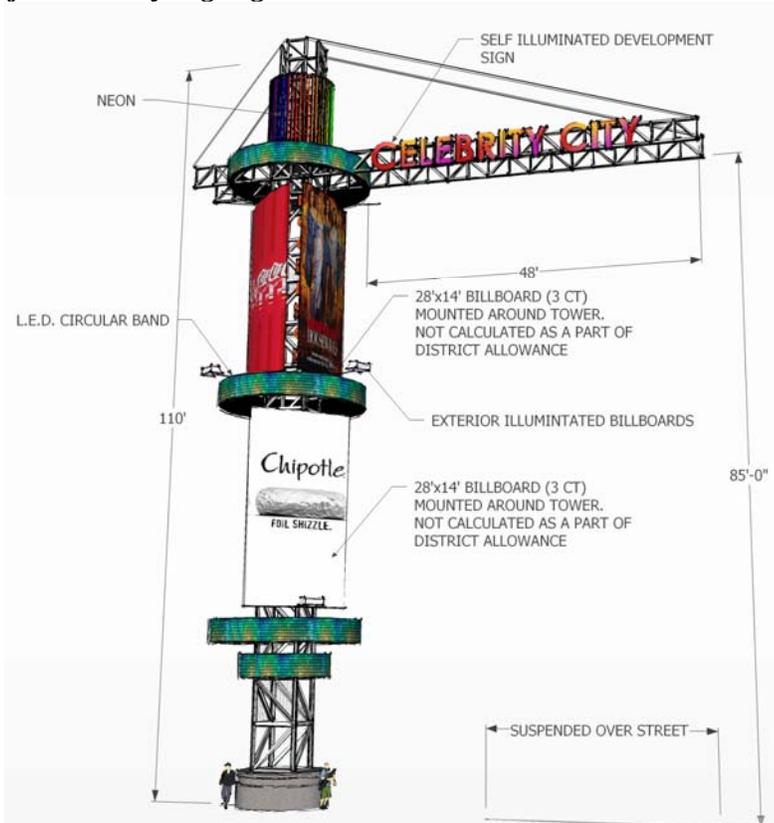
See sign matrix.

**Sign Locations**

See Master Sign Location exhibit which provides the locations and type. The Master Sign Location plan is divided into 6 distinct sign districts. Each district allows for unique signage and a new design approach for this unique project. Each District provides sign criteria that creates vibrant and dynamic activity zones for social interactions, outdoor dining, shopping, special events, and/or casual performances. *Celebrity City* is depends on signage to create an ambiance.

**Sign Types**

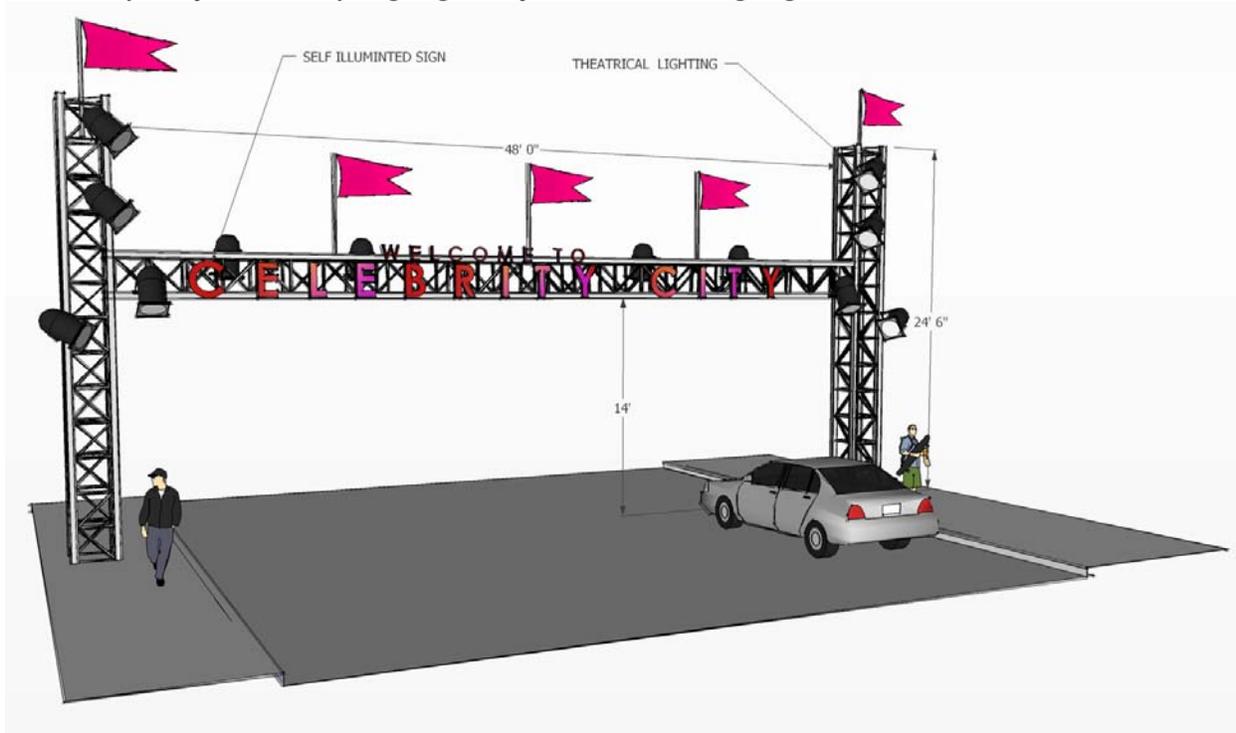
**Primary Project Identity Signage/Media Towers**



Primary project identification of *Celebrity City* will occur through two Media Towers which are placed on the interior of the development at an urban scale for viewing from vehicles. These towers will be sculptural elements that will create the urban scale icon that distinguishes the

*Celebrity City* development. The project's identity monuments will serve as urban landmarks that are civic and artistic in character to reflect the dynamic *Celebrity City*. The design of this sign is intended to convey the project's name and build on the entertainment nature of the overall development. These towers will include the project's name and multiple advertisements and thematic elements. (Except for the project name, no advertisement will be mounted at a height above the highest architectural feature on an adjacent building). The Media Towers may have up to 6 billboards which may allow on and/or off-site advertisement. Each individual billboard shall be limited to a maximum of 14-feet by 28-feet and shall be in general conformance with the above referenced conceptual design. Any Media Towers exceeding 50-feet in height shall be subject to FAA approval prior to issuance of any permits from the City of Phoenix.

***Secondary Project Identity Signage/Project Entrance Signage***



The secondary project identity signs/project entrance signs are located at the internal roadway entrances and intersections and announce ones arrival to *Celebrity City* development. This sign is smaller in scale than the Primary project identification/Media Towers and is intended to provide project main street identification as people approach the development. This sign element can be both mounted to an architectural element or be freestanding. They will be sized to be read by passing motorist and appear as an integral visual design element of the development.

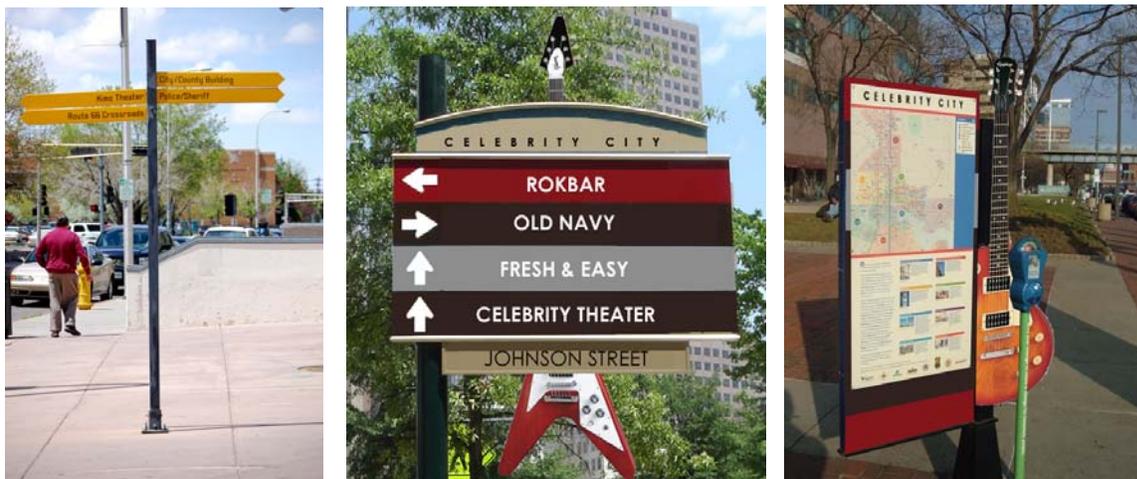
### *District Identity Signage*



The District identity signs are the main identification sign structure for individual districts within the project. These elements will be located at the internal roadway entrances and intersections and announce ones arrival to an individual district within *celebrity city*. This sign element can be mounted to an architectural element, be freestanding or pole mounted. They will be sized to be read by passing motorist and pedestrians and appear as an integral visual design element of the development.

### *Wayfinding Signage*

Wayfinding Signage is provided for and in order to give directional information to visitors of *Celebrity City*. Vehicular and pedestrian Wayfinding signage will be internal and will be designed as a cohesive package which will incorporate common elements such as color, iconography, pictograms, and typography. Vehicular directional signs will be positioned at primary entrances, intersections and key locational points to minimize driver confusion. Pedestrian Wayfinding signage will also direct/guide visitors to their primary destination and/or points of interest. These types of signs will be placed within walkways, public amenities, and internal street intersections. These signs may be pole mounted, freestanding and/or attached to a building or architectural surfaces. [No sign that hangs over or spans a pedestrian walkway may be mounted below 8-feet.]



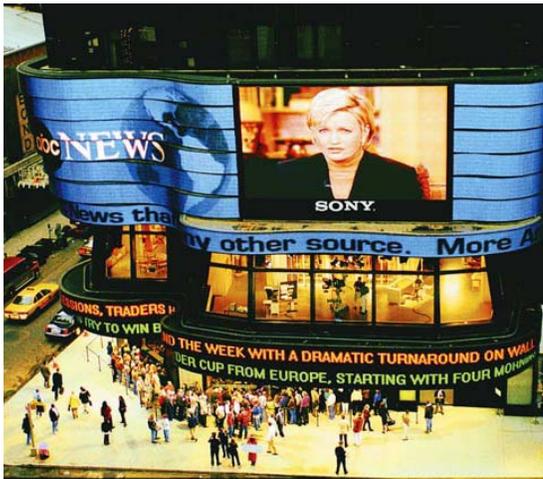
### ***Murals***

Murals depicting art will be incorporated on buildings or parking garages. They will be incorporated into the project to assist in reducing the scale of the larger walls that are part of the development. These murals will contain elements that do not advertise or associate with a specific business or product. These graphics will be designed in varying sizes using vertical and horizontal configurations.



### ***Electronic (Animated) Message Center (E.M.C.) Signage***

Electronic Message Center will be a high resolution LED Unit. The resolution will be a minimum of 25 mm and at least 3' in overall height. The unit will be installed at a minimum of 8'0" above grade in pedestrian areas and 16'4" over vehicular entrances. The uses are to promote the activities, products, merchants and services of Celebrity City and the Community. Electronic LED billboards have many distinctive advantages including the ability to display animation which creates visual interest and energy. Animated signage will be integrated into the ***Celebrity City*** project in order to communicate messages and display images to help to create a distinct urban entertainment district which is vibrant and consistent with the active and lively outdoor environment. The intent is to use this signage to create a dynamic district environment that is developed around music, entertainment & arts, restaurants and lounges, hotels, retail and office. These electronic forms of communication may be freestanding and/or may be attached to a building or architectural surface. No sign that hangs over or spans a pedestrian walkway may be mounted below 8-feet. All Electronic Message Center signage mounted within 50' of an external intersection (32<sup>nd</sup> street & Van Buren, Fillmore & 32<sup>nd</sup> Street) will maintain a refresh rate greater than 8 seconds. (LED Band is exempted).



**LED Band**

There will be an approximately 3,000 linear foot “Light Sculptural” element that will snake throughout the property; floating above pedestrians to provide shade and visually connect and physically link the pedestrian elements between various buildings. This sculptural element will be illuminated with LEDs (or similar) and provide a visual organic-light show, with an

occasional advertisement. Shade will be incorporated to create a hospitable environment for the pedestrian. The development is arranged along the orthogonal city grid. The one element that is designed to create a stark contrast to that rectilinear geometry is the “LED Band.”

The LED component of the “Band” will vary in height from 36” to 72”. The clearance span over internal streets will be a minimum 14’. The maximum height of the entire structure will be 20’. The “Bands” illuminated animated features will operate from 10am-2am or ½ hour after the States legal Alcoholic sales cease, whichever is earlier.

**Billboards**

The goal of Celebrity City is create a vibrant and dynamic urban environment which includes pedestrian-oriented commercial, hotels, and offices districts. The unique characteristics of the districts offer a true spectrum of uses in a planned dynamic and energetic environment. The Entertainment Plazas are pedestrian-oriented to create an atmosphere of excitement and intrigue similar to that of Fremont Street in Las Vegas Nevada. These Plazas are programmatically laid out so to be insulated in the development and to minimize impact on any surrounding neighborhoods. The unique districts provide the opportunity for some creative approaches to on and off site advertisement and billboard design within the *Celebrity City* project. *Celebrity City* will have several large scaled building mounted and roof mounted billboards, which will vary in dimension. These signs will help set the ambiance for an entertainment environment with a commercial advertisement campaign for those who visit the development.

Some of these billboards will be mounted on the roofs/parapets of buildings and possibly suspended in front of buildings. The billboard signage will be large-scaled and will be properly lit at night as directed in the previous sections. Location of this type of signage has been selected to keep the majority and intensity of signage directed towards the interior of the development, and to minimize any potential impact to an adjacent single family neighborhood. These billboards may advertise on and off-site businesses, on or off-site advertisement products, events, services or may be artistic in nature. Roof mounted billboards will not be permissible to face or orientate towards 30<sup>th</sup> Place nor orientate north towards Fillmore west of the internal street designated Celebrity City Way, unless the roof mounted billboard is blocked or below the adjacent building roof-line to eliminate being seen from across 30<sup>th</sup> Street and/or Fillmore residents.



### ***Ground Mounted Billboards***

There is an opportunity for a select few ground mounted billboards. Permissible locations are noted on the signage plan. These billboard dimensions will be 14'x 48' and the bottom of the sign can not be mounted 48" above grade. These Billboards may advertise on and off premise business and services. LED billboards meeting these dimension will be permissible at those locations. There will be a total of four ground mounted billboards allowed on the site. The first billboard would be erected so long as there is at least 50,000 square feet of building square footage on the site. Thereafter, with the construction of 25,000 square feet of building square footage a second billboard would be allowed. The third billboard would be allowed with the construction of another 100,000 square feet and the four billboard would allowed with another 100,000 square feet of building square footage. Exact location of these signs shall be subject to Planning & Development Services Department review. In making determination as to location, Planning & Development Services Department shall address safety, visibility, and access concerns.



*Example of Ground Mounted Billboards.*

### ***Signs with 3D Extension***

Given the entertainment/musical nature of *Celebrity City*, there will be opportunities to hang or suspend large scaled replicas of musical instruments (or similar elements) off the façade of buildings. These three-dimensional objects create a vibrant and lively environment and are obviously artistic and recreational in nature. They would not be permitted to extend above and adjacent buildings parapet height. These sign may include musical instruments and any illumination (neon, etc.) must be turned off at the same time as the LED Band feature. Flexibility as to the size of these objects is requested, however, their square footage is mentioned in the signage matrix. These signs may be allowed anywhere they may be allowed above Billboard. These elements will not be allowed to suspend over and into a public R.O.W. They will be limited to a maximum height of 48'-0". No portion of this signage element can be mounted under 12'-0" as to provide adequate clearance for pedestrian and vehicles.



### ***Parking Garage/Structure Signage***

This type of signage is intended to identify the parking structure. Each parking garage/structure (above and below ground) will be allowed one identification sign at the entry point. Signage may include structure/project name, entrance and/or exit locations. Each interior level will be allowed up to an additional 200 square feet of surface mounted advertisement signage. Garage roof decks may have billboard signage mounted to them.



### ***Office Signage***

This signage is intended to allow adequate identification of businesses and establish a common set of standards for the benefit of tenants. Office signage will subscribe to two programs.

1) Office-Monument & Building Street Level: The office monuments are intended to advertise the office building. One ground mounted sign will be permitted per each building. This sign may include the name of the project, single tenant identification or multi-tenant identification. Building Street Level mounted signs may be located at the primary entrance of the building or up to 25-feet above ground floor on any building facade. Auxiliary signs such as Main Entrance signs, etc can also be mounted to the outside of the building.



2) Office-Upper Level: These types of signs may be used to identify the structure. These signs are permitted on all applicable elevations with sign size differing depending on exposure and legibility. All upper level signs can utilize internally illumination or non-illuminated pan channel, reverse channel or cut-out dimension letters. Illumination can be neon, back-lit or LED. Logo types can be fabricated using free-form sign cabinets that are illuminated with fluorescent or other forms of internal illumination.



**Hotel Signage**

These sign are intended to identify the specific hotel user. Hotel signage will subscribe to three types. 1) Hotel monument signs: These signs shall be permitted at the entrance to the property to identify the Hotel; 2) Street Level signs: may be positioned on the building’s façade or entry or up to 25-feet above ground floor on any building facade. Auxiliary signs such as Spa, Ballroom, Meeting Room, Main Entrance signs, etc can also be mounted to the outside of the building; and 3) Upper Level sign: These types of signs may be used to identify the Hotel user. These signs are permitted on all applicable elevations with sign size differing depending on exposure and legibility. All upper level signs can utilize internally illumination or non-illuminated pan channel, reverse channel or cut-out dimension letters. Illumination can be neon, back-lit or LED. Logo types can be fabricated using free-form sign cabinets that are illuminated with fluorescent or other forms of internal illumination.



*Examples of street level signage.*



*Examples of upper level signage.*

***Residential/Condo Signage***

This type of signage is intended to identify the specific residential project. Sign design shall compliment the architectural theme of the project. Project monument signage and street level signage may be positioned on the building's façade or entry. Residential signage will include street addresses and building names which can be applied to a freestanding wall or structure, building facades, glass entries, canopies, or awnings. The building name may be identified at each primary entrance.



***Light Projection***

Light Projectors and/or other light producing devices will be used to transmit large scale images and advertising on buildings and sidewalks. Projectors will shut off at the same time as the LED Band.



***Dynamic Rooftop Mounted Signage***

**Celebrity City** proposes a unique retro sign element which involves rooftop mounted project and tenant identification signs. This style of signage is defined as a sign that is roof mounted and typically 3-D in nature and projects away from the building façade. These signs will be selectively located on parapets of key buildings at specific locations throughout the project and will reflect the architectural and urban design element. Any Dynamic Rooftop Mounted Sign

exceeding 50-feet in height shall be subject to FAA approval prior to issuance of any permits from the City of Phoenix.



***Tenant Signage (Building-mounted)***

Individual tenants will be allowed to place signage anywhere within the designated signage area, per the Signage District Master Plan. If signage and/or graphics are located within a window area, their intent should be to only augment the display of merchandise and be within the physical window opening. Signage applied directly to storefront glass should have matching letters and features on both sides of the glass to create a finished look as viewed from both sides.

Most retail tenants will be encouraged to install 3-D signs. Signage will be allowed to be placed on the façade adjacent to the business' advertising. The minimum square feet per tenant shall be 50 square feet. Individual tenants will be allowed 3 square feet for every linear feet of store/tenant frontage along a public, private or internal sidewalk. Signs must be mounted above 9'-0" from the adjacent street sidewalk or sidewalk. Identification of tenant will include: Fascia mounted signs, glass storefronts identity applications, perpendicular shingle signs, awnings and wall mounted signs.



**Shingle Signage**

*Celebrity City* will have “shingle” signs that advertise a business and help signify its entry for customers. This type of sign is intended to hang in front of each individual business. Each business will be allowed one “shingle” sign per patron entry and can only be mounted at that entry or perpendicular to the patron entrance. Signs will be mounted under an arcade, canopy or awning depending upon the architectural design. Signs will be limited to 6 square feet and the lowest point must be mounted 9’-0” above grade. Signs must have graphics on both sides so as to allow its reading from either direction. These signs do not count against any other signage allotment per the Signage District program (mentioned above).



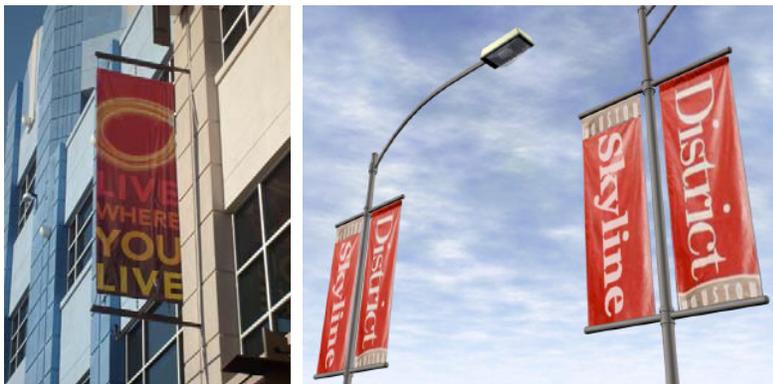
***‘A’ Frame Signage***

This ‘A’ Frame Sign program will allow any business under 2,000 square feet in net size, one ‘A’ frame sign to be placed on sidewalk in front of their establishment. This is a retro urban feature which will give a unique feel to **Celebrity City**. ‘A’ frame signs cannot be placed on any sidewalk within 50’ of 32<sup>nd</sup> Street or Van Buren so as to control any “clutter” directly along the arterial streets. Signs will be restricted to a maximum of 32”x48” (standard dimension) in size. These signs do not count against any other signage allotment per the Signage District program (mentioned above). “A-Frame” signs shall be secured to the ground and/or weighted down in order to avoid being blown down. “A-frame signs may not be displayed during non business hours.



***Promotional/Banners/Pole Signage***

This type of signage is temporary, and to be used for festival and events. This type of signage may consist of fabrics, mesh or metal banners that are attached to either light poles or building facades throughout the **Celebrity City** development. This style of signage may include the project’s name and/or event. If signs are to be mounted to light poles, light poles will be designed to structural support banner(s).



### Window Graphics

Graphic designs on a window may be incorporated into or applied to glazing, provided that it does not exceed 50% opacity.



### Lifestyle Graphics

This will contain graphics that do not advertise or associate with a specific onsite business or product and contain no implied advertising copy. These graphics are placed to enhance and tie into the music/Rock-n-Roll theme of *Celebrity City*.

The following are acceptable examples of Lifestyle graphics:

Album Cover Art – *Celebrity City* will be papered with large scaled images that replicate current and past album covers. Sizes will vary but will conform to signage district standards.

Concert Images – It will be permissible to mount static images from live musical concerts and moments in rock and roll history.

Musician and Hollywood Personalities & Places – These allowable graphics depict iconic, press images of famous musicians, and Hollywood personalities throughout history. Examples include but are not limited to: the Beatles debarking a plane for the first time in New York, Disco Demolition, Elvis in the Military, Marilyn Monroe's skirt flying up over the exhaust grate. etc





### ***Building Wraps***

These types of advertisement present unique opportunities of awareness and visibility. These wraps are printed on vinyl that has a relatively open weave for windows. The advantages of this type of technology are numerous. When used for a building wrap, occupants of the building are able to see outside, but from outside one cannot see in; the design appears as a solid image. Wind can easily pass through the lightweight mesh. It is as durable as regular vinyl and can withstand the weather. The large scaled nature of this type of advertisement can create a real scale shift between the pedestrian and a building. Its size and scale will be limited as a part of the allowance in the signage matrix; depending upon whether it advertises or is environmental in nature will decide its scope and size, but building wraps will be allowed in all signage districts.



*Examples of building wraps*



***Retail Kiosk Signage***

*Celebrity City* will develop a Retail Kiosk program which offers flexibility for smaller scaled retailers that sell specific items/services. These Retail Kiosks will be limited to a maximum footprint of 150 square feet. Retail Kiosk signage shall be allowed up to 28 square feet of signage to be distributed on any elevation of the Retail Kiosk.



***Temporary Signs***

Temporary signs shall be approved by the Landlord in writing. Temporary sign permits shall be issued only for the period of active use of the sign, and a permit shall not be issued for a period to exceed one year. Such signs may include, but are not limited to Development, Contractor or Subcontractor signs, Lease and Rent signs, No Trespassing signs, Political signs, Coming Soon, Now Open and Grand Opening signs. Signage will not be regulated by the district standards.

Temporary Banner Display: approved sizes 60 square foot maximum area, signage does not count against the district allowance.



**Prohibited Signs**

The following signs are not permitted in *Celebrity City* except as provided elsewhere in this sign program.

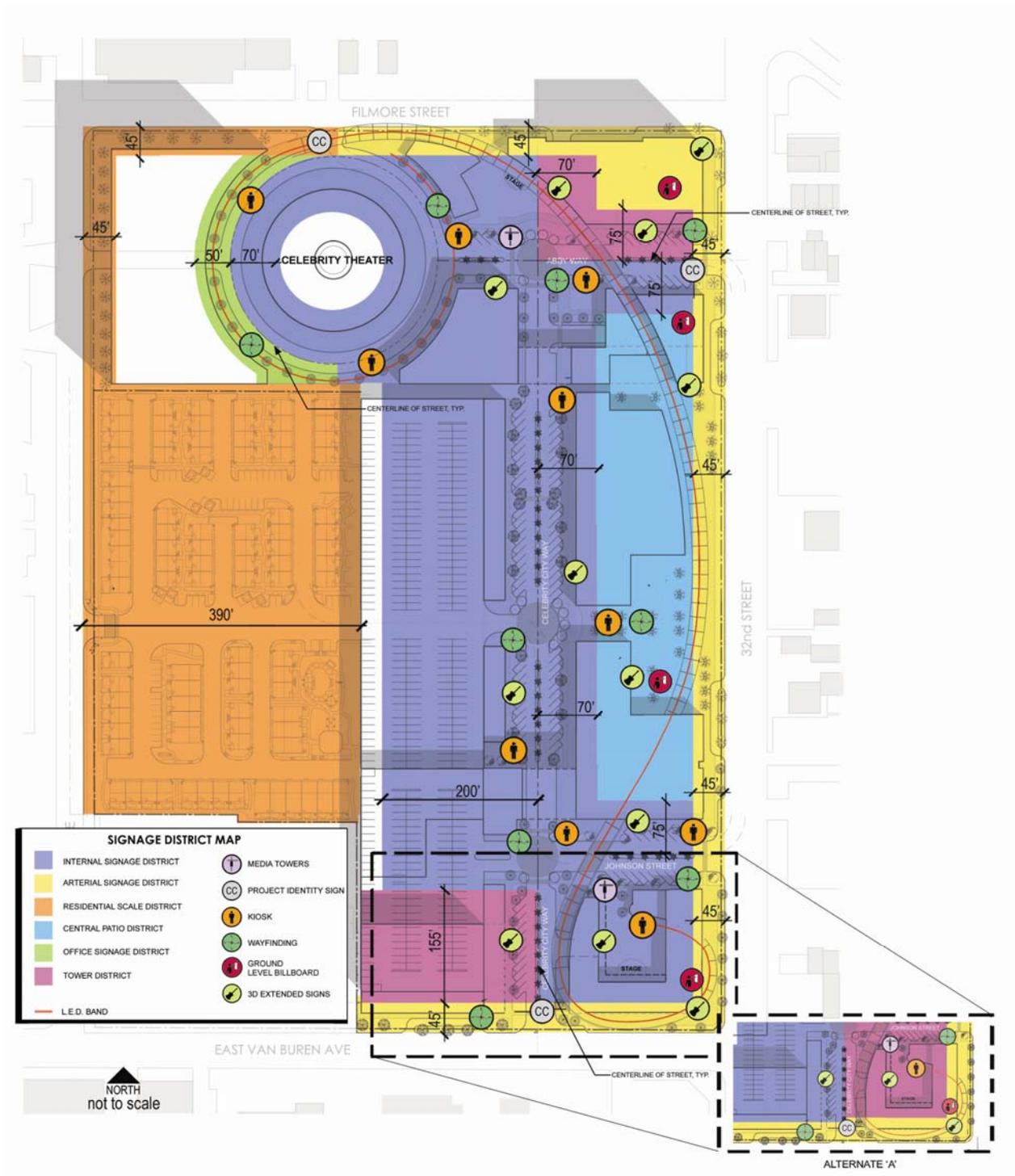
- A. Signs which occupy or project into public right-of-way.
  - (1) No sign shall occupy public property in any manner, nor shall any sign extend across a property line where such property line borders a public street, road, or sidewalk.

- However, wall signs may be allowed to project a maximum of eighteen inches into any such public right-of-way provided the bottom of such wall sign is at least eight feet above grade.
- (2) Planning & Development Services Department personnel may, without notification, cause to be removed any temporary or portable sign erected upon or projecting into public property.
- B. Projecting signs lower than eight feet above grade. No projecting sign shall be erected with the bottom of such sign closer than eight feet to ground grade level and below 14 feet over an internal street.
- C. Signs which pose a traffic hazard. No sign shall be erected, operated, used or maintained which:
- (1) Due to its position, shape, color, format, or illumination, obstructs the view of, or may be confused with, an official traffic sign, signal, or device or any other official sign.
  - (2) Displays lights resembling the flashing lights customarily associated with danger or those used by police, fire, ambulance, and other emergency vehicles.
  - (3) Uses in a manner which may confuse motor vehicle operators, such as the words "stop," "warning," "danger," "turn," or similar words implying the existence of danger or the need for stopping or maneuvering.
  - (4) Creates in any other way an unsafe distraction for motor vehicle operations.
  - (5) Obstructs the view of motor vehicle operators entering a public roadway from any parking area, service drive, alley, or other thoroughfare.
- D. Vehicle-mounted signs. Except as provided elsewhere in this section or specifically exempted by other sections of the City Code, signs mounted upon, painted upon, or otherwise erected on trucks, cars, boats, trailers, and other motorized vehicles or equipment shall be regulated as ground signs and signs mounted upon a trailer chassis with or without wheels shall be considered to be prohibited.
- E. Signs which interfere with visibility at street intersections or driveways as defined by the City of Phoenix, Section 705 A.3 Table B-1. At all public street intersections, there shall be no sign erected between the heights of three (3) feet and ten (10) feet and no obstruction to vision between those heights other than a single post or column which does not exceed twelve (12) inches in its greatest cross sectional dimension, within the visibility triangle formed by the lot lines on the street side of such lot and a diagonal line joining points on such lot lines at distances from the point of their intersection.
- F. Inflatable signs or other graphic devices.
- G. Signs that are not approved by the Celebrity City Master Developer or its approved Assignee or Successor.
- H. Paper, Cardboard or Styrofoam.
- I. Signs with gold or silver plastic trimcaps that contrast with letters.
- J. Any sign installed by non-insured, non U.L. certified manufacturer.

### **Signage – General Requirements**

The regulations, requirements and provisions set forth in this section shall apply to all signs erected, placed or constructed within *Celebrity City*.

- a. All signs shall comply with the unobstructed view easements requirements of the City of Phoenix.
- b. All signs shall be structurally designed, constructed, erected and maintained in accordance with all applicable provisions and requirements of the City of Phoenix Building Codes.
- c. Signs shall not be located in a manner which interferes with pedestrian travel or poses a hazard to pedestrians.
- d. All signs and sign structures shall be maintained in good order, repair, and appearance at all times so as to not constitute a danger or hazard to the public safety or create visual blight.



***Sign District Map***

District Name	District Color	Location	Description	Signage Allowance *	On Premise Advertising	Off Premise Advertising
Internal Signage District		As noted on plan (Johnson Street, Abby Way and Celebrity City Way)	Internal streets that are not visible from the exterior of the development, keeps the frenetic signage internally contained.	unlimited	P	P
Arterial Signage District		As noted on plan (32 <sup>nd</sup> St, Van Buren & parts of Fillmore)	District for the periphery of the development that borders other commercial districts.	25% maximum	P	P
Residential Scale District		As noted on plan (30 <sup>th</sup> Place and parts of Fillmore)	District for the periphery of the development that borders a school and residential development.	2% maximum, and up to 2 District Identity Monument signs allowed at 200 sf.	P	NP
Central Patio District		As noted on plan		50% maximum	P	P
Office Signage District		As noted on plan	District for the purposes of advertising office tenants. Only tenants of the buildings are permissible to advertise in this district.	7% maximum	P	NP
Tower District		As noted on plan	Graphics that cover large portions of the building.	20% for all signage except "lifestyle graphics" allowed for and additional 70% of all exposed windows in the designated district.	P	P

NP – Not permitted  
P – Permitted  
n/a – not applicable

\* See Signage Calculation Example Diagram. Signage is presented and regulated as a percentage of building elevation.

Sign Type	Function	Location	Districts					#	Mounting Height max	Max Size	Illumination	Counts towards district allowance	Materials
			Internal	Arterial	Residential	Central Patio	Office						
Primary Project Identity Signage/Media Tower	Project Identification	As noted on plan	n/a	n/a	n/a	n/a	n/a	As noted on plan	110 ft. Maximum	See exhibit	no	Steel or aluminum construction plex	
Secondary Project Signage/Project Entrance	Project Main Street Identification	As noted on plan	n/a	n/a	n/a	n/a	n/a	As noted on plan	Up to 40 ft. arching display	See exhibit	no	Steel or aluminum construction plex	
District Identity	Visitor orientation to District		P	P	P	P	NP	Up to 4 per district	Up to 20 ft	200 sq ft Maximum Per sign	no	Steel, aluminum construction plex, stone and/or wood	
Wayfinding	Vehicular-vehicle navigation through project. Pedestrian-Guide walking visitors through district.	As noted on plan	n/a	n/a	n/a	n/a	n/a	As noted on plan	Street level or maximum 30 ft.	100 sq ft Maximum per element	no	Steel, aluminum construction plex, stone and/or wood	
Murals	Display graphics - Art themes	Any where in the allowable district	P	NP	NP	P	NP	Varies	Maximum building height	No limitation	yes		
Electronic (Animated) Message Center E.M.C.	Communicate graphics & development functions to community	Any where in the permissible district	P	P	NP	P	NP	No quantity limitation	Up to 16 ft above parapet roof line not to exceed 100'	No limitation	yes	LED Lighting	
LED Band	Project theme banding	As noted on plan	n/a	n/a	n/a	n/a	n/a	1 (Phased)	See exhibit	Varies	no		
Billboards	Communicate graphics & development functions to community	Any where in the permissible district	P	P	NP	P	NP	No quantity limitation	16 ft above parapet roof line. Not to exceed 100'	Varies. Billboard signage may be mounted to Garage roof decks.	yes	Steel, aluminum construction plex, stone and/or wood	

n/a – not applicable

P – Permitted

NP – Not permitted

Sign Type	Function	Location	Districts					#	Mounting Height max	Max Size	Illumination	Counts towards district allow- ance	Materials
			Internal	Arterial	Resid- ential	Central Patio	Office						
Retail Kiosk	Identify Vendors in Kiosk	As noted on plan	n/a	n/a	n/a	n/a	n/a	Varies	150 sq ft	Internally illuminated or Non-illuminated	no	Steel, aluminum construction plex, stone and/or wood	
Signs with 3D Extension	Display element for tenants or Art themes in a 3d fashion	As noted on plan	P	P	NP	P	NP	Per plan	No limitation	Internally illuminated or Non-illuminated	no	Steel, aluminum construction plex, stone and/or wood, LEDs	
Parking Garage/Structure	Parking Structure Identification	Any where in the permissible district	P	P	NP	P	n/a	Varies	No limitation	Internally illuminated or Non-illuminated	yes	Steel, aluminum construction plex, stone and/or wood	
Office-Monument & Building Street Level	Identify Office Building & Business	Any where in the permissible district	P	P	NP	P	P	Up to 4 per district	65 sq ft per Sign	Internally illuminated or Non-illuminated	yes	Steel, aluminum construction plex, stone and/or wood	
Office-Upper Level	Identify Office Building & Business	Any where in the permissible district	P	P	NP	P	NP	1 per building side	Office – 400 sf per side	Internally illuminated or Non-illuminated	yes	Steel, aluminum construction plex, stone and/or wood	
Hotel-Monument	Hotel operator Identification	Any where in the permissible district	P	P	NP	NP	P	Up to 2 per operator	100 sq ft for Monument	Internally illuminated or Non-illuminated	yes	Steel, aluminum construction plex, stone and/or wood	
Hotel- Street Level	Hotel Identification	Any where in the permissible district	P	P	NP	NP	P	Varies	Hotel Building - 1000 sq ft	Internally illuminated or Non-illuminated Neon, Fluorescent LED	yes	Steel, aluminum construction plex, stone and/or wood	
Hotel-Upper level	Hotel Identification	Any where in the permissible district	P	P	NP	NP	P	No quantity limitation	No limitation	Internally illuminated or Non-illuminated Neon, Fluorescent LED	yes	Steel, aluminum construction plex, stone and/or wood	
Residential/Condo signage	Identify residential/condo buildings	Any where in the permissible district	P	P	P	P	NP	No quantity limitation	250 sf	Internally illuminated or Non-illuminated	yes	Steel, aluminum construction plex, stone and/or wood	

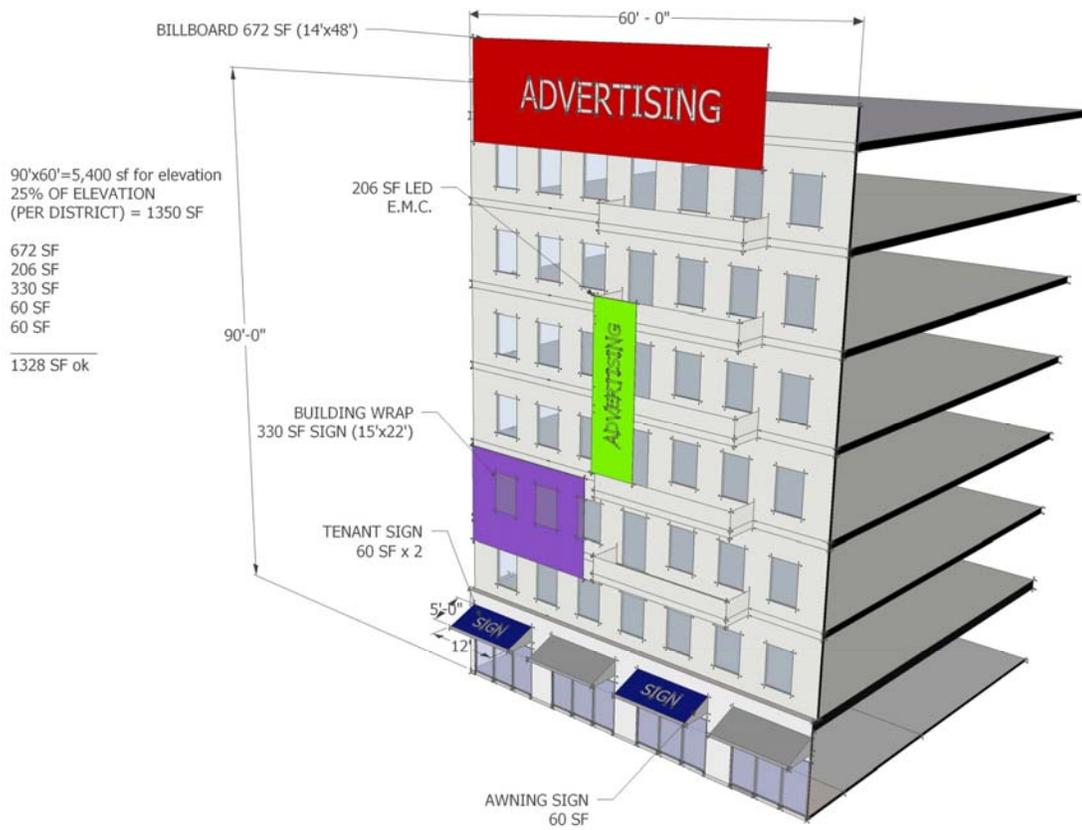
NP – Not permitted  
P – Permitted  
n/a – not applicable

Sign Type	Function	Location	Districts						#	Mounting Height max	Max Size	Illumination	Counts towards district allowance	Materials
			Internal	Arterial	Residential	Central Patio	Office	Tower						
Light Projection	Display element use to transform the night ambiance	Any where in the permissible district	P	NP	NP	P	NP	No quantity limitation	n/a	n/a	Internally illuminated or Non-illuminated on to building walls, ground or built surface	no	n/a	
Dynamic Rooftop Mounted Signage	Large Scaled building and tenant identification	Any where in the permissible district	P	NP	NP	P	NP	Up to 3 per district	Maximum 20' above parapet	n/a	Internally illuminated or Non-illuminated	yes	Steel, aluminum stone and/or wood, plastics	
Tenant (Building-mounted)	Tenant Identification	Any where in the permissible district	P	P	P	P	P	No quantity limitation	Up to parapet height	See Sign Calculation Example Diagram. Min. 3-ft for 1 linear ft.	Internally illuminated or Non-illuminated Neon, Fluorescent LED	yes	Steel, aluminum acrylic, vinyl, stone and/or wood	
Shingle	Tenant Identification	Any where in the permissible district	P	NP	NP	P	NP	One per tenant	8' to 12'	Up to 6 sq ft per sign	Internally illuminated or Non-illuminated	no	Steel, aluminum construction plex, stone and/or wood	
'A' Frame	Tenant Identification	Any where in the permissible district	P	NP	NP	P	NP	One per tenant	Ground level	Up to 11 sq ft per sign, 32" x 48"	Non-illuminated	no	Steel, aluminum construction plex, and/or wood	
Promotional/Banner/Pole	Temporary, Identification or display of special events, festival or shows	Any where in the permissible district	P	NP	NP	P	NP	40 max	Varies	28 s.f max per sign	Non-illuminated or up or down lighting	yes	Fabric, mesh, Steel, aluminum construction plex, stone and/or wood	
Window Graphics	Storefront display graphics for tenants or Art themes	Any where in the permissible district	P	P	NP	P	P	No quantity limitation	Varies	Limited to physical dimensions of window	Non-illuminated	yes	Varies-must be at least 50% translucent	
Lifestyle Graphics	Thematic Enhancement of Celebrity City	Any where in the permissible district	P	P	NP	P	NP	No quantity limitation	96'	No limitation	Internally illuminated, Non-illuminated or ground mounted illumination	yes	Steel, aluminum construction plex, stone and/or wood Vinyl, digital graphic print	

NP – Not permitted  
P – Permitted  
n/a – not applicable

Sign Type	Function	Location	District					#	Mounting Height max	Max Size	Illumination	Counts towards district allowance	Materials
			Internal	Arterial	Residential	Central Patio	Office						
Building Wraps	Window applied graphics	Any where in the permissible district	P	P	NP	P	NP	P	Limited to physical dimensions of window	Non-illuminated	Yes, Temp wraps do not	Vinyl, steel fabric.	
Ground Billboards	Communicate graphics & development functions to community	As noted on plan	n/a	n/a	n/a	n/a	n/a	n/a	14'x48'	Externally illuminated	no	Steel, aluminum construction piec, stone and/or wood	
Retailer Storefront Window sign	Contact info and store hours	Within the storefront window or door	P	P	P	P	n/a	n/a	2 sf per sign	Non illuminated	no	Vinyl and metal	
Retail Tenant Address	The address number of ground level commercial tenants	Centered over the door on any business's entry	P	P	P	P	P	1 per tenant public entry	3' high letters Font to be approved by master developer	Non illuminated	no	Vinyl and metal, frosted glass	
Temporary Signs	Signs that advertise available spaces for lease or an impending tenant.	Any where in the permissible district	P	P	NP	P	n/a	n/a	60 sq ft	Non illuminated	no	Vinyl and metal, frosted glass plastic	

NP – Not permitted  
P – Permitted  
n/a – not applicable



**Signage Calculation Example Diagram**

**J. 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 *Celebrity City*. Providing for a sustainable plant environment is important to the developers of *Celebrity City*. 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. *Celebrity City* has derived many of the following standards from the LEED program. The overall objective is to:

**City Enforceable Standards:**

- Develop a shading program where 75% of all pedestrian paths will receive relief from the sun at noon on the summer solstice. See the Development Standards section for greater clarification of shading.
- A minimum of 2% of total required vehicle parking spots, in preferred locations, are to be solely used by “Alternative fuel” vehicles (defined as vehicles that are powered with Natural Gas Hybrids or Electric).
- 80% of vehicle parking will be shaded, either in an above-grade garage or underground garage at full build-out.

**Practices endeavored to by the Developer: While not a mandatory requirement the following development practices are considered desirable and should be pursued where practicable.**

- Provide Water Efficient Landscaping (drought tolerant plants).
- Low water usage plumbing fixtures in the commercial retail units.
- Low ‘e’ double pane windows all windows in the development.
- Set up a distinct Recycling program for residences and commercial users. Provide distinct areas for the separation and collection of recyclable materials.
- Reduce “Heat Island” with light colored roofs to provide a minimum roof SRI (Solar Reflectance Index) rating of 78 for all low sloped roofs.
- Use ASHRAE 90.1 standards for building systems.
- Lighting

- Tungsten, halogen and mercury vapor lamp sources over 70 watts and incandescent sources over 150 watts should be fully shielded from any of the property boundaries.
  - Fluorescent fixtures for outdoor signage lighting should be mounted at the top of the sign and be partially shielded (cut-off); and should have a filter that controls special distribution.
- 
- o The buildings' HVAC systems should be designed to eliminate the usage of CFC's and CFC based refrigerants.
  - o Green roofs: roof gardens and plantings can contribute to reducing heat absorption into a building envelope.
  - o Using water based adhesives on all VCT and Vinyl flooring to minimize VOC off gassing.

**K. INFRASTRUCTURE**

*Celebrity City* is located at a major intersection of two significant arterials; 32<sup>nd</sup> Street and East Van Buren Street. When combined with freeway access (202), less than half a mile away, and a light rail station approximately a mile away; makes this development very accessible for the general public and potential residents. Great accessibility will prove to be an asset to the success of *Celebrity City*. There is no known grading and drainage, or City water/sewer issues at this point.

A traffic study has been 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:**

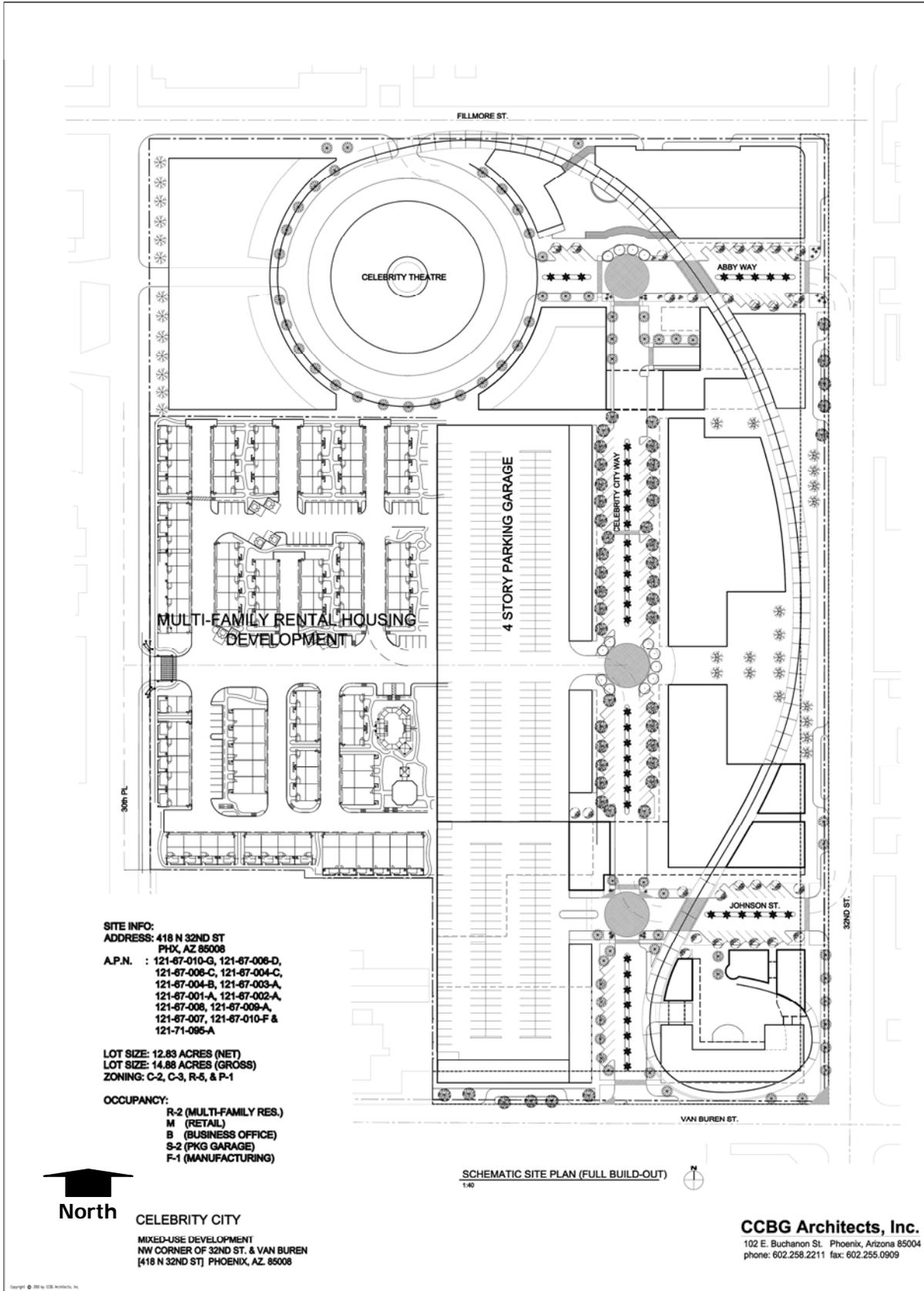
Water and wastewater infrastructure requirements will be determined at the time of the site plan or master plan review, when the final land-uses and urban design of the property in question have been clearly identified and proposed water demands and wastewater generation and infrastructure locations 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.

**L. PHASING PLAN**

As with any project of this size, *Celebrity City* will be phased in over a period of time- Forecasting the pace and composition of phases is a difficult proposition. Market conditions will dictate which portions of the development will be developed first. Therefore, development 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. However, any internal parcel being developed will provide sufficient ingress/egress to and from the surrounding street network.

**M. EXHIBITS**

O:\INDEX\Johnson\32-Van Buren\Docs\PUD booklet\5th Submittal\celebrity city PUD\_5th submittal\_FINAL Ver\_COMBINE version\_(10.15.09)Revised1.28.2011.doc



**SITE INFO:**  
**ADDRESS:** 418 N 32ND ST  
 PHX, AZ 85008  
**A.P.N. :** 121-67-010-G, 121-67-008-D,  
 121-67-006-C, 121-67-004-C,  
 121-67-004-B, 121-67-003-A,  
 121-67-001-A, 121-67-002-A,  
 121-67-009, 121-67-009-A,  
 121-67-007, 121-67-010-F &  
 121-71-095-A

**LOT SIZE:** 12.83 ACRES (NET)  
**LOT SIZE:** 14.88 ACRES (GROSS)  
**ZONING:** C-2, C-3, R-5, & P-1

**OCCUPANCY:**  
 R-2 (MULTI-FAMILY RES.)  
 M (RETAIL)  
 B (BUSINESS OFFICE)  
 S-2 (PKG GARAGE)  
 F-1 (MANUFACTURING)



**North**

**CELEBRITY CITY**  
 MIXED-USE DEVELOPMENT  
 NW CORNER OF 32ND ST. & VAN BUREN  
 [418 N 32ND ST] PHOENIX, AZ, 85008

**SCHEMATIC SITE PLAN (FULL BUILD-OUT)**  
 1/40



**CCBG Architects, Inc.**  
 102 E. Buchanan St. Phoenix, Arizona 85004  
 phone: 602.258.2211 fax: 602.255.0909

## Exhibit 1 – Comparative Zoning Table

Standards	Required	Proposed
Minimum Lot Dim. (Width & Depth)	None	None
Density	52.20 DU/Acre with Bonus (R-5 PRD)	Min 20 DU/Acre; Residential Low District
	96 DU/Acre (C-2 H-R)	Min 24 DU/Acre; Entertainment/Mixed Use District
<b>Building Setbacks</b>		
Front/Street	10 feet (R-5 PRD)	15 feet Residential Low District
	25-35 feet (C-2 H-R)	20 feet Entertainment/Mixed Use District
	25-35 feet (C-2 H-R)	0 feet Parking/Mixed Use District
	25-35 feet (C-2 H-R)	20 feet Hotel/ Mixed Use District
	25-35 feet (C-2 H-R)	20 feet Office /Mixed Use District
	25 feet (C-2)	20 feet Theater District
Side	0 feet (R-5 PRD)	10 feet Residential Low District
	25-35 feet (C-2 H-R) (if not a street)	0 feet Entertainment/Mixed Use District
	10 feet (C-2 H-R)	0 feet Parking/Mixed Use District
	10 feet (C-2 H-R)	0 feet Hotel/ Mixed Use District
	10 feet (C-2 H-R)	0 feet Office /Mixed Use District
	10 feet (C-2 H-R)	0 feet Theater District
Rear	0 feet (R-5 PRD)	10 feet Residential Low District
	25-35 feet (C-2 H-R)	0 feet Entertainment/Mixed Use District
	10 feet (C-2 H-R)	0 feet Parking/Mixed Use District
	10 feet (C-2 H-R)	0 feet Hotel/ Mixed Use District
	10 feet (C-2 H-R)	0 feet Office /Mixed Use District
	10 feet (C-2 H-R)	0 feet Theater District
Maximum Height	4 stories, 48 feet (R-5 PRD)	60 feet Residential Low District
	250 feet (C-2 H-R)	96 feet Entertainment/Mixed Use District
	250 feet (C-2 H-R)	60 feet Parking/Mixed Use District
	250 feet (C-2 H-R)	180 feet Hotel/ Mixed Use District
	250 feet (C-2 H-R)	96 feet Office /Mixed Use District
	2 stories, 30 feet (C-2)	30 feet Theater District
Lot Coverage	50% (R-5 PRD)	80% Residential Low District
	50% (C-2 HR)	No Maximum Entertainment/Mixed Use District
	50% (C-2 HR)	No Maximum Parking/Mixed Use District
	50% (C-2 HR)	No Maximum Hotel/ Mixed Use District
	50% (C-2 HR)	No Maximum Office /Mixed Use District
	50% (C-2)	No Maximum Theater District
Common Areas	Min. 5% of gross area (R-5 PRD)	Min. 10% of lot area Residential Low District
	None (C-2 H-R)	Min. 5% of lot area Entertainment/Mixed Use District
	None (C-2 H-R)	Min. 5% of lot area Parking/Mixed Use District
	None (C-2 H-R)	Min. 5% of lot area Hotel/ Mixed Use District
	None (C-2 H-R)	Min. 5% of lot area Office /Mixed Use District
	Min. 5% of gross area (C-2) (Sec. 615)	Min. 5% of lot area Theater District

## Exhibit 2 – Legal Description

County Parcel: 121-67-007, 121-67-009-A, 121-67-008, 121-67-002-A, 121-67-001-A

PARCEL NO. 1:

Lot 1, or UNEEDA TRACT, according to the plat of record in the office of the county Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14.

PARCEL NO. 2:

The East half of that certain alley shown on a plat on UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21, lying between the West prolongation of the North line of Lot 1, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34, of Maps, Page 14 and the West prolongation of the South line of said Lot 1, abandoned by Resolution of the Council of the City of Phoenix, a certified copy of which was recorded in 84-118813, of Official Records, records of Maricopa County, Arizona.

PARCEL NO. 3:

The South half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the East 7 feet thereof.

PARCEL NO. 4:

The North half of Lot 3, of UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21;

EXCEPT the East 7 feet thereof.

PARCEL NO. 5:

The South half of Lot 3, of UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21;

EXCEPT the East 7 feet thereof.

PARCEL NO. 6:

That portion of the East half of the alley abandoned by Resolution No. 16331 recorded in 84-118813, of Official Records of Maricopa County, Arizona, lying between the Westerly prolongation of the North line of the south half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the county recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14 and the Westerly prolongation of the South line of Lot 3, of UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21.

PARCEL NO. 7:

Lots 22 through 27 and Lots 45 through 47, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa county, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the South 10 feet of the West 70 feet of Lot 45.

PARCEL NO. 8:

That portion of Thirty-first Street as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West Prolongation of the South line of Lot 22 to the south line of Lot 27 and the South line of Fillmore Street, abandoned by Resolution of the Council of the city of Phoenix, a certified copy of which was recorded in docket 1971, Page 296, records of Maricopa County, Arizona.

PARCEL NO. 9:

That portion of the North-South alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West prolongation of the South line of Lot 27 to the South line of Lot 45 and the West prolongation of the North line of Lot 25 to the North line of Lot 47, abandoned by Resolution of the Council of the City of Phoenix, a certified copy of which was recorded in Docket 1971, Page 296, records of Maricopa County, Arizona.

PARCEL NO 10:

The North half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the EAST 7 feet.

PARCEL NO. 11:

The North 9 feet of Lots 21, 28, and 44, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

Except the North 9 feet of the West 70 feet of said Lot 44.

PARCEL No. 12:

The West half of that certain alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the East prolongation of the North line of Lot 24 of said UNEEDA TRACT and the East prolongation of the south line of Lot 22 of said UNEEDA TRACT, abandoned by resolution of the Council of the City of Phoenix, a certified copy of which was recorded in 83-118813, of Official Records, records of Maricopa County, Arizona.

PARCEL NO. 13:

The East half of that certain alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West prolongation of the North and South lines of the North half of Lot 2 of said UNEEDA TRACT, abandoned by Resolution of the Council of the City of Phoenix, a certified copy of which was recorded in 83-118813, of Official Records, records of Maricopa County, Arizona.

**County Parcel: 121-67-006-C, 121-67-006-D**

The North 20 feet of Lot 7, UNEEDA ACRES AMENDED, according to the plat of record in the office of the county Recorder of Maricopa county, Arizona, in Book 11 of Maps, at page 21 thereof. TOGETHER WITH all of the abandoned alley as shown on the plat, which lies between the westerly prolongation of the North and South lines of the North 20 feet of Lot 7.

AND

The West one-half (W ½) of the abandoned alley shown on said plat of UNEEDA ACRES AMENDED, according to the plat of record in the office of the county recorder of Maricopa County, Arizona, in Book 11 of Maps, at page 21 thereof, lying between the westerly prolongation of a line 9'-0" South of the North line of Lot 4 and the westerly prolongation of the South line of Lot 6.

**County Parcel: 121-67-010-G**

PARCEL NO. 1:

The South 80 feet of Lot 7, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona;

EXCEPT the East 7 feet.

PARCEL NO. 2:

Lots 8 to 20 inclusive; Lots 29 to 33, inclusive; Lots 39 to 43 inclusive, and Lots 21, 28, and 44, Except the North 9.0 feet thereof; and the North 9.00 feet of the West 70.0 feet of Lot 44, and the south 10.0 feet of the West 70.0 feet of Lot 45, and the East 34 feet of Lots 34 and 35, UNEEDA TRACT, according to Book 34 of Maps, page 14, records of Maricopa County, Arizona;

EXCEPT the East 7 feet of Lots 8, 9, and 10; and

EXCEPT that part of Lot 11 in UNEEDA TRACT described as follows:

BEGINNING at the Southeast corner of Lot 11, to a point;

Thence Northeasterly to a point which is 15 feet North and 7 feet West of the Southeast corner of Lot 11;

THENCE North 158 feet parallel to the East line of Lot 11 to a point on the North line of Lot 11;

Thence East 7 feet to the Northeast corner of Lot 11;

Thence South 173 feet to the POINT OF BEGINNING.

PARCEL NO. 3:

Thirty-first Street between the North line of Van Buren Street and The East-West prolongation of the North line of Lots 21 and 28, Except the north 9 feet thereof, in UNEEDA TRACT, according to Book 34 of Maps, page 14, records of Maricopa County,

That part of the North-South alley lying East of Lots 16, 17 and 18, in said UNEEDA TRACT between the Easterly prolongation of the Southerly line of said Lot 16, and East-West line which is parallel to and 20 feet South of the Easterly prolongation of the Northerly line of said Lot 18; and

That part of the East-West alley between Lots 9, 10, 15 and 16 in said UNEEDA TRACT lying within the prolongation of the Westerly line of said Lots 15 and 16 and a North-South line which is parallel to and 7 feet West of the prolongation of the Easterly line of said lots 9 and 10; and

All of that certain North-South alley between lots 28 to 33 inclusive and Lots 39 to 44 inclusive, Except the North 9.0 feet thereof, in said UNEEDA TRACT, lying between the prolongation of the Southerly line of said Lots 33 and 39, and the prolongation of the Southerly line of said Lots 27 and 45; and

All of that certain East-West alley between lots 33, 34, 38 and 39 in said UNEEDA and between the prolongation of the Westerly line of said Lots 38 and 39 and the prolongation of the Easterly line of said Lots 33 and 34;

EXCEPT that part of the East-West alley North of Lot 38 in said UNEEDA TRACT, lying between the Northerly prolongation of the East and West lines of said lot 38.

**County Parcel: 121-67-003-A, 121-67-004-B, 121-67-004-C**

PARCEL NO.1:

Lot 4 and the North Half of Lot 5, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, Records of Maricopa County, Arizona;

EXCEPT the East 7 feet thereof.

PARCEL NO.2:

The East half of that certain alley abandoned by Resolution recorded in Document No. 84-118813, records of Maricopa County, Arizona, lying between the Westerly Prolongation of the North line of Lot 4 and the South line of the North half of Lot 5, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona.

PARCEL NO. 3:

The South half of Lot 5 and all of Lot 6, UNEEDA ACRES AMENDED plat, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona;

EXCEPT the East 7 feet thereof.

PARCEL NO. 4:

The East half of the certain alley, abandoned by Resolution recorded in Document No. 84-118813, records, of Maricopa County, Arizona, lying between the Westerly prolongation of the North line of the South half of Lot 5 and the Westerly prolongation of the South line of Lot 6, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona.

PARCEL NO. 5:

The North 20 feet of Lot 7, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona.

PARCEL NO. 6:

All of that certain abandoned alley, abandoned by Resolution recorded in Document No. 84-118813, Maricopa County, Arizona, lying between the Westerly prolongation of the North and South lines of the North 20 feet of Lot 7, UNEEDA ACRES AMENDED, according to Book 11 of Maps, page 21, records of Maricopa County, Arizona.

PARCEL NO. 7:

The West half of that certain abandoned alley, abandoned by Resolution recorded in Document No. 84-118813, Maricopa County, Arizona, lying between the Westerly prolongation of a line 9 feet South of the North line of Lot 4 and the Westerly prolongation of the South line of Lot 6, UNEEDA ACRES AMENDED, according to Book 11 of maps, page 21, records of Maricopa County, Arizona.

**County Parcel: 121-67-010-F**

PARCEL NO. 1:

Lot 1, of UNEEDA TRACT, according to the plat of record in the office of the County, Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14.

PARCEL NO. 2:

The East half of that certain alley shown on a plat on UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21, lying between the West prolongation of the North line of Lot 1, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14 and the West prolongation of the South line of said Lot 1, abandoned by Resolution of the council of the City of Phoenix, a certified copy of which was recorded in 84-118813, of Official Records, records of Maricopa County, Arizona.

PARCEL NO. 3:

The South half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the East 7 feet thereof.

PARCEL NO. 4:

The North half of Lot 3, of UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21;

EXCEPT the East 7 feet thereof.

PARCEL NO. 5:

The South half of Lot 3, of UNEEDA ACRES AMENDED according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21;

EXCEPT the East 7 feet thereof.

PARCEL NO. 6:

That portion of the East half of the alley abandoned by Resolution No. 16331 recorded in 84-118813, of Official Records, records of Maricopa County, Arizona, lying between the Westerly prolongation of the North line of the South half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, page 14 and the Westerly prolongation of the South line of Lot 3, of UNEEDA ACRES AMENDED, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 11 of Maps, Page 21.

PARCEL NO. 7:

Lots 22 through 27 and Lots 45 through 47, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the South 10 feet of the West 70 feet of Lot 45.

PARCEL NO. 8:

That portion of Thirty-First Street as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West prolongation of the south line of Lot 22 to the South line of lot 27 and the South line of Fillmore Street, abandoned by Resolution of the Council of the City of Phoenix, a certified copy of which was recorded in Docket 1971, Page 296, records of Maricopa County, Arizona.

PARCEL NO. 9:

That portion of the North-South alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West prolongation of the South line of Lot 27 to the South line of Lot 45 and the West prolongation of the North line of Lot 25 to the North line of Lot 47, abandoned by Resolution of the Council of the City of

Phoenix, a certified copy of which was recorded in Docket 1971, Page 296, records, of Maricopa county, Arizona.

PARCEL NO. 10:

The North half of Lot 2, of UNEEDA TRACT, according to the plat of record in the office of the county Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the East 7 feet.

PARCEL NO. 11:

The North 9 feet of Lots 21, 28, and 44, of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14;

EXCEPT the North 9 feet of the West 70 feet of said Lot 44.

PARCEL NO. 12:

The West half of that certain alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the East prolongation of the North line of Lot 24 of said UNEEDA TRACT and the East prolongation of the South line of Lot 22 of said UNEEDA TRACT, abandoned by Resolution of the Council of the city of Phoenix, a certified copy of which was recorded in 83-118813, of Official Records, records of Maricopa County, Arizona.

PARCEL NO. 13:

The East half of that certain alley as shown on a plat of UNEEDA TRACT, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 34 of Maps, Page 14, lying between the West prolongation of the North and South lines of the North half of Lot 2 of said UNEEDA TRACT, abandoned by Resolution of the Council of the City of Phoenix, a certified copy of which was recorded in 83-118813, of Official Records, records of Maricopa County, Arizona.

### Exhibit 3 –Area Vicinity Map

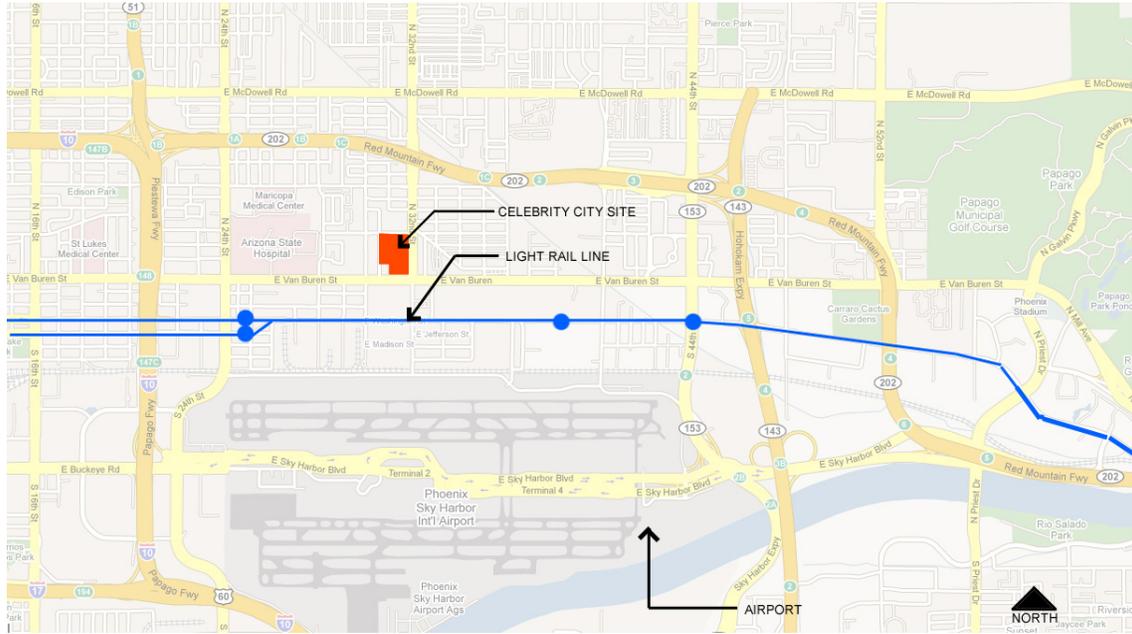
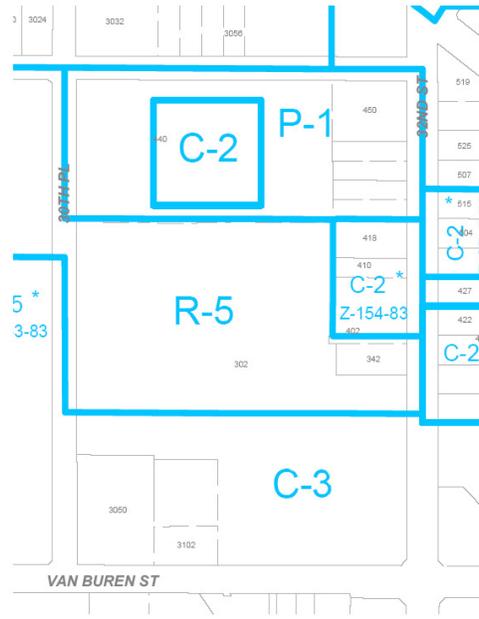


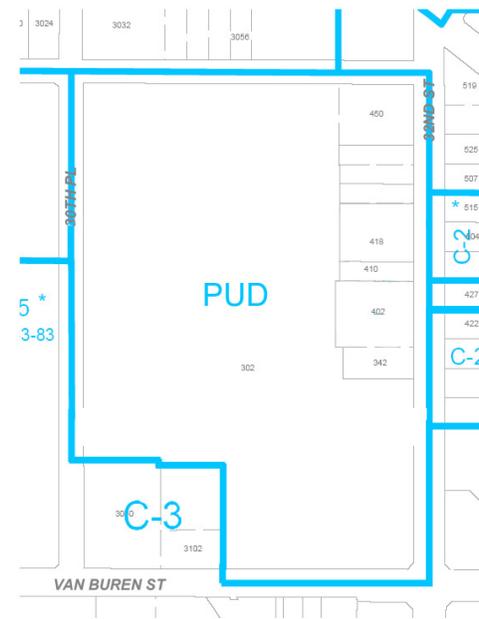
Exhibit 4 –Aerial



### Exhibit 5 – Zoning Maps



**EXISTING ZONING**



**PROPOSED ZONING**



Exhibit 6 – Context Plan and Photos





Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



Photo 9



Photo 10



Photo 11



Photo 12



Photo 13



Photo 14



Photo 15



Photo 16



Photo 17



Photo 18



Photo 19



Photo 20



Photo 21



Photo 22



Photo 23



Photo 24



Photo 25



Photo 26



Photo 27



Photo 28



Photo 29



Photo 30



Photo 31



Photo 32



Photo A



Photo B



Photo C



Photo D

## Exhibit 7 – Existing General Plan Map

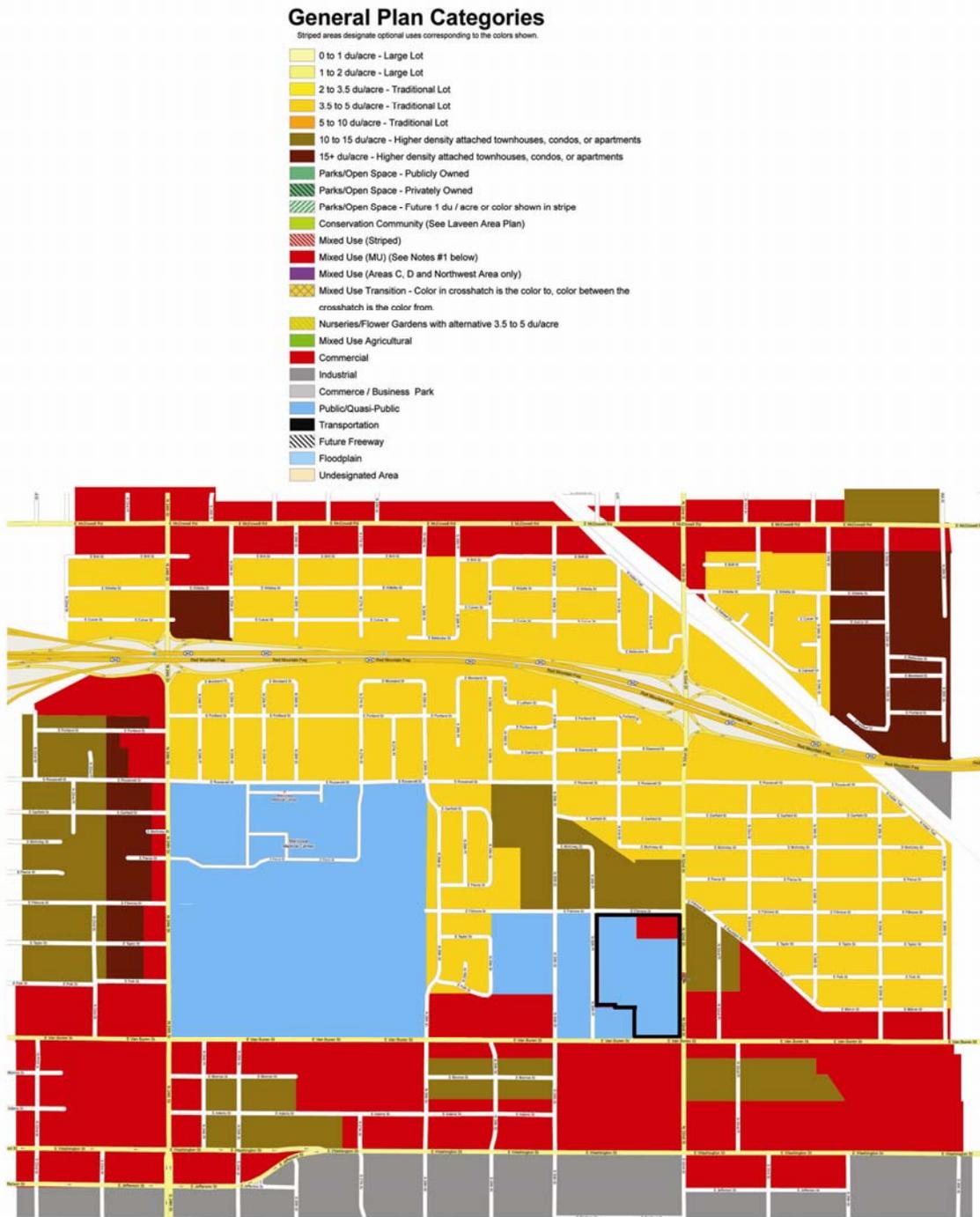
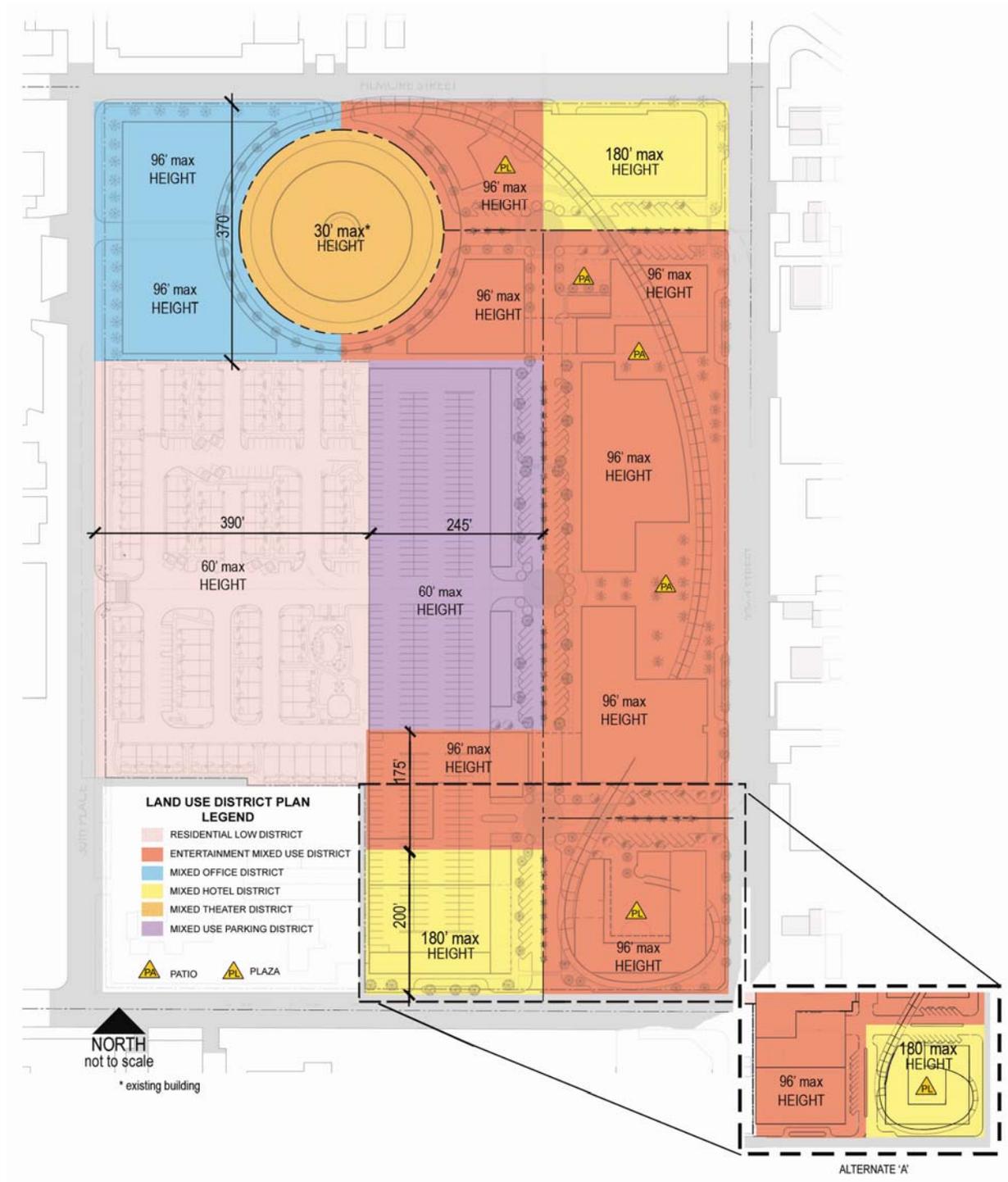
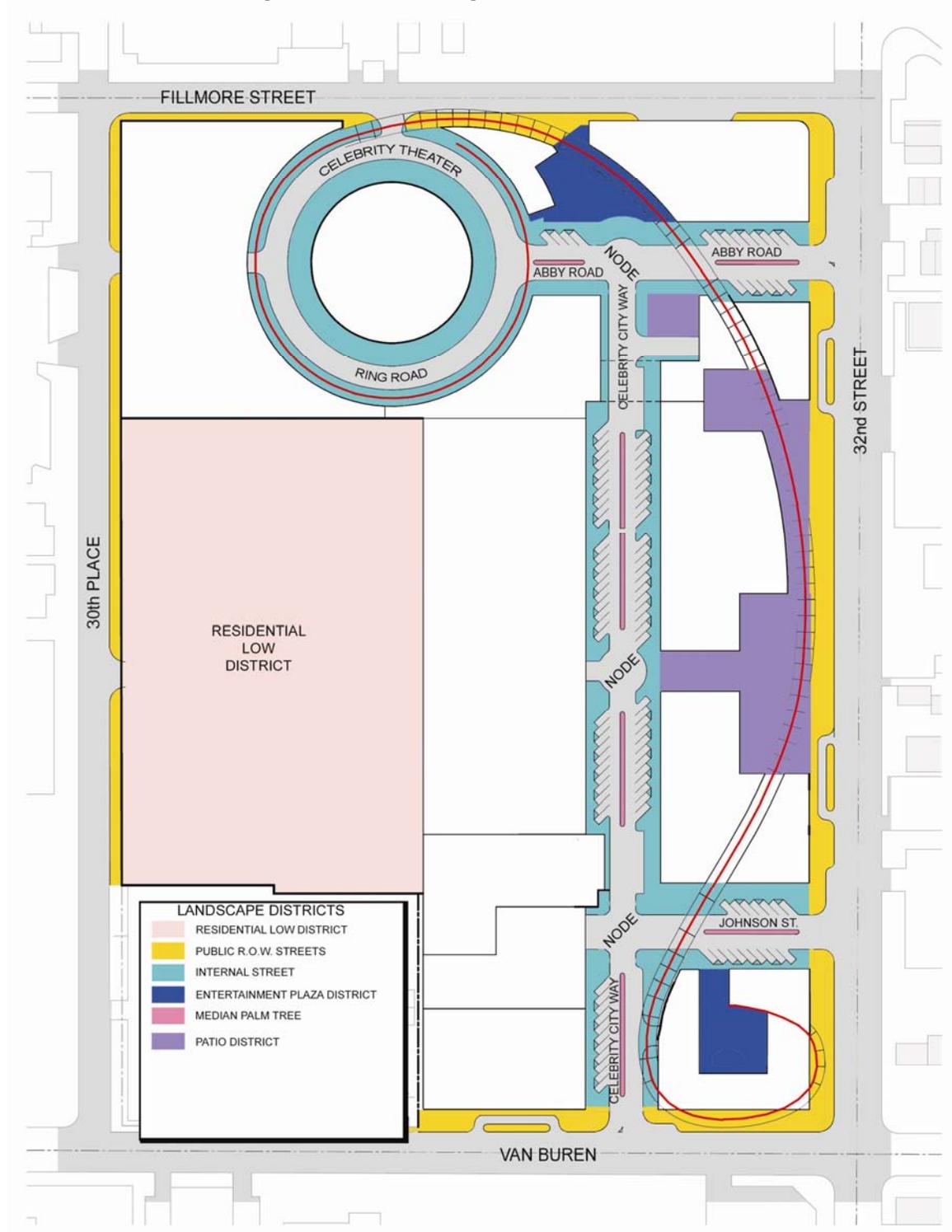


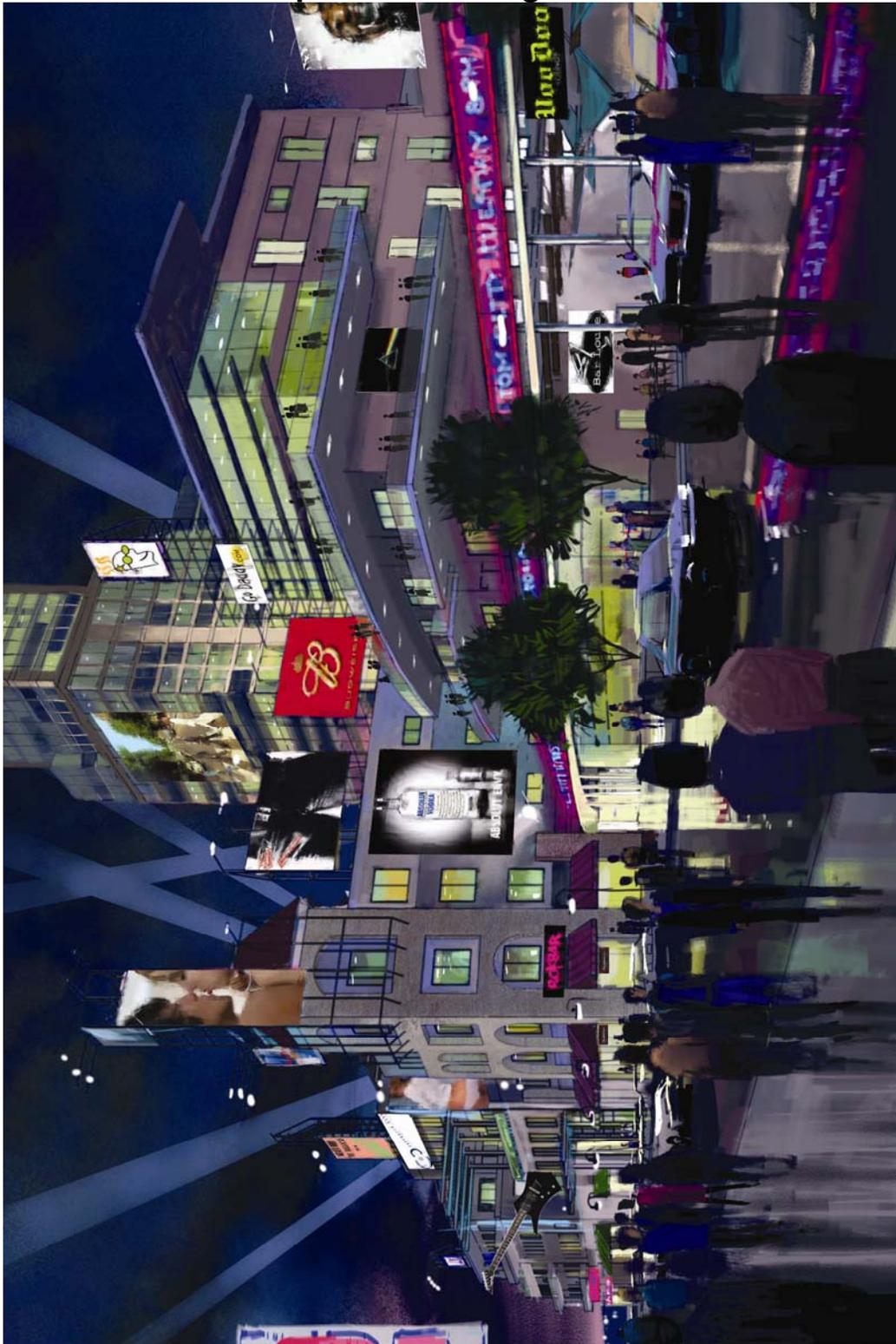
Exhibit 8 – Land Use District Plan



### Exhibit 9 – Conceptual Landscape District Plan



Exhibits 10 & 11 – Conceptual Renderings



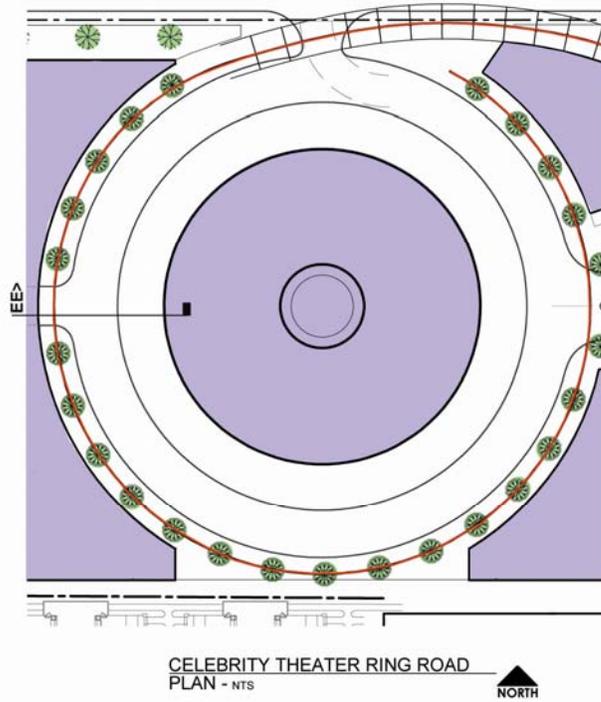
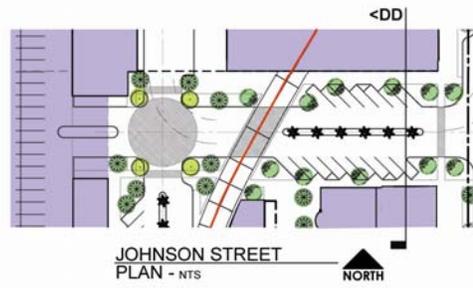
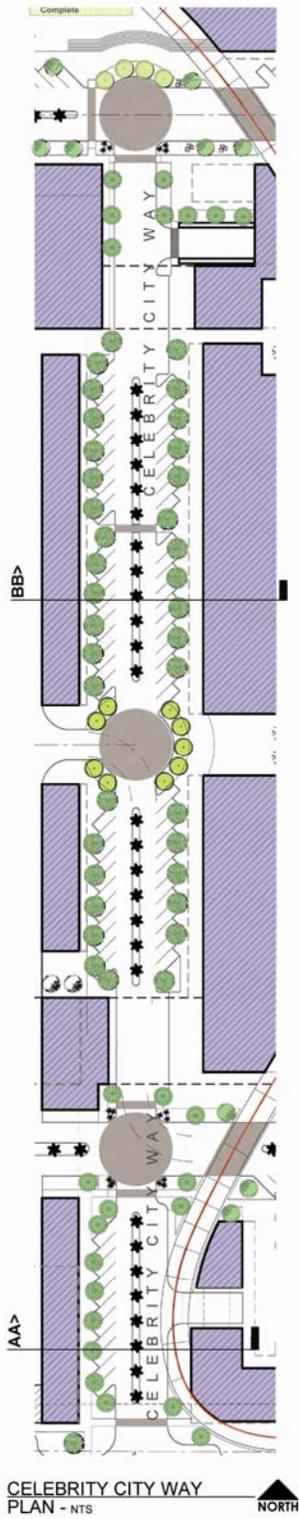
View looking south along 32<sup>nd</sup> Street



View looking at the intersection of 32<sup>nd</sup> Street and Van Buren

*Renderings are only a general conceptual depiction of the development and do not reflect any specifics as it pertains to Architecture, lighting and signage.*

Exhibit 12 & 13 – Thematic Street Sections



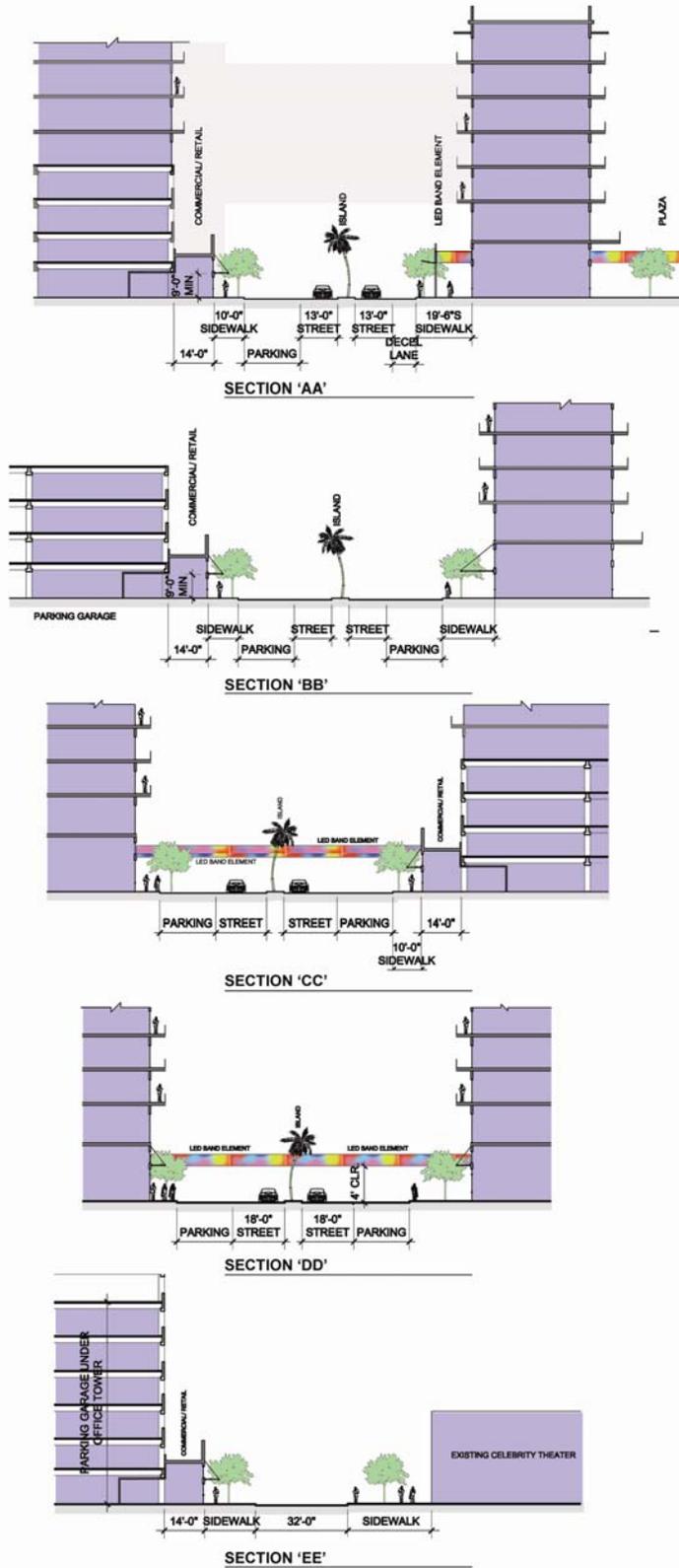
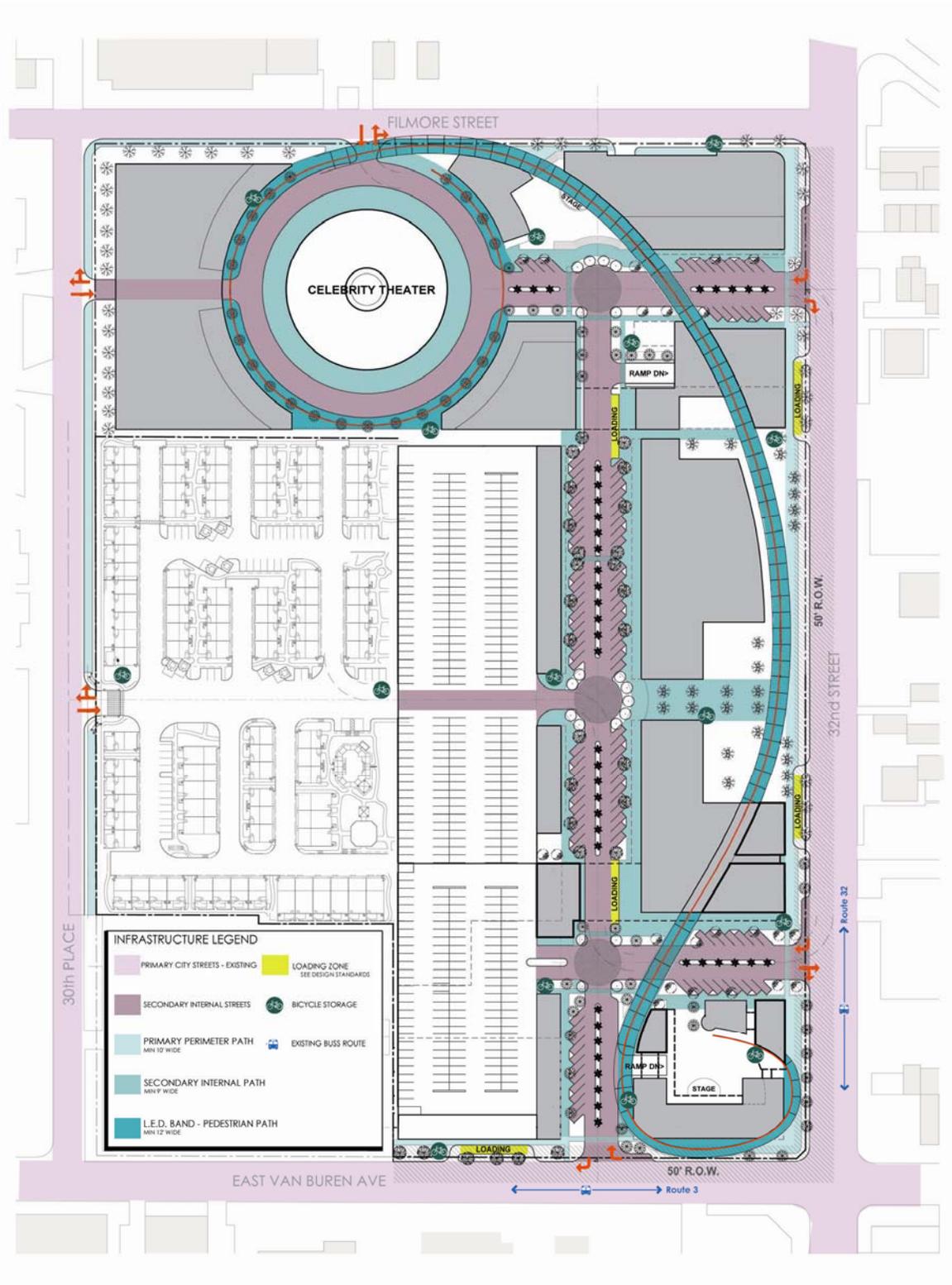
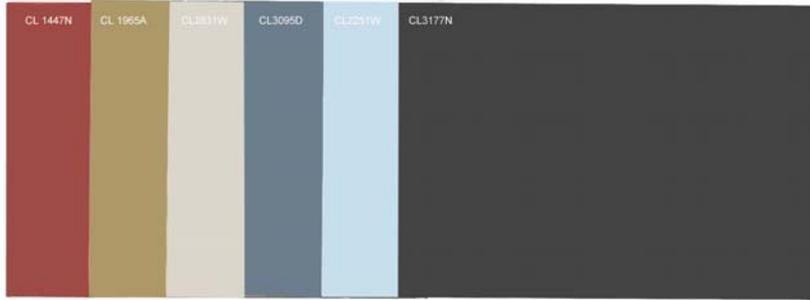


Exhibit 14 – Circulation Plan

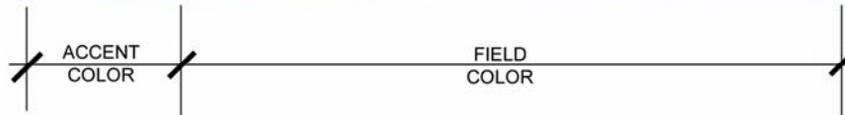




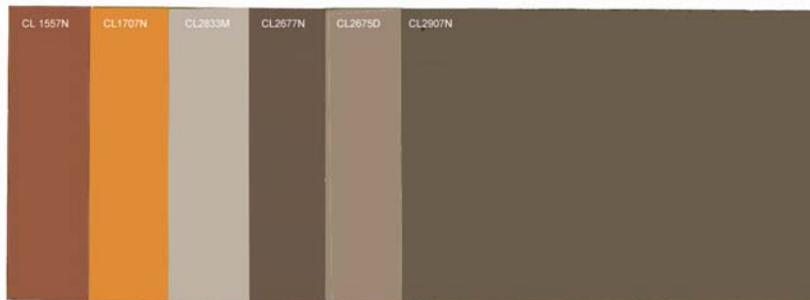
### Exhibit 16 – Color Pallet



**VS**

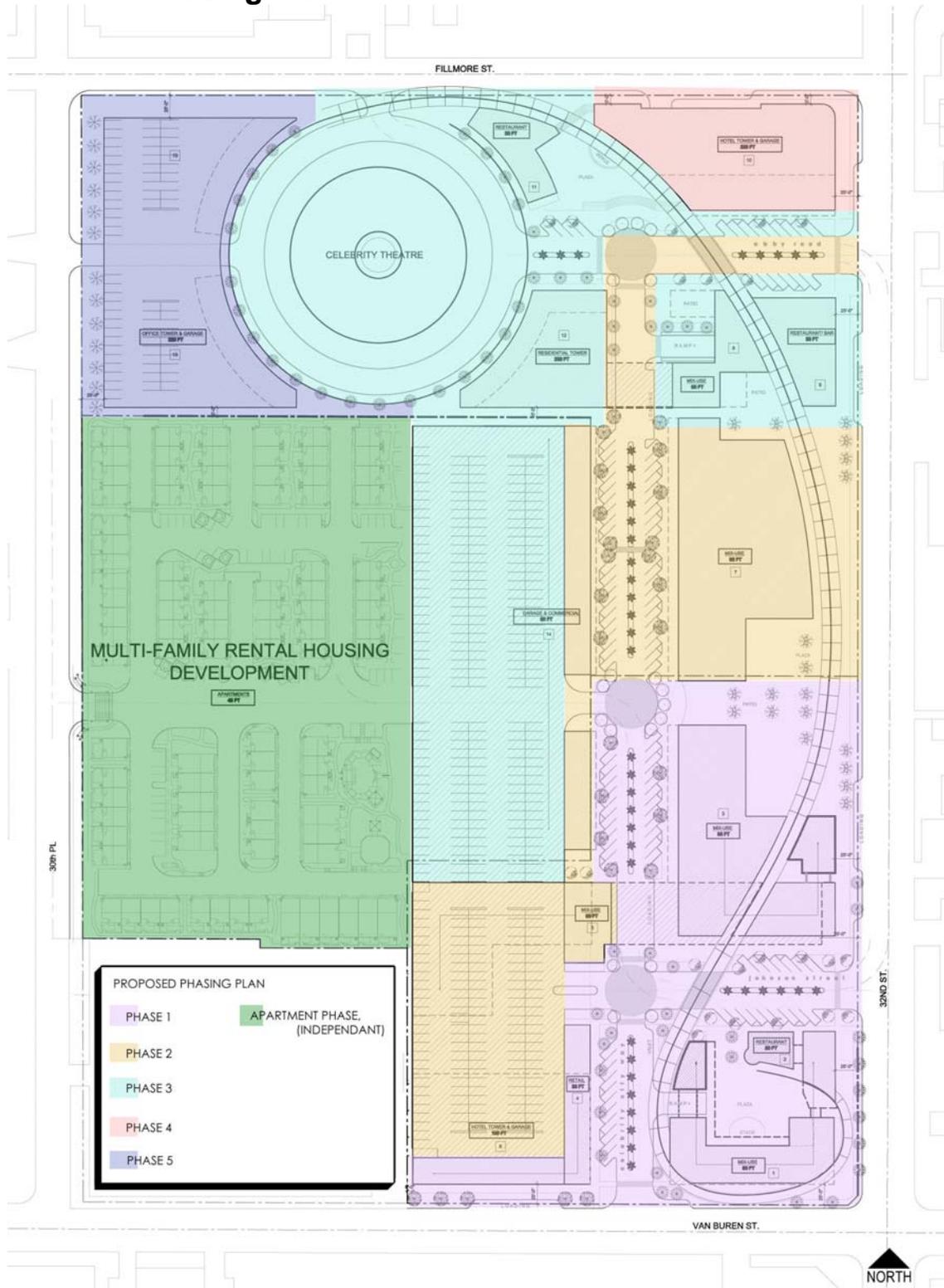


**VS**



ALL COLORS REPRESENTED ARE FREEZE PAINT AND ARE ONLY  
CONSIDERED A PRELIMINARY COLOR SCHEME.

### Exhibit 17 – Phasing Plan



**Exhibit 18 – Traffic Study**

**CELEBRITY CITY  
TRAFFIC IMPACT ANALYSIS**

**NWC 32<sup>nd</sup> Street and Van Buren Street  
Township 1 North, Range 3 East, Section 2**

**Prepared for:**

Old World Companies  
11811 North Tatum Boulevard  
Suite 2800  
Phoenix, Arizona 85028

**For Submittal to:**

City of Phoenix

**Prepared By:**



10605 North Hayden Road  
Suite 140  
Scottsdale, Arizona 85260  
(480) 659-4250

**July 2009**

CivTech Project No. 09-240

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**EXECUTIVE SUMMARY**

This report documents a traffic impact assessment performed for the proposed Celebrity City development, located in the southeast corner of Section 2 of Township 1 North, Range 3 East. The Celebrity City is a proposed mixed use development located west of 32<sup>nd</sup> Street, north of Van Buren Street, south of Fillmore Street and east of 30<sup>th</sup> Place. The proposed facilities will consist of 146,500-SF of retail, 16,900-SF of quality restaurants, 382,500-SF of general office, 1,034 dwelling units of multi-family and 820-rooms of hotel land use.

The proposed development would provide a total of two (2) site access points along 32<sup>nd</sup> Street, two (2) entry points along Fillmore Street, two (2) entry points along 30<sup>th</sup> Place and one (1) site access point along Van Buren. Accesses A and G are proposed to allow for full access into and out of the site along 30<sup>th</sup> Place. Access B is proposed as a restricted right-in/right-out site access point along Van Buren Street. Access C is proposed as a restricted right-in/right-out/left-out movements only along 32<sup>nd</sup> Street. Access D is proposed to allow for full access into and out of the site along 32<sup>nd</sup> Street. Accesses E and F allow for full access along Fillmore Street.

Capacity analyses were conducted on the site access points and study intersections for the AM and PM peak hours. The opening year, 2011, and full build-out year, 2021, were analyzed to determine the impacts on the adjacent street system. The following conclusions and recommendations have been documented in this study:

- ◆ By opening year (2011) Phase I will generate a total of 4,762 external daily trips, 275 AM peak hour trips and 328 PM peak hour trips.
- ◆ By full build-out (2021) the proposed Celebrity City development is expected to generate 24,526 daily external trips, with 1,438 occurring during the AM peak hour and 1,582 occurring during the PM peak hour.
- ◆ The results of the capacity analysis of existing conditions at the study intersections reveal that all intersections currently operate at an overall acceptable level of service (LOS D or better) in both the AM and PM Peak hours with the exception of 32<sup>nd</sup> Street and Fillmore Street, which operates at LOS E in the AM peak hour. Poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The large through traffic volumes along 32<sup>nd</sup> Street decrease the number of acceptable gaps in traffic for east/west left turns, which in turn increase delays to these movements, resulting in a poor LOS during peak hours.

The results of the opening year, 2011, intersection capacity analysis reveals that all existing and proposed intersections experience an acceptable level of service (D or better) under existing conditions except for the intersection of 32<sup>nd</sup> Street and Fillmore Street. Due to the north and south through volumes at the intersection of 32<sup>nd</sup> Street and Fillmore, the eastbound approach left delay fails. Poor levels of

- ◆ Service during peak hours are not uncommon on side street approaches to major arterial roadways. The expected increase in traffic volumes along 32<sup>nd</sup> Street would decrease the number of acceptable gaps in traffic for east/west left turns, which would in turn increase delays to these movements, resulting in poor LOS during peak hours. Because there are alternate routes available to drivers and these movements are expected to operate at acceptable LOS during non-peak hours, no mitigation is recommended.
- ◆ The results of the build-out horizon year 2021 intersection capacity analysis reveals that all existing intersection and proposed intersections experience an acceptable level of service (D or better) under the proposed 2021 lane configurations and stop control with few exceptions. The intersections of 30<sup>th</sup> Place/Van Buren Street, Access C/32<sup>nd</sup> Street and Access D/32<sup>nd</sup> Street all experience poor LOS at the stop controlled approach due to the left turn out delay. This poor LOS is not uncommon on side street approaches to major arterial roadways.

- ◆ By full build-out 2021 it is recommended that the intersection of 32<sup>nd</sup> Street and Fillmore Street be signalized due the increase of turning volumes from the proposed site. Based on the Traffix software, this intersection meets the peak hour warrants for installation of a traffic signal.
- ◆ Due to the proximity of Randolph Road to Fillmore Street, it is recommended that the proposed traffic signal be designed to include the offset thereby providing a signal for each approach to each street. It is also recommended that this traffic signal operate from one controller to assist with the signal timing.
- ◆ Existing sight distance was not measured at the site access points. The contractor should ensure that adequate sight distance is provided at the intersections to allow safe left and right turning movements from the development. Landscaping should be maintained at a maximum of three (3) feet in height. Trees should have branches trimmed to meet current acceptable landscape requirements of not lower than seven (7) feet while maintaining sight distance. Sight distance is largely based on the design speed of the roadway. When the posted speed limit is reduced, the required sight distance will also be reduced as a result.
- ◆ A southbound right turn lane is recommended at the intersection of 32<sup>nd</sup> Street and Fillmore Street by full build-out (2021) with a maximum length of 250 feet.
- ◆ An eastbound left turn lane is recommended at the intersection of 32<sup>nd</sup> Street and Fillmore Street by full build-out (2021) with a maximum length of 250 feet.
- ◆ A minimum 150-foot westbound right turn deceleration lane is recommended at site Access B and Van Buren Street. Both site Access C and Access D should provide a minimum 100-foot right turn deceleration lane into the site. Left turn storage along 32<sup>nd</sup> Street is not recommended into the site due to an existing two-way left turn lane.
- ◆ A minimum 100-foot westbound left turn lane is recommended at site Access E and a minimum 175-foot left turn lane is recommended at site Access F into the site.

The table below summarizes the improvements recommended as a result of this study.

### **Summary of Recommended Improvements**

Intersection/Roadway	Suggested Improvements
32 <sup>nd</sup> Street & Van Buren Street	Recommended Permitted/Protected Phasing an all approaches. For better levels of service.
32 <sup>nd</sup> Street & Fillmore Street	By full build-out a signal is warranted at 32 <sup>nd</sup> Street and Fillmore Street. NB left turn lane with 225' queue storage length. EB single left turn lane with a 250' queue storage length. SB right turn lane with a 250' queue storage length.
32 <sup>nd</sup> Street & Randolph Road	Due to the close proximity of Randolph Road to Fillmore Street, it is recommended that the traffic signal design at Fillmore Street include the offset intersection of Randolph Road. It is recommended that these signalized intersections operate from one controller. SB left turn lane with 150' queue storage length.
Access B & Van Buren Street (RI/RO Only)	WB right turn lane with 150' queue storage.

Access C & 32 <sup>nd</sup> Street (RI/RO/LO Only)	SB right turn lane with 100' queue storage.
Access D & 32 <sup>nd</sup> Street (Full)	NB left turn lane with 150' queue storage. SB right turn lane with 100' queue storage.
Access E & Fillmore Street	WB left turn lane with 100' queue storage.
Access F & Fillmore Street	WB left turn lane with 175' queue storage.

## INTRODUCTION

The Celebrity City development is located in Section 2 of Township 1 North, Range 3 East. Celebrity City is a proposed mixed use development located west of 32<sup>nd</sup> Street, north of Van Buren Street, south of Fillmore Street and east of 30<sup>th</sup> Place. The proposed facilities will consist of 146,500 square feet (SF) of retail, 16,900-SF of quality restaurants, 382,500-SF of general office, 1,034 dwelling units of multi-family and 820-rooms of hotel land use.

This study analyzes the traffic impact of the proposed development on the surrounding street network. Per correspondence with the City of Phoenix staff, the study area has been defined as including 32<sup>nd</sup> Street, Van Buren Street, Washington Street, Roosevelt Street, Fillmore Street, Randolph Road, 30<sup>th</sup> Place, 28<sup>th</sup> Street and the Loop 202 (Red Mountain Freeway) interchange at 32<sup>nd</sup> Street. A location map of the study area is provided in **Figure 1**.

This study has been conducted to conform to the current requirements of the City of Phoenix. Under City of Phoenix criteria, the proposed Celebrity City development is a multi-phase development and as such, is required to have analyses for its opening year and 10 years after opening. It is anticipated that the development will have an opening year of 2011. For this impact analysis, the primary horizon years will be Phase I (2011) and full build-out horizon year (2021). It is expected that the a small portion of the development will be build-out by opening year 2011 and full build-out will occur by horizon year 2021.

### **PURPOSE OF REPORT AND STUDY OBJECTIVES**

CivTech Inc. has been retained by Old World Companies to perform the traffic impact analysis for the proposed development. The purpose of this study is to address traffic and transportation impacts of the proposed development on the surrounding streets and intersections. The specific objectives of the study are:

1. To evaluate lane requirements on all existing roadways and at all existing intersections within the study area.
2. To determine future level of service for all existing intersections within the study area and recommend any capacity related improvements.
3. To evaluate the level of service and recommend any capacity related improvements to the proposed site driveways.

4. To evaluate the need for future traffic control changes within the proposed study area.

**Figure 1 – Vicinity Map**

## EXISTING CONDITIONS

### Study Area

The study area analyzed in this traffic impact assessment includes all proposed site entrances and other key intersections within a ½-mile radius of the site. These include nine existing intersections and all proposed site accesses. The existing intersections are as follows:

- ◆ 32<sup>nd</sup> Street & Loop 202 (Red Mountain Freeway)
- ◆ 32<sup>nd</sup> Street & Roosevelt Street
- ◆ 32<sup>nd</sup> Street & Fillmore Street
- ◆ 32<sup>nd</sup> Street & Van Buren Street
- ◆ 32<sup>nd</sup> Street & Washington Street
- ◆ 30<sup>th</sup> Place & Fillmore Street
- ◆ 30<sup>th</sup> Place & Van Buren Street
- ◆ 28<sup>th</sup> Street & Van Buren Street
- ◆ 32<sup>nd</sup> Street & Randolph Road

These intersections and the site accesses will be analyzed for AM and PM peak hours to determine the recommended intersection lane configuration, intersection stop control, turn lane storage requirements, and roadway typical sections for the development.

CivTech anticipates that the only project specific roadway improvements that will result from this analysis of the Celebrity City development. These include the off-site capacity improvements (turn lanes, for example) at site driveways, left-turn lanes, “half-street” improvements to the west half of 32<sup>nd</sup> Street, north half of Van Buren Street, south half of Fillmore Street and east half of 30<sup>th</sup> Place along the frontage of the proposed site.

### Land Use

Currently a portion of the Celebrity City site is developed and includes the Celebrity Theater. The parcel is located within the city limits of Phoenix. To the east, bordering the site are small office buildings and a gas station. To the north, across Fillmore Street, is additional parking for the Celebrity Theater and residential homes. To the west of the site, across 30<sup>th</sup> Place, is the Wilson Elementary School District Office. To the south of the site, across Van Buren Street, is a mobile home park, use car dealership and an Econo Lodge.

### Physical Characteristics

### Roadway Characteristics

The existing roadway network within the study area includes 32<sup>nd</sup> Street from the Loop 202 (Red Mountain Freeway) to Washington Street, 30<sup>th</sup> Place from Fillmore Street to Van Buren Street

and 28<sup>th</sup> Street and Van Buren Street. Washington Street is classified as a major arterial roadway within the study area. Van Buren Street and 32<sup>nd</sup> Street are classified as arterial roadways within the study area. Roosevelt Street is classified as a collector. Fillmore Street and 30<sup>th</sup> Place are both classified as local roadways within the study area.

**Loop 202 (Red Mountain Freeway)** is an 8-lane east-west freeway. The Red Mountain Freeway begins at US 60 in Mesa, Arizona to the east and terminates at the Interstate 10 (I-10) and State Route 51 (SR 51) Freeway junction in Phoenix, Arizona to the west of the site. In the Phoenix metropolitan area, the Loop 202 provides access to SR 51, I-10, SR 143 and Loop 101 (Price Freeway). Within the study area the Loop 202 has a posted speed limit of 65 miles per hour (mph).

**Washington Street** is an east-west four (4) lane arterial roadway which provides light rail ridership within the study area. Washington Street begins to the west in Phoenix at 17<sup>th</sup> Avenue and becomes Curry Road to the east in Tempe, Arizona. Washington Street provides direct access to the SR 143, I-10 and major north/south arterials. The light rail transit runs along Washington Street from Central Avenue in which it begins to turn south between Center Parkway and Mill Ave in Tempe, Arizona. Within the vicinity of the proposed development Washington Street consists of two (2) travel lanes in each direction with the light-rail located in the median. The current speed limit along Washington Street is posted at 35 mph within the study area.

**32<sup>nd</sup> Street** is a north-south five (5) lane arterial roadway within the study area. 32<sup>nd</sup> Street begins in the north at Lincoln Dive and terminates to the south at Air Lane just north of the Sky Harbor Airport. 32<sup>nd</sup> Street provides direct access to the Loop 202 and major east/west arterials. In the vicinity of the proposed development 32<sup>nd</sup> Street consists of three (3) northbound travel lanes, two (2) southbound travel lanes and a two-way left turn lane. The current speed limit along 32<sup>nd</sup> Street is posted at 40 mph within the study area.

**Van Buren Street** is generally an east-west four (4) lane arterial roadway within the study area. Van Buren Street begins to the west at Jackrabbit Trail in Goodyear and becomes Mill Avenue to the east in Tempe. Van Buren Street provides direct access to the Loop 202 and major north/south arterials. At the intersection of 32<sup>nd</sup> Street, Van Buren Street consists of three (3) eastbound travel lanes, two (2) westbound travel lanes and a two-way left turn lane. Immediately west of 32<sup>nd</sup> Street, Van Buren Street transitions down to a four (4) lane arterial with two (2) travel lanes per direction and a two-way left turn lane. The current speed limit along Van Buren Street is posted at 35 mph within the study area.

**Roosevelt Street** is an east-west four (4) lane collector roadway within the study area. Roosevelt Street begins to the west at 19<sup>th</sup> Avenue in which it begins to curve into Indian Trail at 35<sup>th</sup> Street. Within the vicinity of the proposed development Roosevelt Street consists of two (2) eastbound travel lanes, two (2) westbound travel lanes and a two-way left turn lane. The current posted speed limit along Roosevelt Street is 25 mph westbound and 35 mph eastbound within the study area.

**28<sup>th</sup> Street** is a two (2) lane local roadway which begins to the north at Moreland Street and terminates approximately ¼ mile south of Washington Street. 28<sup>th</sup> Street has a posted speed limit of 25 mph within the vicinity of the site.

**30<sup>th</sup> Place** is a two (2) lane local roadway which begins to the north at McKinley Street and terminates south at Van Buren Street. 30<sup>th</sup> Place has a posted speed limit of 25 mph within the vicinity of the site.

**Fillmore Street** is a two (2) lane roadway which begins to the west at 28<sup>th</sup> Street and terminates to the east at 32<sup>nd</sup> Street. Fillmore Street has a posted speed limit of 25 mph within the vicinity of the site.

### Intersection Configurations and Traffic Control Devices

The intersection of **32<sup>nd</sup> Street and Loop 202** is a single point urban interchange (SPUI) which operates under one traffic signal. The northbound approach consists of dual (2) left turn lanes, three (3) through lanes and one dedicated right turn lane. The south bound approach consists of dual (2) left turn lanes, two (2) through lanes and one dedicated right turn lane. The eastbound and westbound approaches both consist of dual (2) turn lanes and dual (2) right turn lanes.

The intersection of **32<sup>nd</sup> Street and Roosevelt Street** operates under signalized permitted phasing. The northbound approach consists of one (1) exclusive left turn lane, two (2) through lanes and one (1) shared through-right lane. The southbound approach consists of one (1) left turn lane, one (1) through lane and one (1) shared through-right lane. The eastbound and westbound approaches both consist of one (1) exclusive left turn lane, one (1) through lane and one (1) dedicated right turn lane. On the northwest corner of the intersection is a Circle K and to the northeast is a Valero gas station. On the southwest corner is a strip mall and to the southeast is a vacant lot.

The intersection of **32<sup>nd</sup> Street and Fillmore Street** operates under two-way (east-west) stop-controlled conditions. The northbound approach consists of a shared two-way left turn lane, two (2) through lanes and a shared through-right lane. The southbound approach consists of a shared two-way left turn lane, one (1) through lane and a shared through right lane. The eastbound and westbound approaches both consist of one (1) shared left-through-right lane. On the northwest corner of the intersection is a vacant lot used for Celebrity Theater parking and to the northeast are existing residential units. On the southwest corner is the Celebrity Theater and to the southeast are realty offices.

The intersection of **32<sup>nd</sup> Street and Van Buren Street** operates under signalized permissive phasing east-west and permitted/protected phasing north-south. The northbound approach consists of one (1) exclusive left turn lane, two (2) through lanes and one (1) shared through-right lane. The southbound approach consists of one (1) left turn lane, one (1) through lane and one (1) shared through-right lane. The eastbound approach consists of one (1) exclusive left turn lane, two (2) through lanes and one (1) shared through-right lane. The westbound approach consists of one (1) exclusive left turn lane, one (1) through lane and one (1) through-right lane. On the northwest corner of the intersection is a vacant lot and to the northeast is a gas station. On the southwest corner is a Circle K and to the southeast is a car repair shop.

The intersection of **32<sup>nd</sup> Street and Washington Street** operates under signalized protected phasing east-west and permitted/protected phasing north-south. The light rail operates in the raised median. The northbound approach consists of one (1) exclusive left turn lane, two (2) through lanes and one (1) shared through-right lane. The southbound approach consists of one (1) left turn lane, one (1) through lane and one (1) shared through-right lane. The eastbound and westbound approaches both consist of one (1) exclusive left/u-turn lane, one (1) through lane and one (1) shared through-right lane. On the northwest corner of the intersection is Jack

in the Box restaurant and to the northeast is a Lobster restaurant. On the southwest corner is the Mission Foods Phoenix warehouse and to the southeast is Daisey’s Bar.

The intersection of **28<sup>th</sup> Street and Van Buren Street** operates under signalized permitted phasing. The northbound and southbound approaches both consist of one (1) exclusive left turn lane and one (1) shared through-right lane. The eastbound and westbound approaches both consist of one (1) exclusive left turn lane, one (1) through lane and one (1) shared through-right lane. On the northwest corner of the intersection are offices and to the northeast is a car dealership. On the southwest corner are multi-family apartments and to the southeast a small strip mall.

The intersection of **30<sup>th</sup> Place and Van Buren Street** is a “tee” intersection that operates under one-way (southbound) stop-controlled conditions. The southbound approach consists of one (1) shared left-right lane. The eastbound approach consists of a shared two-way left turn lane and two (2) through lanes. The westbound approach consists of a shared two-way left turn lane, one (1) through lane and one (1) shared through-right lane. On the northwest corner of the intersection is an elementary school and to the northeast is a vacant lot. To the south is a mobile home park, a used car dealership and an Econo Lodge. There is a driveway on the south side of Van Buren Street located approximately 45 feet west of the centerline of 30<sup>th</sup> Place, creating an offset intersection.

The intersection of **30<sup>th</sup> Place and Fillmore Street** operates under two-way (north-south) stop-controlled conditions. All approaches consist of one (1) shared left-through-right turn lane. On the northwest corner is an empty field and on the northeast is a parking lot for multi-family apartments. On the southwest is the Wilson Elementary School District Office and to the southeast is the Celebrity Theater.

The intersection of **32<sup>nd</sup> Street and Randolph Road** operates under one-way (westbound) stop-controlled conditions. The northbound approach consists of a shared two-way left turn lane, two (2) through lanes and one (1) shared through-right lane. The southbound approach consists of a two-way left turn lane and two (2) through lanes. The westbound approach consists of one (1) shared left-right turn lane. On the northeast corner are homes and to the southeast are realty offices. To the west is a vacant lot and the Celebrity Theater parking lot.

The existing intersection traffic control is summarized in **Table 1** and **Figure 2** depicts the existing traffic control and lane geometry within the project area.

**Table 1 – Existing Intersection Traffic Control**

ID	Intersection	Stop Control
1	32 <sup>nd</sup> Street & Loop 202	Signal
2	32 <sup>nd</sup> Street & Roosevelt Street	Signal
3	32 <sup>nd</sup> Street & Fillmore Street	2-way stop
4	32 <sup>nd</sup> Street & Van Buren Street	Signal
5	32 <sup>nd</sup> Street & Washington Street	Signal
6	30 <sup>th</sup> Place & Fillmore Street	2-way stop
7	30 <sup>th</sup> Place & Van Buren Street	1-way stop
8	28 <sup>th</sup> Street & Van Buren Street	Signal

9	32 <sup>nd</sup> Street & Randolph Road	1-way stop
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### Traffic Volumes

CivTech conducted turning movement counts at the nine (9) study intersections on April 29, 2009 and April 30, 2009. The counts were conducted between 7:00 AM and 9:00 AM and 4:00 PM and 6:00 PM during an average weekday. The existing traffic volumes recorded for and used in this study are presented in **Figure 3** for the AM and PM peak hours. The data sheets for the recorded volumes are provided in **Appendix B**.

**Figure 2 – Existing Intersection Lane Configurations and Traffic Controls**

**Figure 3 – Existing Peak Hour Traffic Volumes**

## Levels of Service

The concept of level of service (LOS) uses qualitative measures that characterize operational conditions within the traffic stream. The individual levels of service are described by factors that include speed, travel time, freedom to maneuver, traffic interruptions, and comfort and convenience. Six levels of service are defined for each type of facility for which analysis procedures are available. They are given letter designations A through F, with LOS A representing the best operating conditions and LOS F the worst. Each level of service represents a range of operating conditions. **Table 2** lists the level of service criteria for signalized and unsignalized intersections.

**Table 2 – Level of Service Criteria**

Level-of-Service	Signalized Intersections Control Delay (sec/veh)	Unsignalized Intersections Control Delay (sec/veh)
A	≤ 10	≤ 10
B	> 10-20	> 10-15
C	> 20-35	> 15-25
D	> 35-55	> 25-35
E	> 55-80	> 35-50
F	> 80	> 50

Source: Exhibits 16-2 and 17-2, Highway Capacity Manual 2000

Intersection capacity analysis is generally conducted using the methodologies presented in the *Highway Capacity Manual (HCM), Special Report 209, Updated 2000*. At signalized and all-way stop controlled-intersections, HCM guidelines provide methods of determining an overall intersection level of service and levels of service for each individual movement. At unsignalized intersections with one- or two-way stop control, HCM 2000, which designates both as “TWSC” intersections, indicates that the “Level of Service (LOS) for a TWSC intersection is determined by the computed or measured control delay and is defined for each minor movement [and that] LOS is not defined for the intersection as a whole.” Several software packages are available to conduct such analysis using the HCM 2000 methodology, such as the Highway Capacity Software (HCS), Traffix, and Synchro.

Results of the existing level-of-service analyses summarizing the overall intersection or worst case approach level of service, whichever is appropriate, are shown in **Table 3**. Detailed analysis printouts and a table showing the level of service for each individual movement are provided in **Appendix C**.

**Table 3 – Existing Peak Hour Levels of Service**

ID	Intersection	Stop Control	Approach	AM Overall LOS	PM Overall LOS
1	32 <sup>nd</sup> Street & Loop 202	Signal	Overall	C	C
2	32 <sup>nd</sup> Street & Roosevelt Street	Signal	Overall	B	B
3	32 <sup>nd</sup> Street & Fillmore Street	2-way Stop	EB/WB	<b>E</b>	D
4	32 <sup>nd</sup> Street & Van Buren Street	Signal	Overall	B	B
5	32 <sup>nd</sup> Street & Washington Street	Signal	Overall	*C	*C
6	30 <sup>th</sup> Place & Fillmore Street	1-way Stop	SB	B	A
7	30 <sup>th</sup> Place & Van Buren Street	1-way Stop	SB	B	B
8	28 <sup>th</sup> Street & Van Buren Street	Signal	Overall	A	A
9	32 <sup>nd</sup> Street & Randolph Road	1-way Stop	WB	A	B

Poor or failing levels of service are bolded.

\* LOS does not included Light Rail delay along Washington Street.

The results of the capacity analysis of existing conditions at the study intersections summarized in **Table 3** reveal that all intersections currently operate at an overall acceptable level of service (LOS D or better) in both the AM and PM Peak hours with the exception of 32<sup>nd</sup> Street and Fillmore Street, which operates at LOS E in the AM peak hour. Poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The expected increase in traffic volumes along 32<sup>nd</sup> Street would decrease the number of acceptable gaps in traffic for east/west left turns, which would in turn increase delays to these movements, resulting in a poor LOS during peak hours.

**Proposed development**

**Site location**

The Celebrity City development is located in Section 2 of Township 1 North, Range 3 East. Celebrity City is a proposed mixed use development located west of 32<sup>nd</sup> Street, North of Van Buren Street, south of Fillmore Street and east of 30<sup>th</sup> Place.

**Land use and intensity**

The proposed development will consist of 146,500-SF of retail, 16,900-SF of quality restaurants, 382,500-SF of general office, 1,034 dwelling units of multi-family and 820-rooms of hotel land use. **Table 4** summarizes the land use intensity and density of the proposed development.

**Table 4 – Land Use Summary**

Land Use	Size (DU/SF)
Apartment District	228 DU
Apartments	805 DU
Various Shops	146,500 SF
High Quality Restaurants	16,900 SF
Hotel	820 Rooms
General Office	382,500 SF

**Development phasing and timing**

The proposed development is expected to be built out in multiple phases with market demand dictating the construction schedule of the various components. It is expected that, at a minimum, the apartment district and buildings one through four will be opened by the end of 2011. Based on the proposed phasing, the development is anticipated to be built in five (5) phases, each in two (2) year increments. To ensure that the estimate of traffic impacts is conservatively calculated, it will be assumed in this analysis that the entire development will be fully built-out by 2021.

## Site plan and access

The site plan and the proposed site accesses are illustrated in **Figure 4**. The site can be accessed locally via 32<sup>nd</sup> Street, Van Buren Street, Fillmore Street and 30<sup>th</sup> Place. The proposed development would provide a total of two (2) site access points along 32<sup>nd</sup> Street, two (2) entry points along Fillmore Street, two (2) entry points along 30<sup>th</sup> Place and one (1) site access point along Van Buren Street. All seven accesses will have a minimum of 24 feet wide driveways that will provide for a single ingress lane and a single egress lane. The proposed site accesses are as follows:

- ◆ *Access A, the southern entrance on 30<sup>th</sup> Place, will serve parking areas for the proposed apartment district only. Access A is proposed as a full access driveway, providing all movements to and from 30<sup>th</sup> Place.*
- ◆ *Access B is the only access point on Van Buren Street. Access B is proposed as a restricted site driveway providing right-in/right-out only movements on Van Buren Street.*
- ◆ *Access C is the southern most access point on 32<sup>nd</sup> Street. Access C is proposed as a restricted  $\frac{3}{4}$  access driveway providing right-in/right-out/left-out only movements on 32<sup>nd</sup> Street.*
- ◆ *Access D is the northern most access point on 32<sup>nd</sup> Street. Access D is proposed as a full access driveway, providing all movements to and from 32<sup>nd</sup> Street.*
- ◆ *Access E is the eastern most access point on Fillmore Street. Access E is proposed as a full access driveway, providing all movements to and from Fillmore Street.*
- ◆ *Access F is the western most access point on Fillmore Street. Access F is proposed as a full access driveway, providing all movements to and from Fillmore Street.*
- ◆ *Access G, the northern most access on 30<sup>th</sup> Place. Access G is proposed as a full access driveway, providing all movements to and from 30<sup>th</sup> Place.*

**Figure 4 – Site Plan and Access**

## Projected traffic

### Site traffic forecasting

#### Trip Generation

The average daily traffic and AM and PM peak hour volumes for the proposed Celebrity City development were estimated by using average trip rates found in the 8<sup>th</sup> Edition of the Institute of Transportation Engineers (ITE) informational report, *Trip Generation*.

Phase I of the development is proposed to contain the apartment district and buildings one through four. The apartment district is proposed to contain 228 apartment units. Buildings one through four are proposed to consist of mixed uses, including restaurants, retail and additional apartment units. Phase I is proposed to open in 2011. To provide a conservative analysis, it is assumed that all of Phase I will be built by horizon year 2011.

Full build-out of the site is anticipated to occur by 2021 and proposed to consist of 1,034 apartment units, 146,500 square feet of retail land use, 16,900 square feet of restaurant land use, 820 rooms of hotel land use and 382,500 square feet of office land use. To provide a conservative analysis, it is assumed that the entire development will be built by horizon year 2021.

#### Internal capture

According to data presented in the *Trip Generation Handbook, 2<sup>nd</sup> Edition* trips attracted to residential, office, or retail land uses are often shared. This means that a single trip (vehicle) to the Celebrity City development may visit additional attractions within the site during the same visit, an occurrence known as internal capture/interaction. This is especially true for developments with multiple tenants and land uses. This has the effect of reducing the external trip generating potential of the proposed site. Because it is the intent of the developer that this development ultimately provides residential, retail, and employment opportunities internally, an interaction rate of ten (10) percent was calculated and applied to the Phase I (2011) site generated residential, office, and retail trips to estimate the net (external) trips. An internal interaction rate of fourteen (14) percent was calculated and applied for full build-out (2021).

#### Light Rail

Due to the proximity of the existing light rail line and stations along Washington Street, which is approximately one-quarter mile south of the site, a Light Rail Transit (LRT) ridership reduction was assumed and applied. A 10% reduction was taken in the overall trip generation to account for those residents that will use the LRT to get to and from work. Due to the proximity of the planned LRT stations in the area it is anticipated that 10% of the net trips produced from the proposed development will use the LRT system.

#### Pass-By Trips

Based on the published ITE data, as found in *Trip Generation Handbook, 2<sup>nd</sup> Edition*, it is likely that some portion of the traffic entering and exiting a retail development would come from traffic already on the external street system. The term, pass-by, refers to this traffic already traveling on a study roadway that stops into the commercial development

on the way. These trips come out of the through traffic volumes on the adjacent street system, but do not reduce the projected turning movement volumes at driveway(s). It was estimated that five (5) percent of the daily trips, twenty (20) percent of AM peak hour trips and 34 percent of the PM peak hour trips generated by the retail parcels could be pass-by trips.

Table 5 shows the trip generation established for the proposed Phase I (2011) development.

**Table 5 – Phase I Trip Generation**

Building	Land Use	ITE LUC	Size		Daily Total	AM Peak Hour			PM Peak Hour		
			Quantity	Units		Enter	Exit	Total	Enter	Exit	Total
Apt. Dis.	Apartments	220	228	DU	1,534	23	94	117	92	50	142
1	Apartments	220	79	DU	532	8	33	41	32	17	49
1	Various Shops	814	13.840	KSF	614	14	15	29	17	21	38
2	Quality Restaurant	931	2.000	KSF	180	2	-	2	10	5	15
3	Apartments	220	184	DU	1,238	19	75	94	75	40	115
3	Various Shops	814	35.000	KSF	1,552	35	37	72	42	53	95
4	Various Shops	814	10.000	KSF	444	10	11	21	12	16	28
<b>Total Trips Generated</b>					<b>6,094</b>	<b>111</b>	<b>265</b>	<b>376</b>	<b>280</b>	<b>202</b>	<b>482</b>
<i>Internal Trips (10%)</i>					<i>(610)</i>	<i>(11)</i>	<i>(27)</i>	<i>(38)</i>	<i>(28)</i>	<i>(20)</i>	<i>(48)</i>
<i>Light Rail Ridership (10%)</i>					<i>(610)</i>	<i>(11)</i>	<i>(26)</i>	<i>(37)</i>	<i>(28)</i>	<i>(20)</i>	<i>(48)</i>
<i>Pass-By Trips</i>					<i>(112)</i>	<i>(13)</i>	<i>(13)</i>	<i>(26)</i>	<i>(29)</i>	<i>(29)</i>	<i>(58)</i>
<b>Total External Trips</b>					<b>4,762</b>	<b>76</b>	<b>199</b>	<b>275</b>	<b>195</b>	<b>133</b>	<b>328</b>

By opening year (2011) it is anticipated that Phase I will generate a total of 4,762 external daily trips, 275 AM peak hour trips and 328 PM peak hour trips.

Table 6 shows the trip generation established for the proposed full build-out of the development.

**Table 6 – Full Build-out Trip Generation**

Building	Land Use	ITE LUC	Size		Daily Total	AM Peak Hour			PM Peak Hour		
			Quantity	Units		Enter	Exit	Total	Enter	Exit	Total
Apt. Dis.	Apartments	220	228	DU	1,534	23	94	117	92	50	142
1	Apartments	220	79	DU	532	8	33	41	32	17	49
1	Various Shops	814	13.840	KSF	614	14	15	29	17	21	38
2	Quality Restaurant	931	2.000	KSF	180	2	-	2	10	5	15
3	Apartments	220	184	DU	1,238	19	75	94	75	40	115
3	Various Shops	814	35.000	KSF	1,552	35	37	72	42	53	95
4	Various Shops	814	10.000	KSF	444	10	11	21	12	16	28
5	Apartments	220	147	DU	988	15	60	75	60	32	92
5	Various Shops	814	3.560	KSF	158	4	4	8	4	6	10
6	Hotel	310	364	Rooms	2,974	142	102	244	125	130	255
7	Apartments	220	200	DU	1,344	20	82	102	81	43	124
7	Various Shops	814	38.000	KSF	1,686	37	41	78	45	58	103
8	Apartments	220	27	DU	182	3	11	14	17	11	6
8	Various Shops	814	6.100	KSF	272	6	7	13	7	10	17
9	Quality Restaurant	931	9.750	KSF	878	6	2	8	50	24	74
10	Hotel	310	455	KSF	3,718	177	128	305	156	163	319
10	Various Shops	814	9.000	KSF	400	9	10	19	11	14	25
11	Quality Restaurant	931	5.150	KSF	464	4	1	5	26	13	39
12	Apartments	220	169	DU	1,136	17	70	87	68	37	105
12	Various Shops	814	6.000	KSF	266	6	7	13	7	10	17
13	General Office	710	382.500	KSF	4,212	522	71	593	97	473	570
13	Various Shops	814	12.000	KSF	532	12	13	25	33	15	18
14	Various Shops	814	13.000	KSF	578	13	14	27	16	20	36
<b>Total Trips Generated</b>					<b>33,198</b>	<b>1,104</b>	<b>888</b>	<b>1,992</b>	<b>1,059</b>	<b>1,259</b>	<b>2,318</b>
<i>Internal Trips (14%)</i>					<i>(4,621)</i>	<i>(154)</i>	<i>(124)</i>	<i>(278)</i>	<i>(147)</i>	<i>(175)</i>	<i>(322)</i>
<i>Light Rail Ridership (10%)</i>					<i>(3,347)</i>	<i>(111)</i>	<i>(89)</i>	<i>(200)</i>	<i>(107)</i>	<i>(127)</i>	<i>(234)</i>
<i>Pass-By Trips</i>					<i>(704)</i>	<i>(38)</i>	<i>(38)</i>	<i>(76)</i>	<i>(90)</i>	<i>(90)</i>	<i>(180)</i>
<b>Total External Trips</b>					<b>24,526</b>	<b>801</b>	<b>637</b>	<b>1,438</b>	<b>715</b>	<b>867</b>	<b>1,582</b>

By full build-out (2021) the proposed Celebrity City development is expected to generate 24,526 daily external trips, with 1,438 occurring during the AM peak hour and 1,582 occurring during the PM peak hour.

### Trip Distribution and Assignment

The proposed development consists of retail, restaurant, office and residential land uses. Due to the central location of the development in the Phoenix metropolitan area, the trip distribution for home based trips and for office based trips are extremely similar in nature. Therefore, it is assumed that the majority of the trips generated by the development would be made by persons residing within a given radius of the site. These major travel patterns for site generated traffic are summarized in **Table 7** and illustrated in **Figure 5**, which displays the overall trip distribution percentages. The U.S. Census data are included in **Appendix D**.

**Table 7 – Site Trip Distribution**

Route	Direction (To/From)	Population Trips
32 <sup>nd</sup> Street	North	10%
32 <sup>nd</sup> Street	South	5%
Loop 202	East	13%

Loop 202	West	15%
Roosevelt Street	East	2%
Roosevelt Street	West	5%
Van Buren Street	East	10%
Van Buren Street	West	10%
Washington Street	East	15%
Washington Street	West	15%
<b>Total</b>		<b>100%</b>

**Trip Assignment**

The percentages shown in **Figure 5** were applied to the trips generated to determine the AM and PM peak hour site generated traffic at the intersections within the study area. **Figure 6** presents the resulting Phase I (2011) AM and PM peak hour site traffic turning movements for this development. **Figure 7** illustrates the resulting full build-out (2021) AM and PM peak hour site traffic turning movements. **Figure 8** and **Figure 9** illustrate the pass-by traffic volumes for horizon years 2011 and 2021, respectively.

**Figure 5 – Trip Distribution**

**Figure 6 – Phase I (2011) Site Traffic Volumes**

**Figure 7 – Full Build-out (2021) Site Traffic Volumes**

**Figure 8 - 2011 Pass-by Traffic Volumes**

**Figure 9 - 2021 Pass-by Traffic Volumes**



## Future background Traffic

CivTech conducted turning movement counts at nine (9) study intersections to establish existing traffic volumes.

CivTech estimated annual growth rates by reviewing the City of Phoenix historical traffic counts and the projected growth of the study area. A calculated growth rate of one (1) percent per year for two (2) years (a 1.020 growth adjustment factor) to all counted traffic movements through all of the intersections to project the 2011 build-out year volumes was applied. The existing counts were projected to the horizon year, 2021, by applying an annual growth rate of one (1) percent for 10 additional years (2011-2021), or an overall growth adjustment factor of 1.127 from 2009 to 2021.

Projected background traffic volumes for the proposed development for Phase I (2011) are illustrated in **Figure 10** and well full build-out (2021) background is shown in **Figure 11**. Calculations for the future growth projections are included in **Appendix E**.

## TOTAL TRAFFIC

Total traffic was determined by adding the site traffic generated to the projected background traffic and subtracting out the pass-by traffic volumes for the respective horizon years. Phase I opening year (2011) total AM and PM peak hour traffic is shown in **Figure 12**, while full build-out horizon year 2021 total peak hour traffic is depicted in **Figure 13**.

**Figure 10 – 2011 Peak Hour Background Traffic Volumes**

**Figure 11 – 2021 Peak Hour Background Traffic Volumes**

**Figure 12 – 2011 Peak Hour Total Traffic Volumes**

**Figure 13 – 2016 Peak Hour Total Traffic Volumes**

## Traffic and improvement analysis

### Levels of Service analysis

Peak hour capacity analyses were conducted for all of the major intersections within the study area and at all site access points. All unsignalized intersections were analyzed using the methodologies presented in the HCM 2000 using TRAFFIX™ traffic analysis software. (Major intersections expected to be signalized were analyzed as signalized intersections.)

It was assumed that all signal cycle lengths were 90 seconds, except for the intersection of 32<sup>nd</sup> Street and Loop 202 which has a 120 second cycle length per ADOT criteria. Results of the level of service analyses summarizing the overall intersection LOS or worst case approach LOS, whichever is appropriate, with the development are summarized in **Table 8** for the Phase I opening year (2011) and in **Table 9** for full build-out horizon year (2021). Detailed analysis printouts and a table showing the level of service for each individual movement without and with the development can be found in **Appendix F** for 2011 and **Appendix G** for 2021.

**Table 8 – 2011 Future Peak Hour Levels of Service with Proposed Development**

ID	Intersection	Stop Control	Approach	Overall AM LOS	Overall PM LOS
1	32 <sup>nd</sup> Street & Loop 202	Signal	Overall	C	C
2	32 <sup>nd</sup> Street & Roosevelt Street	Signal	Overall	B	B
3	32 <sup>nd</sup> Street & Fillmore Street	2-way Stop	EB/WB	<b>F</b>	<b>E</b>
4	32 <sup>nd</sup> Street & Van Buren Street	Signal	Overall	B	B
5	32 <sup>nd</sup> Street & Washington Street	Signal	Overall	*C	*C
6	30 <sup>th</sup> Place & Fillmore Street	1-way Stop	SB	B	A
7	30 <sup>th</sup> Place & Van Buren Street	1-way Stop	SB	C	D
8	28 <sup>th</sup> Street & Van Buren Street	Signal	Overall	A	A
9	32 <sup>nd</sup> Street & Randolph Road	1-way Stop	WB	B	B
10	Access A & 30 <sup>th</sup> Place	1-way Stop	WB	A	A
11	Access B & Van Buren Street	1-way Stop	SB	B	B
12	Access C & 32 <sup>nd</sup> Street	1-way Stop	EB	C	C

**Poor or failing levels of service are bolded.**

\* LOS does not include Light Rail delay along Washington Street.

The results of the opening year, 2011, intersection capacity analysis summarized in **Table 8** reveals that all existing and proposed intersections experience an acceptable level of service (D or better) under existing conditions except for the intersection of 32<sup>nd</sup> Street and Fillmore Street.

Due to the through volumes north/south at the intersection of 32<sup>nd</sup> Street and Fillmore Street, the eastbound and westbound left turn approaches experience delays causing the poor level of service. Poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The expected increase in traffic volumes along 32<sup>nd</sup> Street would decrease the number of acceptable gaps in traffic for east/west left turns, which would in turn increase delays to these movements, resulting in poor LOS during peak hours. Because there are alternate routes available to drivers and these movements are expected to operate at acceptable LOS during non-peak hours, no mitigation is recommended.

**Table 9 – 2021 Future Peak Hour Levels of Service with Proposed Development**

ID	Intersection	Stop Control	Approach	Overall AM LOS	Overall PM LOS
1	32 <sup>nd</sup> Street & Loop 202	Signal	Overall	C	C
2	32 <sup>nd</sup> Street & Roosevelt Street	Signal	Overall	C	C
3	32 <sup>nd</sup> Street & Fillmore Street	Signal	Overall	B	B
4	32 <sup>nd</sup> Street & Van Buren Street	Signal	Overall	C	D
5	32 <sup>nd</sup> Street & Washington Street	Signal	Overall	*C	*C
6	30 <sup>th</sup> Place & Fillmore Street	1-way Stop	SB	B	A
7	30 <sup>th</sup> Place & Van Buren Street	1-way Stop	SB	D	<b>F</b>
8	28 <sup>th</sup> Street & Van Buren Street	Signal	Overall	A	A
9	32 <sup>nd</sup> Street & Randolph Road	1-way Stop	WB	B	B
10	Access A & 30 <sup>th</sup> Place	1-way Stop	WB	B	A
11	Access B & Van Buren Street	1-way Stop	SB	B	B
12	Access C & 32 <sup>nd</sup> Street	1-way Stop	EB	<b>F</b>	<b>F</b>
13	Access D & 32 <sup>nd</sup> Street	1-way Stop	EB	<b>F</b>	<b>F</b>
14	Access E & Fillmore Street	1-way Stop	NB	B	B
15	Access F & Fillmore Street	1-way Stop	NB	A	B
16	Access G & 30 <sup>th</sup> Place	1-way Stop	WB	B	B

**Poor or failing levels of service are bolded.**

\* LOS does not include Light Rail delay along Washington Street.

The results of the build-out horizon year 2021 intersection capacity analysis summarized in **Table 9** reveals that all existing intersection and proposed intersections experience an acceptable level of service (D or better) under the proposed 2021 lane configurations and stop control except for the following intersections:

- ◆ 30<sup>th</sup> Place & Van Buren Street
- ◆ Access C & 32<sup>nd</sup> Street
- ◆ Access D & 32<sup>nd</sup> Street

Due to the increase in background traffic on arterial roadways, overall poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The expected increase in traffic volumes along 32<sup>nd</sup> Street and Van Buren Street would decrease the number of acceptable gaps in traffic left turns, which would in turn increase delays to these movements, resulting in poor LOS during peak hours. Because there are alternate routes available to drivers and these movements are expected to operate at acceptable LOS during non-peak hours, no mitigation is recommended.

The intersection of 32<sup>nd</sup> Street and Fillmore Street was mitigated in the horizon year 2021. A peak hour signal warrant analysis was prepared utilizing the Traffix software at this intersection. The analysis revealed that this intersection meets the peak hour warrants for a traffic signal. Therefore, this analysis recommends the traffic signal installation at 32<sup>nd</sup> Street and Fillmore Street to provide the level of service as depicted in **Table 9**. Due to the proximity of Randolph Road to Fillmore Street, it is recommended that the proposed traffic signal be designed to include the offset thereby providing a signal for each approach to each street. It is also recommended that this traffic signal operate from one controller to assist with the signal timing.

## Traffic Safety

### Sight Distance Analysis

Adequate sight distance must be provided at all site driveways to allow safe turning movements into and out of the development. A sight triangle is the area encompassed by the line of sight from a stopped vehicle on the minor roadway to the approaching vehicle on the major roadway: there must be sufficient unobstructed sight distance along both approaches of a street or driveway intersection and across their included corners to allow operators of vehicles to see each other in time to prevent a collision. There must also be sufficient sight distance along the major street to allow a driver intending to turn left into the site to see an oncoming vehicle in the opposing direction.

Existing sight distance was not measured at the site access points. The contractor should ensure that adequate sight distance is provided at the intersections to allow safe left and right turning movements from the development. Landscaping should be maintained at a maximum of three (3) feet in height. Trees should have branches trimmed to meet current acceptable landscape requirements of not lower than seven (7) feet while maintaining sight distance. Sight distance is largely based on the design speed of the roadway. When the posted speed limit is reduced, the required sight distance will also be reduced as a result.

### Acceleration/Deceleration lanes

**Left-turn Lanes**

Left-turn lanes are anticipated at all intersections and site driveways where left turns are permitted. All recommended left turn lanes should follow the City of Phoenix Street Transportation Division left turn guidelines as summarized in **Table 10**.

**Table 10 – City of Phoenix Left Turn Storage Design Guidelines**

Type	<sup>(1)</sup> Storage		Reverse Curve	Roadways with TWLTL <sup>(2)</sup>	Taper	Lane Width
	Min	Max				
Local Streets & Driveways	100'	-	100'	n/a	150'	12'
Collectors	150'	250'	100'	150'	150'	12'
Arterials	<sup>(3)</sup> 250'	-	<sup>(4)</sup> 100'-150'	250'	150'	12'

(1) All of these may adjust based on approved traffic studies, geometric design or historical data.

(2) Only defined at signalized intersections or where a 2-Way LTL transitions to a median island.

(3) Storage includes dual lefts.

(4) Queue storage depends on island width.

Per the City of Phoenix criteria, dual left-turn lanes are warranted where left turn volumes exceed 300 vehicles per hour (vph). However since many of the study roadways are at full build-out within the study area, dual left turn lanes are not recommended at any existing or proposed intersection. All signalized intersections are projected to operate at acceptable levels of service with single left turns lanes.

**Right-Turn Auxiliary Lanes**

A right-turn auxiliary lane serves to reduce delay and promote safety at intersections by providing a dedicated lane for vehicles to negotiate a right turning movement. Per the City of Phoenix Street Transportation Division the following is right-turn/deceleration lane design guidelines:

**Table 11 – City of Phoenix Right Turn Storage Design Guidelines**

Type	<sup>(1)</sup> Storage		Taper	Lane Width
	Min	Max		
Local Streets & Driveways	100'	-	150'	12'
Collectors	100'	150'	150'	12'
Arterials	250'	300'	150'	12'

(1) All of these may adjust based on approved traffic studies, geometric design or historical data.

In urban areas, a right-turn auxiliary lane is warranted when the design right-turn volume exceeds 300 vph. Based on the City's criteria, a southbound right-turn auxiliary lane is warranted at the intersection of 32<sup>nd</sup> Street and Fillmore Street.

**Deceleration Lanes**

Right-turn deceleration lanes are often recommended on public roadways where vehicles turning right into site driveways create delays or safety problems for other traffic movements. The need for a right turn-lane at a site driveway depends upon the speed of traffic on the road, the volume of traffic turning right, and the through traffic volume in the same lane as the right

turning traffic. The City of Phoenix provides the following minimum criteria for the provision of right-turn deceleration lanes on public streets.

- ◆ A deceleration lane is required for any access if at least 5,000 vehicles per day (vpd) are using or are expected in the near future (five years after the development is built out) to be using the adjacent street.
- ◆ The posted speed limit is 35 mph or the 85<sup>th</sup> percentile speed limit is greater than 35 mph; or 45 mph for a two-lane roadway.
- ◆ At least 1,000 vph are using or are expected to use the driveway for the development or adjacent development (existing or future).
- ◆ At least 40 vehicles are expected to make right-turns into the driveway for a one-hour period for the development or adjacent developments (existing or future).

Based on the City of Phoenix deceleration criteria the following are warrant deceleration lanes by full build-out horizon year (2021):

- ◆ Access B & Van Buren Street – WB
- ◆ Access C & 32<sup>nd</sup> Street – SB
- ◆ Access D & 32<sup>nd</sup> Street – SB

Turn lane queue length requirements for these new lanes are summarized in **Table 12**. All turn lanes should be at least 12 feet in width and have a desirable taper length of approximately 150 feet. Certain exceptions apply depending on the location of the driveway and the proximity to the adjacent intersection.

### **Queuing Analysis**

Adequate turn storage should be supplied on any approach where turn lanes are permitted and/or warranted. A queuing analysis was performed for all warranted/recommended intersection turn lanes under stop or signal control where site traffic is expected. According to the methodology documented in *A Policy on Geometric Design of Highways and Streets* (the AASHTO “Green Book”), the storage length for a turn lane is typically estimated as the length required to hold the average number of arriving vehicles per two minutes, where unsignalized, or per one-and-a half signal cycles, where signalized. The formulas used for the calculations are shown below.

CivTech also calculated the eastbound left-turn storage requirements for the east/west half of the 32<sup>nd</sup> Street and Loop 202 traffic interchange using ADOT methodology in order to determine if the storage provided by the existing dual lanes will accommodate future left turn volumes.

Using the traffic volumes projected for the 2021 full build-out year the resulting turn lane storage requirements for warranted turn lanes at study intersections adjacent to the project are summarized in **Table 12** while the calculations are provided in **Appendix I**.

For signalized intersections, the storage length is determined by the following formula:

$$\text{Storage Length} = [1.5 \times (\text{veh/hr})/(\text{cycles/hr})] \times 25 \text{ feet}$$

For unsignalized intersections, the storage length is determined by the following formula:

$$\text{Storage Length} = [(\text{veh/hr}) / (30 \text{ periods/hr})] \times 25 \text{ feet}$$

**Table 12 – 2021 Turn Lane Queue Length**

ID	Intersection	Stop Control	Approach	Existing Storage	Calculated Storage	Recommended Storage <sup>(1)</sup>
1	32 <sup>nd</sup> Street & Loop 202	Signal	NB Left	300'	<sup>(3)</sup> 555'/715'	<sup>(1)</sup> 300'
			SB Left	300'	<sup>(3)</sup> 855'/1015'	<sup>(1)</sup> 300'
			EB Left	450'	<sup>(3)</sup> 630'/790'	<sup>(1)</sup> 450'
			WB Left	450'	<sup>(3)</sup> 805'/965'	<sup>(1)</sup> 450'
2	32 <sup>nd</sup> Street & Roosevelt Street	Signal	NB Left	150'	150'	<sup>(1)</sup> 150'
			SB Left	100'	125'	<sup>(1)</sup> 100'
			EB Left	160'	550'	<sup>(1)</sup> 160'
			WB Left	140'	50'	<sup>(1)</sup> 140'
			EB Right	300'	200'	<sup>(1)</sup> 300'
			WB Right	140'	100'	<sup>(1)</sup> 140'
3	32 <sup>nd</sup> Street & Fillmore Street	Signal	NB Left	<sup>(2)</sup>	225'	225'
			SB Left	<sup>(2)</sup>	50'	<sup>(2)</sup>
			EB Left	-	325'	<sup>(4)</sup> 250'
			SB Right	-	425'	<sup>(4)</sup> 250'
4	32 <sup>nd</sup> Street & Van Buren Street	Signal	NB Left	270'	250'	<sup>(1)</sup> 270'
			SB Left	250'	375'	<sup>(1)</sup> 250'
			EB Left	250'	400'	<sup>(1)</sup> 250'
			WB Left	250'	100'	<sup>(1)</sup> 250'
5	32 <sup>nd</sup> Street & Washington Street	Signal	NB Left	200'	75'	<sup>(1)</sup> 200'
			SB Left	300'	425'	<sup>(1)</sup> 300'
			EB Left	300'	325'	<sup>(1)</sup> 300'
			WB Left	250'	100'	<sup>(1)</sup> 250'
7	30 <sup>th</sup> Place & Van Buren Street	1-way Stop SB	EB Left	<sup>(2)</sup>	75'	<sup>(2)</sup>
8	28 <sup>th</sup> Street & Van Buren Street	Signal	NB Left	100'	25'	<sup>(1)</sup> 100'
			SB Left	100'	25'	<sup>(1)</sup> 100'
			EB Left	150'	50'	<sup>(1)</sup> 150'
			WB Left	170'	100'	<sup>(1)</sup> 170'
9	32 <sup>nd</sup> Street & Randolph Road	Signal	SB Left	<sup>(2)</sup>	150'	150'
11	Access B & Van Buren Street	1-way Stop SB	WB Right	-	150'	150'
12	Access C & 32 <sup>nd</sup> Street	1-way Stop EB	SB Right	-	100'	100'
13	Access D & 32 <sup>nd</sup> Street	1-way Stop EB	NB Left	-	150'	<sup>(2)</sup>
			SB Right	-	100'	100'
14	Access E & Fillmore Street	1-way Stop NB	WB Left	-	100'	100'
15	Access F & Fillmore Street	1-way Stop NB	WB Left	-	175'	175'

- (1) Mitigation not recommended existing storage is adequate.
- (2) Existing two-way-left turn lane, queue storage not recommended.
- (3) Queue Storage calculated per ADOT requirements with minimum/desired storage.
- (4) Per City of Phoenix criteria, a maximum length of 250' is recommended.

The results of the turn lane queue length analysis summarized in **Table 12** indicates that the estimated storage requirements for all existing intersections can be accommodated within the existing storage except for the intersection of 32<sup>nd</sup> Street and Fillmore Street. It is recommended

that intersection of 32<sup>nd</sup> Street and Fillmore Street provide a minimum 250-foot southbound right turn lane by full build-out. The recommended southbound right turn lane will be carried down from Randolph Road.

It is recommended that site Access B and Van Buren Street provide a minimum 150-foot westbound right turn deceleration lane into the site. Both site Access C and Access D should provide a minimum 100-foot right turn deceleration lane into the site. Left turn storage along 32<sup>nd</sup> Street is not recommended into the site due to an existing two-way left turn lane.

Site Access E should provide for a minimum 100-foot westbound left turn lane and site Access F is recommended to provide a minimum 175-foot left turn lane into the site.

These storage lengths are provided for the study horizon year of 2021 using the total traffic projections and the proposed development only. Additional storage length calculations should be completed prior to traffic signal installation or a change in intersection stop control or installation of raised medians.

### **ROADWAY IMPROVEMENTS AND TRAFFIC CONTROL NEEDS**

The future lane configurations and traffic control are shown in **Figure 14** for Phase I open year (2011) and in **Figure 15** for full build-out horizon year (2021). A summary of recommended improvements assumed in the analysis can be found in **Table 13**.

**Table 13 – Summary of Recommended Improvements**

Intersection/Roadway	Suggested Improvements
32 <sup>nd</sup> Street & Van Buren Street	Recommended Permitted/Protected Phasing an all approaches. For better levels of service.
32 <sup>nd</sup> Street & Fillmore Street	By full build-out a signal is warranted at 32 <sup>nd</sup> Street and Fillmore Street. NB left turn lane with 225' queue storage length. EB single left turn lane with a 250' queue storage length. SB right turn lane with a 250' queue storage length.
32 <sup>nd</sup> Street & Randolph Road	Due to the close proximity of Randolph Road to Fillmore Street, it is recommended that the traffic signal design at Fillmore Street include the offset intersection of Randolph Road. It is recommended that these signalized intersections operate from one controller. SB left turn lane with 150' queue storage length.
Access B & Van Buren Street (RI/RO Only)	WB right turn lane with 150' queue storage.
Access C & 32 <sup>nd</sup> Street (RI/RO/LO Only)	SB right turn lane with 100' queue storage.
Access D & 32 <sup>nd</sup> Street (Full)	NB left turn lane with 150' queue storage. SB right turn lane with 100' queue storage.

Access E & Fillmore Street	WB left turn lane with 100' queue storage.
Access F & Fillmore Street	WB left turn lane with 175' queue storage.

**Figure 14 – 2011 Proposed Lane Configurations and Traffic Controls**

**Figure 15 – 2021 Proposed Lane Configurations and Traffic Controls**

## **CONCLUSIONS AND RECOMMENDATIONS**

The following conclusions and recommendations have been documented in this study:

- ◆ By opening year (2011) Phase I will generate a total of 4,762 external daily trips, 275 AM peak hour trips and 328 PM peak hour trips.

- ◆ By full build-out (2021) the proposed Celebrity City development is expected to generate 24,526 daily external trips, with 1,438 occurring during the AM peak hour and 1,582 occurring during the PM peak hour.
- ◆ The results of the capacity analysis of existing conditions at the study intersections reveal that all intersections currently operate at an overall acceptable level of service (LOS D or better) in both the AM and PM Peak hours with the exception of 32<sup>nd</sup> Street and Fillmore Street, which operates at LOS E in the AM peak hour. Poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The large through traffic volumes along 32<sup>nd</sup> Street decrease the number of acceptable gaps in traffic for east/west left turns, which in turn increase delays to these movements, resulting in a poor LOS during peak hours.
- ◆ The results of the opening year, 2011, intersection capacity analysis reveals that all existing and proposed intersections experience an acceptable level of service (D or better) under existing conditions except for the intersection of 32<sup>nd</sup> Street and Fillmore Street. Due to the north and south through volumes at the intersection of 32<sup>nd</sup> Street and Fillmore, the eastbound approach left delay fails. Poor levels of service during peak hours are not uncommon on side street approaches to major arterial roadways. The expected increase in traffic volumes along 32<sup>nd</sup> Street would decrease the number of acceptable gaps in traffic for east/west left turns, which would in turn increase delays to these movements, resulting in poor LOS during peak hours. Because there are alternate routes available to drivers and these movements are expected to operate at acceptable LOS during non-peak hours, no mitigation is recommended.
- ◆ The results of the build-out horizon year 2021 intersection capacity analysis reveals that all existing intersection and proposed intersections experience an acceptable level of service (D or better) under the proposed 2021 lane configurations and stop control with few exceptions. The intersections of 30<sup>th</sup> Place/Van Buren Street, Access C/32<sup>nd</sup> Street and Access D/32<sup>nd</sup> Street all experience poor LOS at the stop controlled approach due to the left turn out delay. This poor LOS is not uncommon on side street approaches to major arterial roadways.
- ◆ By full build-out 2021 it is recommended that the intersection of 32<sup>nd</sup> Street and Fillmore Street be signalized due the increase of turning volumes from the proposed site. Based on the Traffix software, this intersection meets the peak hour warrants for installation of a traffic signal.
- ◆ Due to the proximity of Randolph Road to Fillmore Street, it is recommended that the proposed traffic signal be designed to include the offset thereby providing a signal for each approach to each street. It is also recommended that this traffic signal operate from one controller to assist with the signal timing.
- ◆ Existing sight distance was not measured at the site access points. The contractor should ensure that adequate sight distance is provided at the intersections to allow safe left and right turning movements from the development. Landscaping should be maintained at a maximum of three (3) feet in height. Trees should have branches trimmed to meet current acceptable landscape requirements of not lower than seven (7) feet while maintaining sight distance. Sight distance is largely based on the design speed of the roadway. When the posted speed limit is reduced, the required sight distance will also be reduced as a result.

- ◆ A southbound right turn lane is recommended at the intersection of 32<sup>nd</sup> Street and Fillmore Street by full build-out (2021) with a maximum length of 250 feet.
- ◆ An eastbound left turn lane is recommended at the intersection of 32<sup>nd</sup> Street and Fillmore Street by full build-out (2021) with a maximum length of 250 feet.
- ◆ A minimum 150-foot westbound right turn deceleration lane is recommended at site Access B and Van Buren Street. Both site Access C and Access D should provide a minimum 100-foot right turn deceleration lane into the site. Left turn storage along 32<sup>nd</sup> Street is not recommended into the site due to an existing two-way left turn lane.
- ◆ A minimum 100-foot westbound left turn lane is recommended at site Access E and a minimum 175-foot left turn lane is recommended at site Access F into the site.

The table below summarizes the improvements recommended as a result of this study.

### Summary of Recommended Improvements

Intersection/Roadway	Suggested Improvements
32 <sup>nd</sup> Street & Van Buren Street	Recommended Permitted/Protected Phasing an all approaches. For better levels of service.
32 <sup>nd</sup> Street & Fillmore Street	By full build-out a signal is warranted at 32 <sup>nd</sup> Street and Fillmore Street. NB left turn lane with 225' queue storage length. EB single left turn lane with a 250' queue storage length. SB right turn lane with a 250' queue storage length.
32 <sup>nd</sup> Street & Randolph Road	Due to the close proximity of Randolph Road to Fillmore Street, it is recommended that the traffic signal design at Fillmore Street include the offset intersection of Randolph Road. It is recommended that these signalized intersections operate from one controller. SB left turn lane with 150' queue storage length.
Access B & Van Buren Street (RI/RO Only)	WB right turn lane with 150' queue storage.
Access C & 32 <sup>nd</sup> Street (RI/RO/LO Only)	SB right turn lane with 100' queue storage.
Access D & 32 <sup>nd</sup> Street (Full)	NB left turn lane with 150' queue storage. SB right turn lane with 100' queue storage.
Access E & Fillmore Street	WB left turn lane with 100' queue storage.
Access F & Fillmore Street	WB left turn lane with 175' queue storage.

### LIST OF REFERENCES

- A Policy on Geometric Design of Highways and Streets*, American Association of State Highway and Transportation Officials, Washington, D.C., 2001.
- ADOT Traffic Engineering Policies, Guidelines, and Procedures*, Arizona Department of Transportation, January 2000.

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- Highway Capacity Manual*. Transportation Research Board, National Research Council, Washington, D.C., 2000.
- Manual of Uniform Traffic Control Devices*. U.S. Department of Transportation, Federal Highways Administration, Washington, D.C., 2003.
- Roadway Design Manual*, Maricopa County Department of Transportation, Phoenix, Arizona, April 2004.
- Traffic Impact Procedures*, Maricopa County Department of Transportation, Phoenix, Arizona, February 1994.
- Trip Generation 8<sup>th</sup> Edition*, Institute of Transportation Engineers, Washington, D.C, 2008.

## Exhibit 18 – Preliminary Site Lighting Photometrics

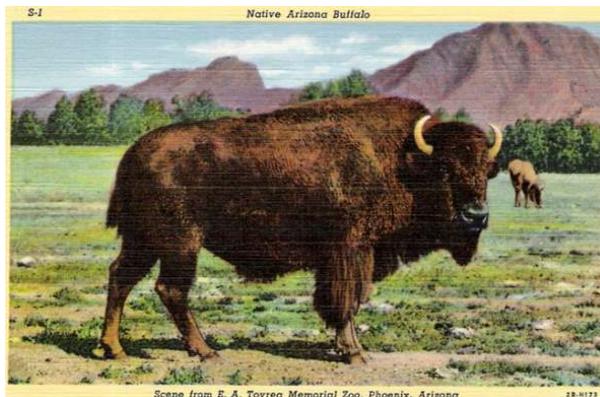
## Exhibit 19 – History

Historically Van Buren provided a gateway between Downtown Phoenix and more rural Tempe. Hotels/ Motel sprouted up along the street, servicing new post World War II, America where Automobile travelers moved in and through Phoenix on route 60 towards Los Angeles. Over time, as the major freeways were constructed (I-10) and Sky Harbor; Van Buren became neglected, overlooked and it's famed Hotels/ Motels fell into major disrepair.



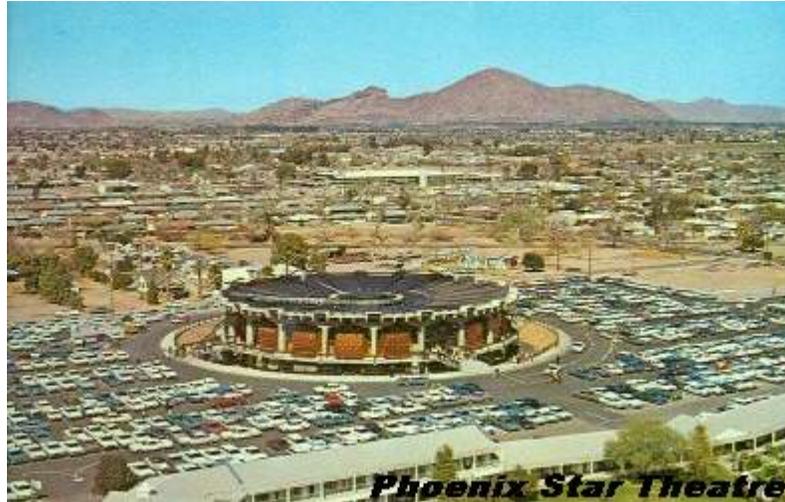
Van Buren is however an important piece in the history and narrative of Phoenix. It's the location of the States first institution for the mentally challenged. It is the area where the City's first Airport was built and where the City's oldest Cemetery is located. The location of the altercation that led to the famous Miranda case was on Van Buren.

Playing into the celebration of the automobile, post WW II, Van Buren hosted the City's first drive-in Movie Theater. Parts of Van Buren were even featured in the original Psycho Movie. Van Buren functioned and was seen as being similar to that of the "Strip" in Las Vegas, most Motels even left space for casinos in anticipation of Arizona legalizing gaming. Van Buren was the location of many Route 66-type sideshow attractions; from miniature zoo's, to displays of the abnormal in the human form, i.e. "freak shows. "



Celebrity Theater, formally the Phoenix Star Theater, was built in 1963 by Del Webb to service their Highway House motel chain and was built to function as a convention center. During the "off-season" the

venue began to stage Broadway musicals and in the late 1960's the venue was renamed to the current Celebrity Theater, it was then converted to a full-time concert hall. In the 1970's and 80's the Theater hosted acts such as: Liberace, Sammy Davis Jr, Nat King Cole, Bruce Springsteen, Bonnie Ratt and Frank Zappa.



Over the past two decades, the Van Buren corridor has fell into major economic and aesthetic disrepair. As the freeways moved in and Airplanes became the major mode of long distance transportation, Route 66 and similar roads became neglected and overlooked. In an ironic twist of fate the Van Buren Motels, which appealed to the automobile as the sole mode of travel, began to die along the street, used car lots began to spring up. The once proud motels now began to service a well-known prostitution industry that began to sprout up along Van Buren.

Celebrity City will be developed so to appeal and celebrate the history, both the good and bad, of Van Buren, as a source of entertainment, attraction and the original desires of Van Buren to be a second iteration of the Vegas Strip. Celebrity City sets out to celebrate the rich and dynamic history of Van Buren. With the Light Rail as the City's next mode of transportation, this project wishes to help reestablish that transportation gateway to downtown and act as a catalyst of rebirth to this once proud piece of Phoenix History.

