

**Application  
Narrative  
Cash Transmittal  
Pre-Application  
Pre-App Narrative  
Pre-App Cash Transmittal  
Project Data Sheet**



# Amended Project Application

Project Number: 738 - PA -2009 Case Number: 2 - ZN - 2010 Date: 10-12-2010

Staff Signature required PRIOR to submittal

*This Document Constitutes A Public Disclosure Under ARS Section 39-121, Inspection of Public Records*

## Applicant to Complete Section Below

Case Type: ☐ Abandonment (AB) ☐ Master Plan Map (MP) ☐ Rezoning (ZN)  
☐ Changes to a Recorded Plat (PC) ☐ Master Sign Program (MS) ☐ Text Amendment (TA)  
☐ Change to Existing Lots (PC) ☐ Minor Subdivision (MD) ☐ Use Permit (UP)  
☐ Development Review (DR) ☐ Preliminary Plat (PP) ☐ Variance (BA)  
☐ General Plan Amendment (GP) ☒ Other: Amended Development Standards

Project Name: The Pinnacle in the Perimeter Center

Project Address: 17851, 17821, 17799, 17791 and 17761 N. 85th Street

Current Zoning District: I-1 PCD Parcel Number(s): 215-07-212K, L, M, N and 215-001V Quarter Section: 37-48,38-48

Request: A request to amend the development standards in the I-1/PCD district

*The property owner shall designate an agent for the project. This person (the applicant) shall attend pre-application conferences and public hearings, will receive the agenda, recommendations, and case reports, and will communicate all case information to other parties as required. All contact for this project will be made through the applicant listed below.*

Owner: Scottsdale Perimter 1 LLC  
Company Furst Properties Attn: Beverly Eernisse  
Phone: (480) 951-9550 Fax: (480) 951-0665  
E-mail: beernisse@furstproperties.com  
Address: 14648 N. Scottsdale Road, Suite 345  
Scottsdale, Arizona 85254

Developer: \_\_\_\_\_  
Company \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_

Architect: Mike Edwards  
Company Davis  
Phone: (480) 638-1125 Fax: (480) 317-1125  
E-mail: medwards@thedavisexperience.com  
Address: 60 E. Rio Salado Parkway, Suite 200  
Tempe, Arizona 85281

Engineer: \_\_\_\_\_  
Company \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_

Applicant Contact: Lynne Lagarde of Earl, Curley & Lagarde P.C. Phone: (602) 265-0094  
Applicant E-mail: llagarde@ecflaw.com Fax: (602) 265-2195  
Applicant Address: 3101 N. Central Avenue, Suite 1000, Phoenix, Arizona 85012

Owner Signature \_\_\_\_\_

Applicant Signature Lynne Lagarde

## OFFICIAL USE ONLY

Staff Signature: \_\_\_\_\_ E-mail: \_\_\_\_\_@ScottsdaleAZ.gov 480-312-\_\_\_\_

This application needs a: ☐ New Project Number or ☐ Old Project Number: \_\_\_\_\_ Date: \_\_\_\_\_

## Planning & Development Services Department

7447 E. Indian School Road, Suite 100, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



# AMENDED Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: 10-12-2010

Project No.: 738 - PA - 2009

Coordinator: Bryan Cluff

Case No.: 2 - ZN - 2010

Project Name: The Pinnacle in the Perimeter Center

**Project Location:** 17821, 17799, 17791, and 17761 N. 85th Street

## Property Details:

☐ Single-Family Residentail    ☐ Multi-Family Residential    ☐ Commercial    ☒ Industrial

Current Zoning: I-1 PCD    Proposed Zoning: I-1 PCD

Number of Buildings: 1 existing    Parcel Size: 24.6 acres

Gross Floor Area/Total Units: Not to exceed .6 F.A.R. Floor Area Ratio/Density: Not to exceed .6

Parking Required: Per Zoning Ordinance    Parking Provided: To meet or exceed Z.O. Reqmnt

Setbacks:    N - 50' Minimum    S - 50' Minimum    E - 50' Minimum    W - 50' Minimum

## Description of Request:

**A request to amend the development standards in the I-1 PCD district.**

**See the Pinnacle in the Perimeter Center Narrative for further justification and information.**

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# AMENDED

## Project Data Sheet

### Residential/Commercial

738 - PA - 2009

Coordinator: Bryan Cluff

Project Address: 17851, 17821, 17799, 17791, and 17761 N 85th Street

Date: 10-12-2010

Proposed Use: Office

Zoning District: I-1PCD

TO BE COMPLETED BY APPLICANT		CALCULATIONS	TO BE COMPLETED BY CITY
COMMERCIAL	RESIDENTIAL		
1,072,702 sf / 24.63 acres		Net Lot Area	
		Gross Lot Area	
Not to exceed .6 FAR		Gross Floor Area Allowed	
Not to exceed .6 FAR		Gross Floor Area Provided	
Not to exceed Z.O. requirements		Building Volume Allowed	
Not to exceed Z.O. requirements		Building Volume Provided	
		Number Of Units Or Lots	
		Density Allowed	
		Density Provided	
		Minimum Lot Size Allowed	
		Minimum Lot Size Provided	
36'-0"		Building Height Allowed	
65'-0"		Building Height Provided	
Not to exceed .6 FAR		Net Floor Area	
To meet or exceed Z.O. requirements		Parking Spaces Required	
To meet or exceed Z.O. requirements		Parking Provided On-Site	
0		Parking Provided Off-Site	
To meet or exceed Z.O. requirements		Total Parking Provided	
32%		Open Space Required	
To meet or exceed Z.O. requirements		Open Space Provided	
na		Front Open Space Required	
na		Front Open Space Provided	
15%		Parking Lot Landscaping Required	
To meet or exceed Z.O. requirements		Parking Lot Landscaping Provided	

#### SET BACKS & PARKING REQUIREMENTS

REQUIRED	PROVIDED	CALCULATIONS	N, S, E, OR W	REQUIRED	PROVIDED
50'	50' MIN.	Front	W		
50'	50' MIN.	Rear	E		
0'	50' MIN.	Left Side	N		
50'	50' MIN.	Right Side	S		
20'	20' MIN.	Parking			

### Planning & Development Services Department

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# City of Scottsdale Cash Transmittal

# 83546

83546  
2 00239019  
04/08/10 PLN-1STOP  
ZCORNEJO CQSDC32015  
4/8/2010 10:17 AM  
\$6,333.52

**Received From :**

FURST PROPERTIES  
14648 N SCOTTSDALE RD STE 345  
SCOTTSDALE, AZ 85254  
480-951-9550

**Bill To :**

EARL, CURLEY & LAGARDE  
3101 N. CENTRAL Ave. Ste. 1000  
PHOENIX, AZ 85012  
602-265-0094

Reference # 738-PA-2009

Issued Date 4/8/2010

Address 17821 N 85TH ST

Paid Date 4/8/2010

Subdivision

Payment Type CHECK

Marketing Name

Lot Number

Cost Center

MCR

County No

Metes/Bounds No

APN 215-07-212K

Gross Lot Area 0

Water Zone

**Owner Information**

NAOS Lot Area 0

Water Type

Scottsdale Perimeter 1 LLC  
60 E RIO SALADO PKWY STE 200  
TEMPE, AZ 85281  
480-638-1100

Net Lot Area

Sewer Type

Number of Units 1

Meter Size

Density

QS 38-48

Code	Description	Additional	Qty	Amount	Account Number
	GENERAL PLAN APPLICATION	AMEND DEV STANDARDS	1	\$6,333.52	100-21300-44221

SIGNED BY RICK TORIS ON 4/8/2010

Total Amount

**\$6,333.52**

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

**TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 83546**





# Project Application

Project Number: 738 - PA -2009

Case Number: - -

Date: 4/8/2010

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☐ General Plan Amendment (GP) ☒ Other: AMEND DEVELOPMENT STANDARDS IN I-1 PCD

Project Name: The Pinnacle in the Perimeter Center

Project Address: 17821, 17799, 17791 and 17761 N. 85th Street

Current Zoning District: I-1 PCD Parcel Number(s): 215-07-212K, L, M and 215-07-212N Quarter Section: 37-48

Request: A request to amend the development standards in the I-1/PCD district

*The property owner shall designate an agent for the project. This person (the applicant) shall attend pre-application conferences and public hearings, will receive the agenda, recommendations, and case reports, and will communicate all case information to other parties as required. All contact for this project will be made through the applicant listed below.*

Owner: Scottsdale Perimeter 1 LLC  
Company Furst Properties Attn: Beverly Eernisse  
Phone: (480) 951-9550 Fax: (480) 951-0665  
E-mail: beernisse@furstproperties.com  
Address: 14648 N. Scottsdale Road, Suite 345  
Scottsdale, Arizona 85254

Developer: \_\_\_\_\_  
Company \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_

Architect: Mike Edwards  
Company Davis  
Phone: (480) 638-1125 Fax: (480) 317-1125  
E-mail: medwards@thedavisexperience.com  
Address: 60 E. Rio Salado Parkway, Suite 200  
Tempe, Arizona 85281

Engineer: \_\_\_\_\_  
Company \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_

Applicant Contact: Lynne Lagarde of Earl, Curley & Lagarde P.C.  
Applicant E-mail: llagarde@ecclaw.com  
Applicant Address: 3101 N. Central Avenue, Suite 1000, Phoenix, Arizona 85012

Phone: (602) 265-0094  
Fax: (602) 265-2195

Beverly D. Eernisse  
Owner Signature

Lynne Lagarde  
Applicant Signature

## OFFICIAL USE ONLY

Staff Signature: [Signature] E-mail: BALDIARITY @ScottsdaleAZ.gov 480-312- 2307

This application needs a: ☒ New Project Number or ☐ Old Project Number: \_\_\_\_\_ Date: 4/8/2010

## Planning & Development Services Department

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## ***The Pinnacle in the Perimeter Center*** DEVELOPMENT PLAN

**Updated January 13, 2011**

### **Request**

The purpose of this request is to obtain an amendment of the development standards of the I-1 district, as permitted under the Planned Community District (PCD) overlay designation of the Perimeter Center. The proposed amended development standards would allow a five story 65' corporate office campus on an approximately 24.6 acre site owned by Furst Properties located at the northwest corner of the Pima Freeway Loop 101 and Princess Drive within the Perimeter Center. The original application for 16.72 acres has been amended to include the 7.88 acre existing Furst Properties Phase One building site to make the zoning and development standards consistent on all of the Furst property. The Perimeter Center is a dynamic master planned business park campus that has been developed with a variety of employment, office, corporate headquarters and retail commercial uses that serve the regional marketplace. The initial Furst Properties building includes the corporate headquarters for Meritage Homes. The additional height is intended to make the entire site more attractive and viable as a corporate headquarters location.

Section 5.2102.C of the Scottsdale Zoning Ordinance allows property development standards modifications subject to a written narrative and graphics that support a Planning Commission and City Council determination that the modifications will produce a project superior to that produced by the existing standards. The amendment of development standards proposed by Furst Properties will allow the development of architecturally superior buildings visible from the freeway, provide a corporate campus with enhanced open space amenities and increase the likelihood of attracting corporate headquarter users. The project would implement both the City's General Plan goals for the site, which is designated for Employment/Regional Use and identified as being within a Growth Area, and the recently adopted Greater Airpark Character Area Plan (GACAP). The City has targeted this area for development that significantly increases the City's employment core and attractiveness to regional markets and that supports the Scottsdale Airport and Airpark's economic success.

### **Need for Additional Height**

The property, comprised of five (5) separate parcels, is zoned Industrial Park/Planned Community District (I-1/PCD) and includes the last major vacant area along the freeway within the Perimeter Center. The uniquely shaped property is on the west side of the Loop 101 bounded by the curve of the elevated freeway along its eastern side, offices and a hotel to the west, and Princess Drive to the south.

The site enjoys excellent regional access due to its freeway location. The Loop 101 Pima Freeway connects to the Loop 202, US 60, I-10 and Interstate-17. The proximity of the Loop ity

101 Pima Freeway and these freeway connections greatly expands the site's regional employment shed and market area in terms of available labor supply, access to major markets and business synergies.



*The vacant portion of the subject site is an assemblage of four separate lots offering corporate headquarter users the advantages of an adequately sized campus, superior freeway access with connectivity to all major Valley freeways and a visually prominent freeway presence, if the amended standard for additional height is approved.*

The size of the property, its freeway frontage, existing infrastructure and location within a developed business park, all make this site a premier corporate headquarters location. Furst Properties has already attracted a corporate headquarters to its initial phase of development at this location. Corporate headquarter users are typically seeking locations that accommodate adequately sized buildings within an attractive campus setting and offer easy on-and-off freeway access as well as freeway visibility. This site generally meets these criteria but the adjacent raised freeway next to most of the site impacts the visibility of three-story buildings and thus presents a challenge that needs to be overcome in marketing the property to corporate users. The allowable height for the Perimeter Center had been established at 36-feet, prior to the construction of the Loop 101 Freeway. However, now that the freeway has been constructed, many properties with the lower building height have had their visibility negatively impacted by the adjacent elevated freeway. A five story building would restore the visibility and freeway prominence important to corporate users.





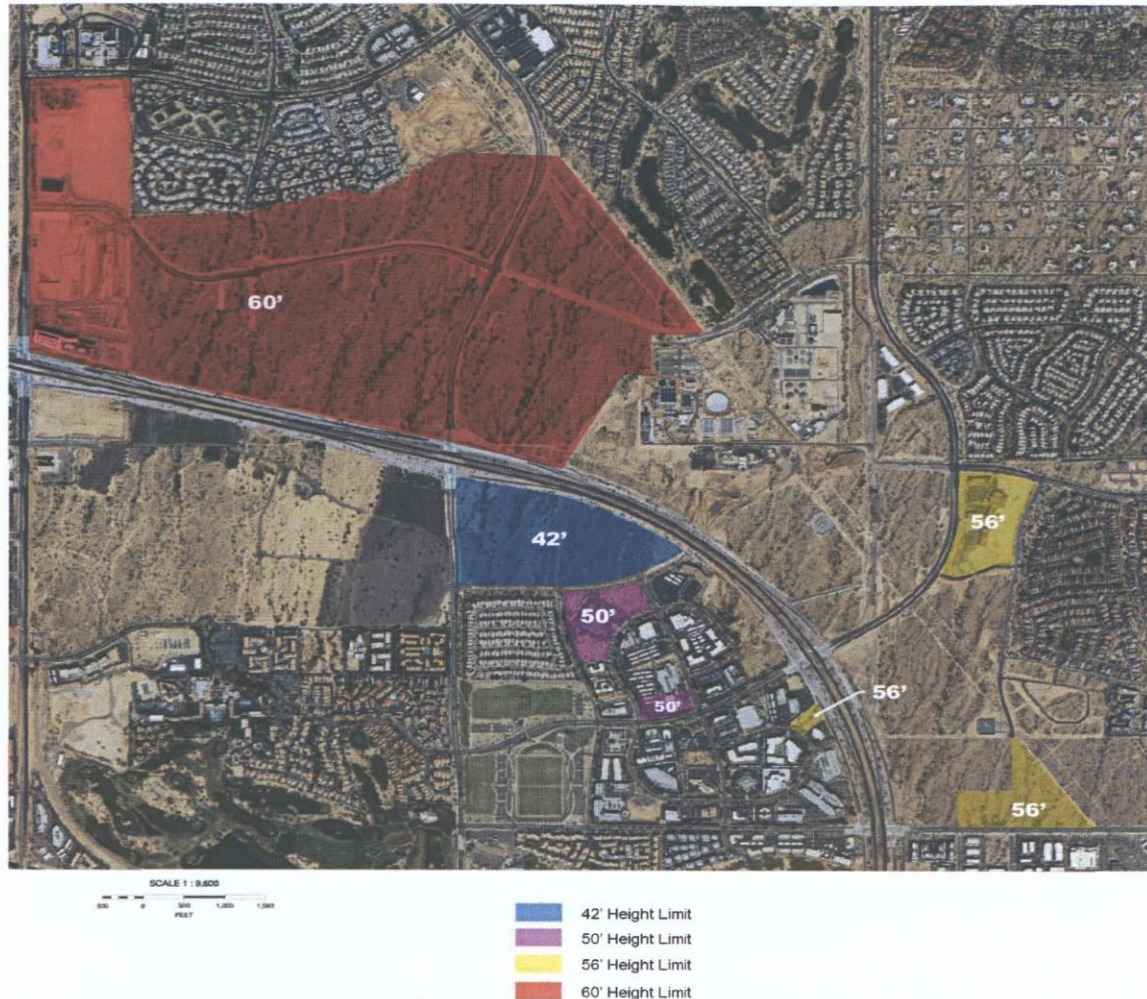
*There is essentially no visibility for these Perimeter Center buildings adjacent to the elevated section of the freeway from northbound lanes.*



*There is little improvement in freeway visibility even from the southbound lanes.*

While the freeway provides unique opportunities for the desired business and employment uses, elevated sections of the freeway have created visual constraints for businesses, especially corporate users who want and need freeway visibility. Because of the elevated freeway and other visibility and use issues, several properties within the Perimeter Center have requested and been granted additional height to enhance corporate or project visual identity.





*Approved heights in proximity to The Pinnacle in the Perimeter Center site.*

### **Freeway Corridor Context**

The PCD overlay allows an amendment of development standards, including building height, and similar amended height standards have been approved previously in the freeway corridor employment area and within the Perimeter Center. The additional height proposed is consistent with the context of other development within the Loop 101 Freeway Corridor Regional Overlay area between Raintree and Scottsdale Road. As the aerial height graphic above shows, heights of 50' and 56' in the Perimeter Center, 56' in the industrial/mixed use area east of the freeway and 60' at the Loop 101 and Scottsdale Road have all been approved. The proposed amended standard to allow 65' in height is intended to achieve five (5) stories to enhance freeway visibility, raise executive level floors above the freeway, allow for greater flexibility in the selection of structural systems and accommodate the HVAC and telecommunications infrastructure required by today's office users. The five-story proposal is consistent with the General Plan's Regional Use designation, the GACAP's Type C Higher Scale Development designation and the City's goals for attracting major employment and corporate headquarter uses, along with the high quality jobs they provide, within the freeway corridor. At three stories



with little freeway visibility and virtually no mountain views, the site is not as competitively positioned to attract major corporate headquarter users.

The Loop 101 is very wide at this location because of raised freeway overpass that is generally 26 feet above grade at the intersection. To accentuate the attractiveness of this freeway property for a marquee corporate headquarters project, Furst is proposing an amendment of the I-1 development standards, as is permitted under the PCD overlay, to allow the high-quality five-story office project. The additional five-story height would enable the proposed buildings to have the desired greater presence and visibility along the freeway corridor as well as take advantage of McDowell Mountain views for executive offices on the upper levels above the raised freeway, both of which would make it far more attractive for corporate headquarters and advance its marketability for this use within a far shorter timeframe.



*The Loop 101 Freeway Corridor has been developed with prominently located buildings that are visible at three story heights above the grade from the freeway lanes, which is consistent with the visibility being proposed for **The Pinnacle in the Perimeter Center** along the elevated portion of the Loop 101 at Princess Drive.*





*These three story heights visible from the Loop 101 at grade or lower create a strong presence along the Freeway Corridor that enhances the Corridor's image as a major regional employment center; the current proposal will contribute to that image with improved freeway visibility for the buildings.*

The design of ***The Pinnacle in the Perimeter Center*** with visibility of generally three stories along the elevated freeway grade is consistent with existing Freeway Corridor development. The prominent, upscale complex allows for a wide range of tenants from large "Class A" corporate headquarters to smaller, single use tenants who are looking for freeway presence and accessibility with close proximity to an airport. The Perimeter Center area provides retail commercial to support the proposed employment use as well as excellent residential neighborhoods in proximity to the site for executives and employees, both of which are amenities that attract major corporate users. The project is designed to create a sustainable and unique high end office development.

#### **General Plan and Greater Airpark Character Area Plan Context**

***The Pinnacle in the Perimeter Center*** proposal is consistent not only with the existing freeway corridor context but also with both the current General Plan designation and the recently adopted Greater Airpark Character Area Plan (GACAP), within which the property is included. The General Plan designates Perimeter Center as Employment and also places it under the Regional Use Overlay, intended to provide flexibility for land uses, like corporate headquarters, which serve a regional market. The targeted corporate headquarters use is thus consistent with the General Plan.

The City's General Plan designates this property as Employment and notes that Employment Uses comprise only 1.8% of the City's planned and existing land uses. With this minimal amount of land in the City designated for Employment, the General Plan encourages land utilization within the Employment areas to sustain a viable economic base and to help diversify the City's economy. The Land Use Element of the General Plan includes among its goals and approaches focusing more intense land uses along major transportation corridors like the Pima Freeway and maintaining balance between jobs and housing. The property is also designated



within the Regional Use Overlay and one of the specific targeted uses cited under the Regional Use Overlay is corporate offices. The goal of the Regional Use Overlay is to enhance the City's employment core and attractiveness to regional markets and to take advantage of the benefits of freeway access. The City's General Plan also has as a goal concentrating future development in Growth Areas such as the one designated in the Pima Freeway Corridor and Greater Airpark area.

Because there is such limited availability of land for the type of corporate headquarters use that provides high quality jobs for Scottsdale citizens and adds diversity to the City's economic base, the approval of the additional height intended to attract corporate users is not only consistent with the City's General Plan, but would implement a number of General Plan goals. The amended standards would allow the location of the more intense land use with high quality employment opportunities within this Growth Area and along a major transportation corridor as intended by the General Plan.

As part of the Economic Vitality Element Goals, the City seeks targeted business services that provide quality jobs for Scottsdale and help to further diversify the economy, both of which goals are furthered by making this site more likely to attract a corporate headquarters. The "Scottsdale Values" Section of the Economic Vitality Element includes "Attraction and retention of high quality employment opportunities for citizens." Specific economic sectors are targeted for expansion or relocation in Scottsdale, including corporate headquarters. The approval of the amended standards would help to implement these goals.

The GACAP is indicative of the City's planning direction for the Greater Airpark area. In its statement of Vision and Community Values, the GACAP recognizes the area as a national and international commerce destination that affords accessibility supportive of regional employment and offers opportunities for business diversity as well as diversity of architecture and design. The proposed project will implement this vision as well as the goals and policies of the Plan's Land Use, Economic Vitality, Environmental Planning and Character and Design Elements. Many of these goals and policies are addressed in the proposed Design Guidelines for the project.

The GACAP Land Use Element recognizes the Greater Airpark as a critical resource in attracting well-paid jobs and revenues which sustain Scottsdale's quality of life. The Plan calls for modernization of development standards and for promotion of development intensities supportive of existing and future market needs. The Perimeter Center is identified in the Draft Plan as a Type C development area appropriate for High Scale development. Higher scale development is encouraged in areas like the subject property with access to major transportation corridors and away from residential areas. The Signature Corridor designation offers the flexibility for support uses on the site. *The Pinnacle in the Perimeter Center* building height proposal is consistent with these Land Use goals and the Type C designation of the Plan.

In accordance with Ordinance open space standards for increased height, the project will have 32% open space, approximately one-third of the property, almost eight (8) acres of open space, a large percentage of which will be usable open space for pedestrian amenities. The project also proposes to incorporate green building techniques, potentially qualifying for LEED certification. As part of The Perimeter Center, the project implements its Master Plan, which provides integrated area-wide stormwater infrastructure offering a streetscape greenbelt and pedestrian connections linked to the citywide pathway system, all of which implement express Land Use

Element goals and policies. Additionally, another express policy of the Land Use Element of the Plan is to promote flexibility of land uses when it can be demonstrated that new land uses, like the corporate headquarters use proposed, are viable in serving a regional market. With its prime regional location on a major freeway corridor that offers freeway connectivity to all parts of the Valley, the site is ideal for attracting a corporate headquarter use by offering appropriate height along the elevated freeway which is fully consistent with City policies and goals as expressed in the GACAP.

The overarching goal of the Economic Vitality Element of the GACAP is to sustain the long term economic prosperity of the Airpark, which is recognized as a major employment center in the State and which contributes a significant portion of City revenue and thus sustains Scottsdale's quality of life and high level of City services. The Economic Vitality Element seeks to maximize the economic potential of Greater Airpark area land resources and calls for developing strategies, such as amending regulatory processes, which will incentivize and encourage new development and re-development. Its policies include supporting the growth and development of the Greater Airparks office industries and corporate headquarters as well as attracting new high value businesses and a diversified business base. The buildings and height proposed are intended to attract corporate headquarters users and implement these Economic Vitality goals and policies.

The Environmental Planning Element of the Plan is focused on environmental stewardship, energy and water conservation, stormwater management and other sustainability measures. The project will meet Environmental Planning Goals in several areas. Green building alternatives will be incorporated along with passive solar elements. Landscaping will use low-water indigenous and adapted desert plants with minimal, if any, turf areas. Additional tree planting will occur in planter diamonds throughout the parking areas for both shading and ground-level ozone reduction purposes. Over eight acres of open space is being provided and will include pedestrian amenity areas. The Perimeter Center has an established area-wide stormwater management system which incorporates a vegetated, stormwater channel network and creates generous landscaped areas along The Perimeter Center streets. The project will tie into this overall stormwater system.

With regard to the Character and Design Element, the GACAP promotes flexibility in development as a key to promoting unique and interesting building design within the Greater Airpark. The Plan calls for contemporary architecture, corporate/executive character, campuses and unique expressions of corporate identity, stating that, "Employment Land Use Area design should consider contemporary expressions of corporate identity." One of the Character and Design policies is to encourage a variety of building shapes and heights that are appropriate in each land use area in order to promote visual interest within the Greater Airpark. The proposed greater building height and Design Guidelines are consistent with the goals and policies of the Character and Design Element of the GACAP. Lighting features will be designed to minimize glare and conserve energy. Additionally, the project will incorporate a special design feature emphasizing its location at a gateway entry to The Perimeter Center. The greater height proposed will allow the development of buildings that add variety and visual interest at this prominent intersection and help identify The Perimeter Center as a major employment center.



### **Conceptual Development Plan**

With this amended standards request, Furst Properties has now submitted a Conceptual Development Plan identifying the general location of two buildings, which are proposed at 4 stories for the central building and 5 stories for the southernmost building adjacent to the most elevated portion of the freeway. The proposed building locations maximize the freeway exposure of the five story and four story buildings and reduce impacts on other Perimeter Center buildings. There is no proposed increase in F.A.R. so no additional square footage will be allowed with the added height. The taller buildings create a smaller footprint and thus allow for view corridors into the Perimeter Center from the freeway as well as the opportunity for enhanced usable open space and pedestrian amenities. The placement of buildings adjacent to the freeway is consistent with the other up-scale, professional buildings along the freeway as shown above. Because there is no identified user, it is anticipated that there could be modifications to the precise building shapes and footprints, but the general concept of adjacency to the freeway and view corridors through the site will be maintained. Building sizes will continue to be limited by the existing F.A.R. of .6.

Because of the significant fall in elevation on the 24.6 acre site, measurement of building height from average top of curb plus one (1) foot would result in significant cuts and fills and is thus not appropriate for this larger site. Based on the topographic survey specific maximum building height elevations have been established at site cross-sections and the building height for the entire site is proposed to be measured from natural grade plus three feet. The elevations shown are based upon natural grade and the extra two feet above natural grade is intended to accommodate potential drainage considerations that could require a finished floor elevation that could greatly exceed the one (1) foot above average top of curb if that alternative method of height measurement were used. The maximum elevations, therefore, have been established to limit the building heights as shown on the revised Building Height Maximum Elevations Exhibit regardless of drainage considerations.

The Conceptual Development Plan now shows an access driveway on Princess Drive a minimum of 330 feet from the freeway exit lane centerline as was indicated to be acceptable to the Transportation Department. This access is limited to rights-in and out only. The Conceptual Development Plan also indicates potential driveways, with exact locations to be finalized in the Development Review Board process. Open space is proposed at a minimum of 32%, which provides the extra open space required by the Ordinance for projects with greater height. This amount does not include required parking lot landscaping and is above what is required under the current 36' height. Providing almost one-third of the site in open space allow for enhanced landscaping, more usable open space areas and pedestrian amenities as encouraged by the GACAP and as provided in the Design Guidelines below. Again, no increase in allowed F.A.R. is proposed. Both a parking deck and covered surface parking are proposed to provide parking that will meet or exceed Ordinance requirements in order to accommodate the needs of a corporate headquarters user.

The project will comply with The Perimeter Center Master Environmental Design Concept Plan (MEDCP) and the Master Drainage Plan. The MEDCP calls for landscape and exterior site development tied to an arid region natural environment and expansive landscape buffer areas adjacent to roadways with both berming and low screen walls. To maintain the quality and character of The Perimeter Center, the MEDCP also envisioned strict design guidelines of the

type proposed. The proposed conceptual landscape plan implements the wide streetscape buffer areas and desert planting theme consistent with the MEDCP and the policies of the GACAP. The Design Guidelines for the proposed project set forth below will implement the intent of the MEDCP for high quality architecture with The Perimeter Center.

### **Design Guidelines**

*The Pinnacle in the Perimeter Center* site is being developed for employment uses with a campus feel that incorporates a common landscape, entry feature and screen wall theme. All buildings within *The Pinnacle in the Perimeter Center* will be in conformance with the City of Scottsdale's Sensitive Design principles. To ensure the City's goal for quality development, additional design guidelines are being provided to establish a higher standard for site plan design, landscaping and pedestrian amenities, architecture, building materials and colors. These guidelines are designed to assure the highest design quality and establish compatibility of development on the entire site. As a supplement to Scottsdale's Sensitive Design Principles, all buildings within *The Pinnacle in the Perimeter* will be consistent with the following Design Guidelines, which are intended to provide an enhanced employment environment with increased landscaping, usable open space and exterior amenities together with an exceptional architectural design quality justifying the proposed amendment of the development standards to provide additional height under Section 5.2102.C. The proposed Design Guidelines add detail and specificity in implementation techniques to the more generalized concepts in the City's Sensitive Design Principles and Commercial Design Guidelines. The Sensitive Design Principles provide only guidance; the proposed Design Guidelines provide the regulatory criteria that will govern the design of the project.

### **Site Planning**

The Site Utilization approach shall consider density relative to adjacent uses and development. Other considerations shall include views to the McDowell Mountains, visual presence on the Loop 101 freeway, a sense of arrival, service areas, pedestrian access and indoor /outdoor relationships that are sensitive to the project character and desert environment.

Open space shall be provided at a minimum of 32 percent, which is consistent with the Ordinance requirements for greater height but also above the Ordinance requirement for 36'. This 32% open space is exclusive of parking lot landscape Ordinance requirements, which will bring the total open space to over eight acres, one third of the project site.

Pedestrian connections shall be provided between buildings and to adjacent pedestrian walkways that are enhanced with shade and landscape elements. A site amenity or special feature shall provide destinations for these connections.

Physical and visual breaks in the parking areas shall be created through the use of smaller structural elements, landscape areas and parking walks. Shaded parking shall be provided either by a parking deck, covered surface parking, landscape design or by a combination thereof.



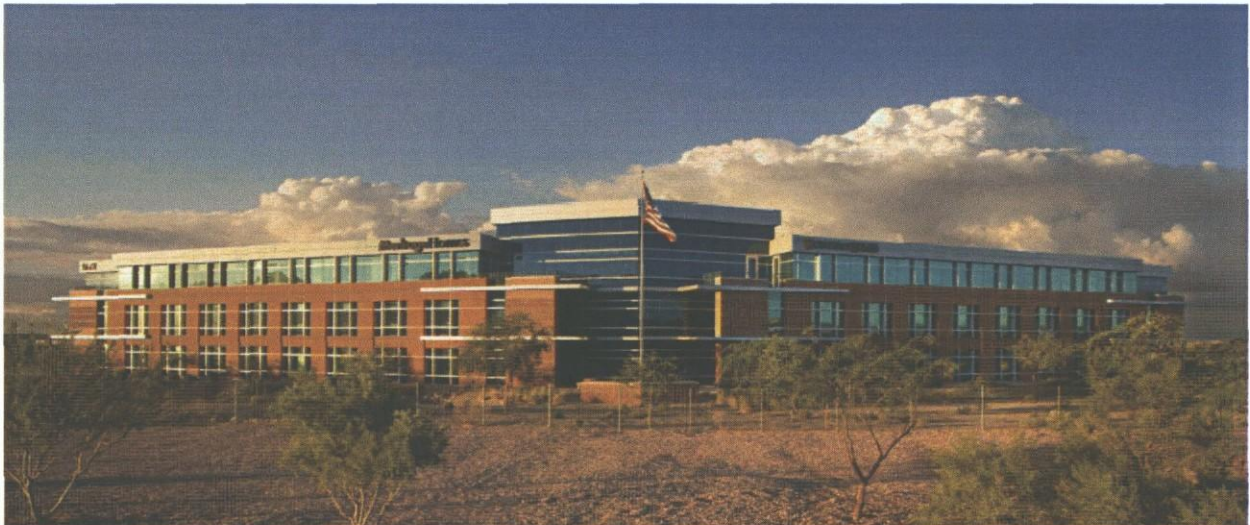
## **Architectural Design**

The architectural vocabulary shall be sensitive to the architecture of the region and the overall character relative to forms, materials, textures and colors that have been established in the Perimeter Center.

All buildings shall be designed and constructed so that all four sides receive consistent architectural treatment.

Green building techniques shall be used.

Building designs shall incorporate offsets in building components that can be enhanced through a change in materials.



*The Furst Properties Meritage headquarters building, and other Davis designed buildings in this Design Guideline section, illustrate the applicable architectural principles.*

Glass shall be used to maximize views, provide architectural day-lighting and create a contrasting element to metal, concrete, stucco or masonry building surfaces.

Building designs shall shade glass surfaces through the use of fin walls, piers, planes, trellis or overhead shading devices.

Large wall surfaces shall employ methods for articulation such as: material change, color change, texture change, wall undulation, reveals, windows, parapet articulation, etc.

Roof mounted equipment shall be screened through the extension of the building façade or screen walls and shall be integrated into the design of the building through use of similar materials, forms and massing.

Service entries, site mounted equipment, trash containers and other ancillary structures shall be screened from view, both from adjacent properties and surrounding streets.

Service, exit doors and loading areas shall be designed as integral parts of the building architecture.

Any roof access ladders shall be located inside the building and all roof drainage shall be internal.



*Architectural variety and interest are created by changes in plane, materials, textures and colors, together with varied rooflines, in this Furst building designed by Davis at Scottsdale Road and Greenway, which reflects the principles of the proposed Design Guidelines*

### **Landscape & Hardscape**

The pedestrian environment shall provide clear, safe, comfortable circulation between adjacent streets, parking areas and buildings. Pedestrian and vehicular conflicts shall be minimized to the greatest extent possible and efficient lighting shall foster a sense of security.

Hardscape and landscape components for each site shall follow the overall streetscape theme and elements found within the Perimeter Center streetscape to create a seamless appearance.

Site amenities and special features shall include elements such as shade structures, enhanced landscape, screen walls, planters, walkways, paving and seating. All such elements shall be carefully designed to enhance the overall shared environment between the landscape and architecture and the quality of the pedestrian experience.

The landscape palette shall require a variety of low-water usage desert planting including a range of accent colors, consistent with The Perimeter Center MEDCP.



The vocabulary, form and character of the site landscape and the streetscape shall be sensitive to the region and manmade improvements to this site, including but not limited to the Loop 101 frontage streetscape, and Perimeter Center Guidelines.



*The proposed Design Guidelines will be used to develop upscale, architecturally rich and attractive buildings like this Davis building in the Pima Center at the Loop 101 and Via de Ventura.*

### **Site Lighting**

Site lighting shall be designed in such a manner as to provide for safe vehicular and pedestrian movement into and around the site.

Lighting shall be designed to minimize glare and conserve energy while creating an aesthetically pleasing site and architectural statement.

Pedestrian level lighting shall be thematic in appearance and integrate form and materials from the architecture, site and parking lot lighting.

### **Compliance with Section 5.2105**

Although The Perimeter Center has already been approved as a PC District meeting all Ordinance requirements and findings, and the current application requests only the amendment of a single development standard as allowed under the PC Overlay, the requested amendment to allow additional height also satisfies the Ordinance findings.

**ADDENDUM**  
to the

***The Pinnacle in The Perimeter Center***  
**DEVELOPMENT PLAN**

March 30, 2011

This Addendum to *The Pinnacle in The Perimeter Center* Development Plan Updated January 13, 2011, confirms the removal and formal withdrawal of the southern two-hundred feet of the subject property from the amended standards request in this case. The Ordinance standards of the existing I-1 district zoning will therefore apply to this area. The amended standard for rooftop mechanical equipment has also been revised to limit the equipment height to 12' over 20% of the roof area as requested by the Planning Commission.



Sec.5.1804. – Property development standards.

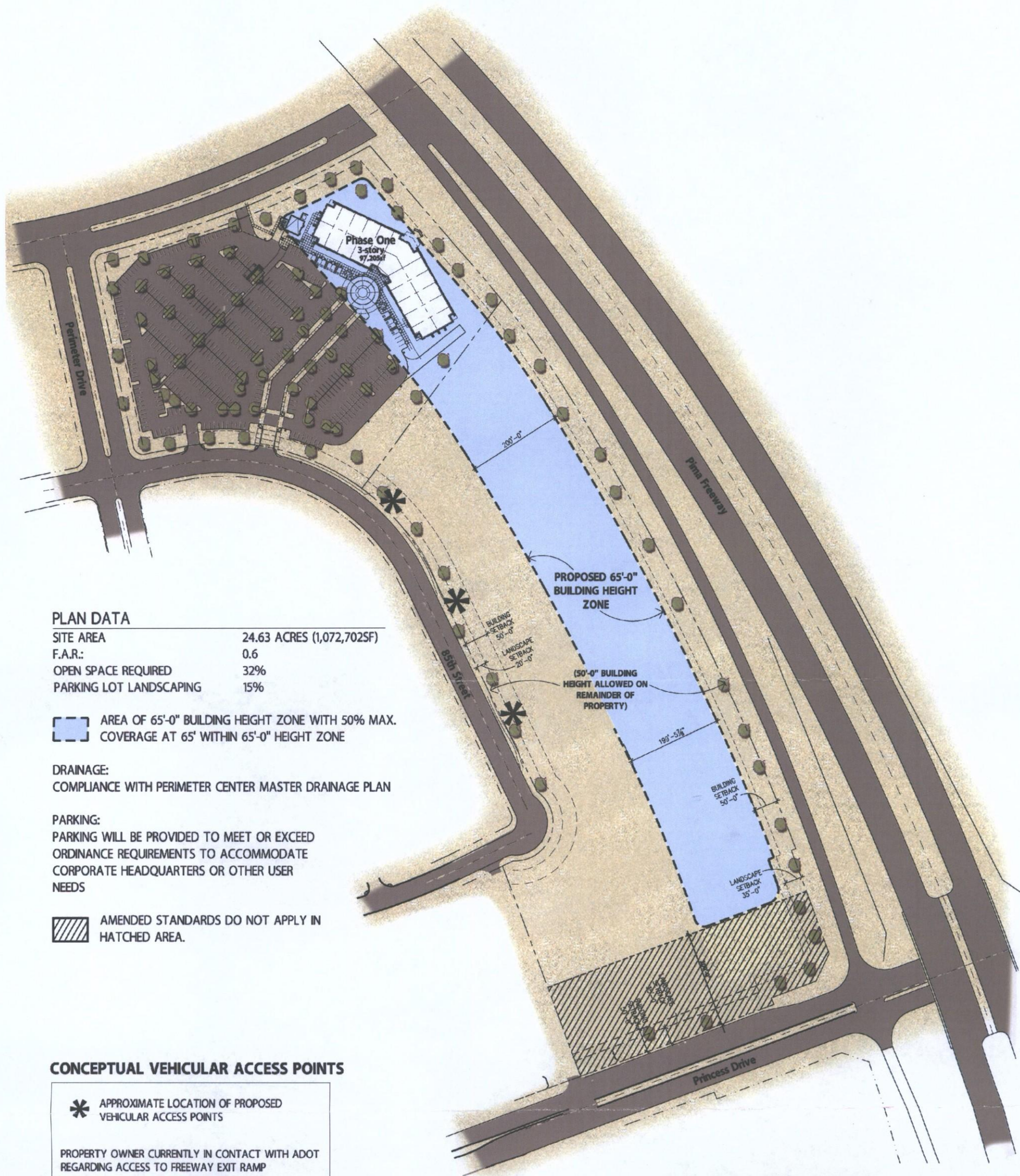
The following property development standards shall apply to all land and buildings in the I-1 district:

- A. *Floor area ratio.* Is limited to six-tenths (0.6) of the net lot area.
- B. *Volume.* Is limited to the net lot area in square feet multiplied by nine (9) feet for any building.
- C. *Open space requirement.*
  - 1. In no case shall the open space requirement be less than ten (10) percent of the total lot area of zero (0) feet to twelve (12) feet of height, plus four-tenths percent of the total site for each foot of height above twelve (12) feet. **Open space shall be required for the 65' building height at a minimum of 32% of the total site.**
  - 2. The amount of open space required on a lot may be reduced in direct proportion to the amount of net lot area included in a taxilane safety area. The amount of open space required on a lot may also be reduced in direct proportion to the amount of aircraft staging area provided on the lot. In no case shall the amount of taxilane safety area and/or aircraft staging area reduce, or provide for a reduction of, more than fifty (50) percent of the required open space.
  - 3. Open space required under this section shall be exclusive of parking lot landscaping required under the provisions of article IX of this ordinance.
- D. *Building height.* No building shall exceed ~~thirty-six (36)~~ **sixty-five (65)** feet in height except as otherwise provided in article VII. **Building height shall be measured from natural grade; drainage, or any other considerations shall not permit the maximum building height to increase by more than 3'.**
- E. *Lot coverage.* Is limited to fifty (50) percent of the net lot area.
- F. *Yards.*
  - 1. Front Yard. No part of the building or accessory structure shall be located closer than fifty (50) feet to any street. Parking may occur in the required front yard as provided in Section 10.402.C.1.
  - 2. Side Yard and Rear Yard. A yard of thirty (30) feet shall be maintained adjacent to all residential districts.
- G. *Walls, fences and required screening.*
  - 1. All off-airport operations and storage excluding fueling shall be conducted within a completely enclosed building or within an area enclosed by a solid wall at least six (6) feet in height, provided that no objects shall be stacked higher than the wall so erected.
  - 2. All mechanical structures and appurtenances shall be screened as approved by the Development Review Board.
  - 3. All storage and refuse areas shall be screened as determined by Development Review Board approval.
  - 4. Other requirements and exceptions as specified in article VII.

Sec. 7.102. – Permissible height and area regulations, exceptions to height restrictions


- A.** Chimneys, church steeples, cooling towers, elevator bulkheads, fire towers, monuments, stacks, stage towers or scenery lifts, tanks, water towers, and grain elevators and necessary mechanical appurtenances and the screening required for said appurtenances provided that both the appurtenances and the screening therefore do not cover more than ~~fifty (50)~~ **twenty (20)** percent of the roof area, may be erected to a height not exceeding ~~one hundred (100)~~ **twelve (12)** feet **as measured from the building roof deck**, except as authorized pursuant to Section 5.2604.D.3, in accordance with existing or hereafter adopted ordinances of the City of Scottsdale, Arizona.
- B.** In nonresidential districts only, ornamental towers and spires may be erected to a height not exceeding sixty (60) feet. No ornamental tower or spire shall contain occupied space that is higher than the maximum building height for the zone in which such ornamental tower or spire is located.






#### PLAN DATA

SITE AREA	24.63 ACRES (1,072,702SF)
F.A.R.:	0.6
OPEN SPACE REQUIRED	32%
PARKING LOT LANDSCAPING	15%


 AREA OF 65'-0" BUILDING HEIGHT ZONE WITH 50% MAX. COVERAGE AT 65' WITHIN 65'-0" HEIGHT ZONE

**DRAINAGE:**  
COMPLIANCE WITH PERIMETER CENTER MASTER DRAINAGE PLAN

**PARKING:**  
PARKING WILL BE PROVIDED TO MEET OR EXCEED ORDINANCE REQUIREMENTS TO ACCOMMODATE CORPORATE HEADQUARTERS OR OTHER USER NEEDS

 AMENDED STANDARDS DO NOT APPLY IN HATCHED AREA.

#### CONCEPTUAL VEHICULAR ACCESS POINTS

 APPROXIMATE LOCATION OF PROPOSED VEHICULAR ACCESS POINTS

PROPERTY OWNER CURRENTLY IN CONTACT WITH ADOT REGARDING ACCESS TO FREEWAY EXIT RAMP

## HEIGHT ZONE EXHIBIT



architecture  
interior architecture  
space planning  
facilities management  
land planning  
landscape architecture  
graphic design

Pinnacle in the Perimeter Center  
Scottsdale, Arizona

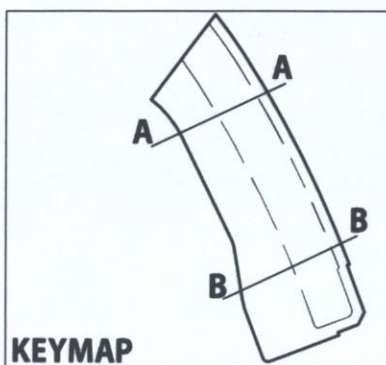
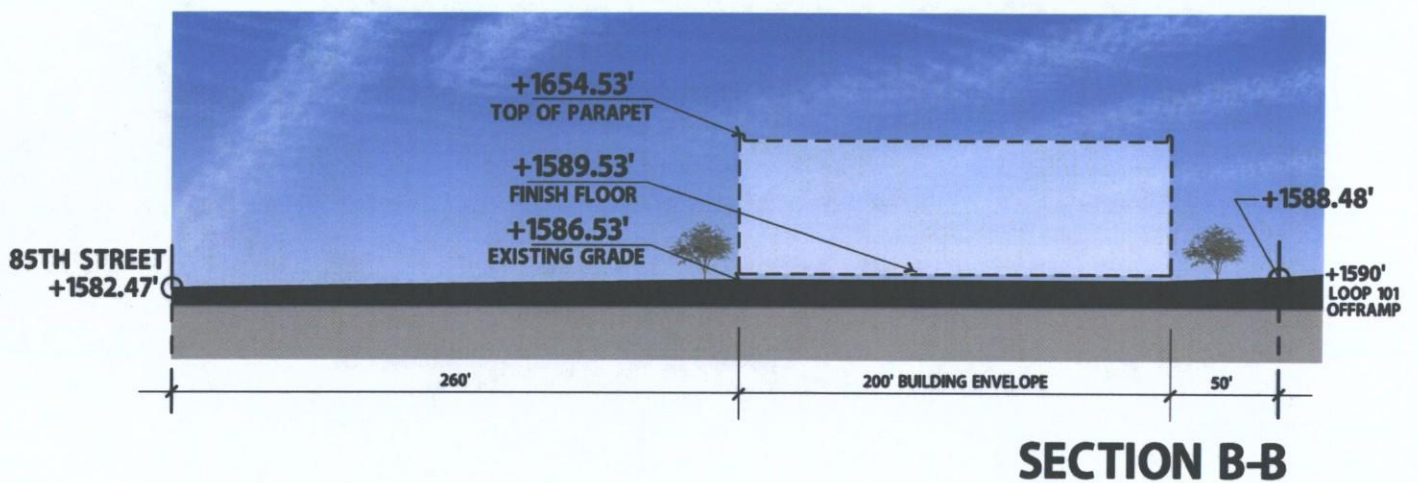
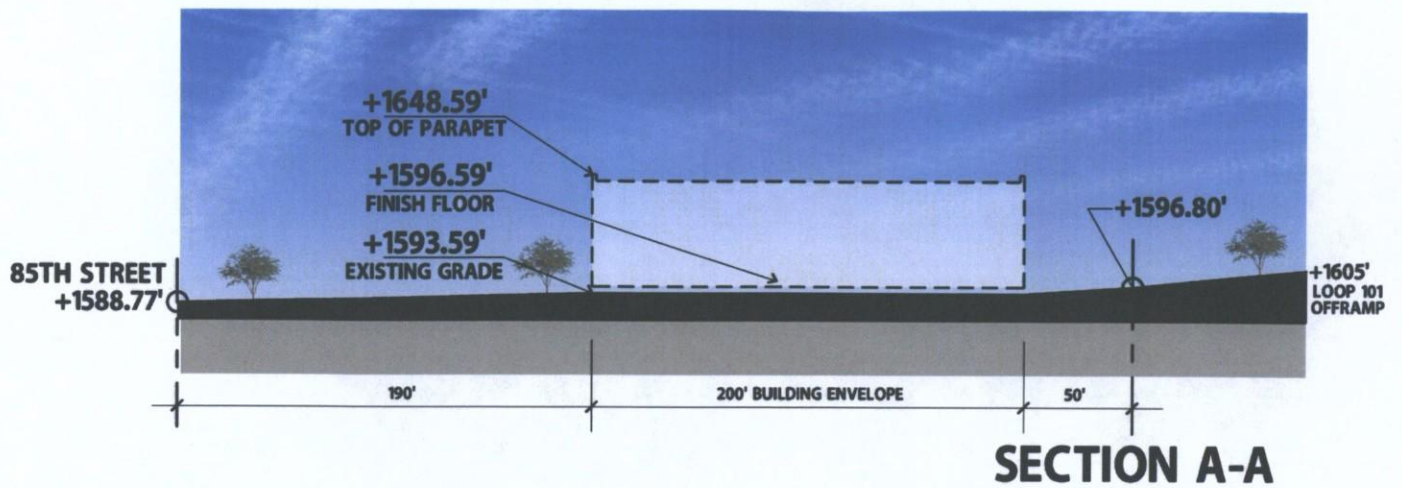
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02.AUG.10

2-ZN-2010  
5<sup>th</sup>: 3/21/2011









## BUILDING HEIGHT MAXIMUM ELEVATIONS

0' 40' 80' 120' 160' All calculations are approximate and subject to change.

**Pinnacle in the Perimeter Center**  
Scottsdale, Arizona

02335  
02.AUG.10



architecture  
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graphic design

**2-ZN-2010**  
**4<sup>th</sup>: 1/14/2011**