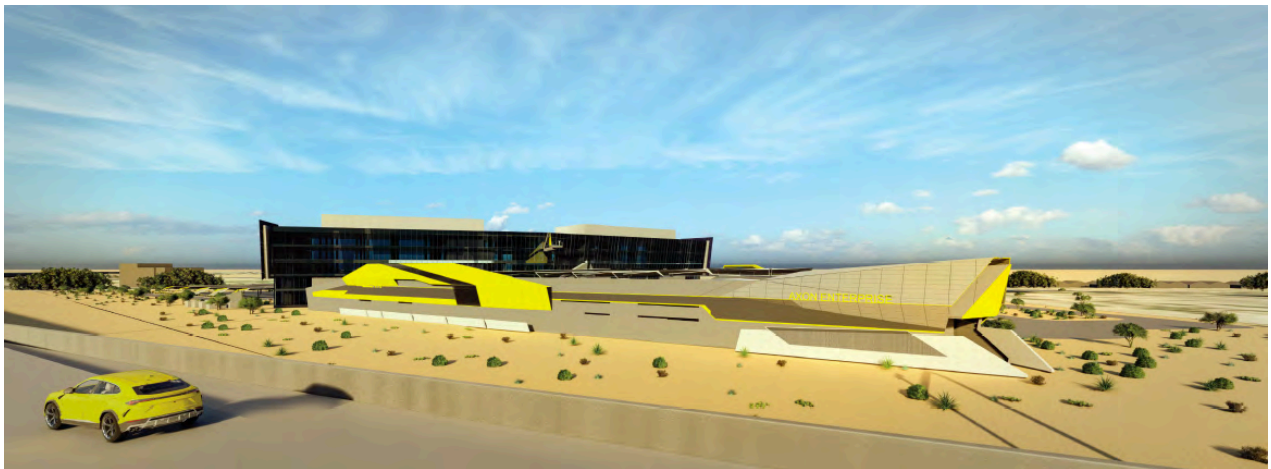




Axon Scottsdale Campus

Application Narrative for
Rezoning, Development Review (Major) and
Amended Development Standards



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Applicant:



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PROJECT OVERVIEW

Axon Enterprise, Inc. ("Axon") is in the process of acquiring approximately 73.57 acres on the west side of the Loop 101 freeway between the Hayden Road and Princess Drive exits to expand its campus to the area shown below:

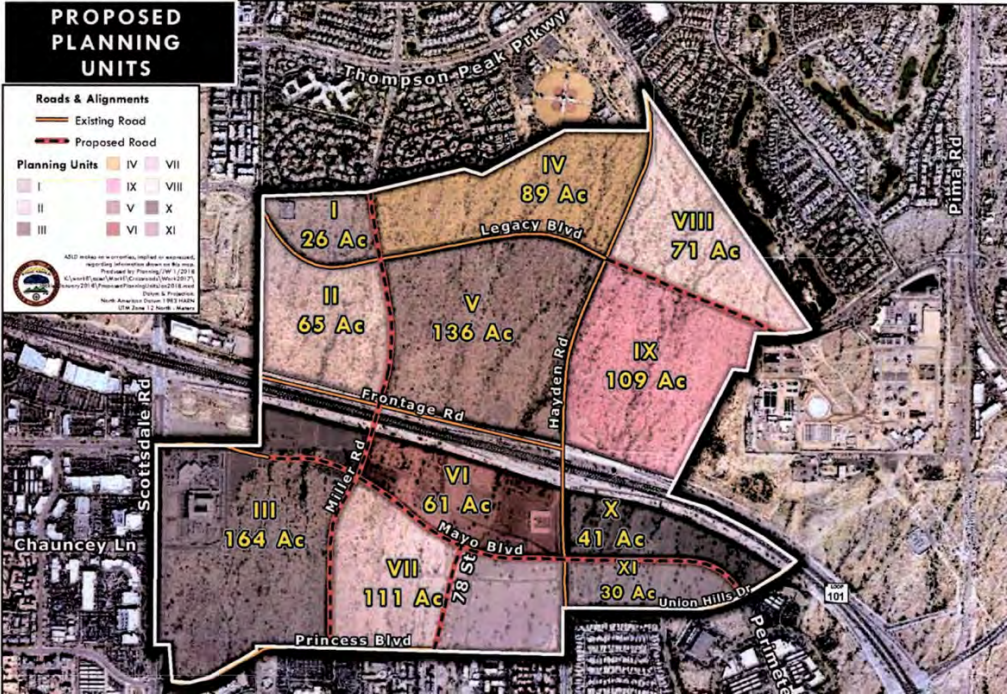


The Arizona State Land Department (ASLD) held an auction on September 10, 2020. Axon was the successful bidder and will be the owner of the land by the time this case reaches a hearing. The City of Scottsdale has previously entered into a Public Infrastructure Reimbursement Development Agreement with Axon to encourage development of this site for Axon's proposed campus. Pursuant to that agreement, Axon is filing its requests to rezone the land as well as to amend the development standards in conjunction with a request for a development review. Axon is requesting to rezone the approximately 74-acre site from PCD (Planned Community) to I-1 (Industrial Park), an amendment to the Development Standards for I-1 to accommodate an increased building height, and a Development Review (Major) for the proposed building design.

The proposed Axon campus is located within a larger planning area within the City of Scottsdale known as Crossroads East that has been subject to various Development Agreements, rezonings, and other entitlement cases over many years. The Crossroads East area is depicted below in this City-created image:



Crossroads East is divided into Planning Units, which have been broken up over time. The future Axon campus is located in Planning Units X and XI as shown in the map below created by rezoning case 19-ZN-2002#6:



All of the land contained within the Crossroads East area was previously rezoned by the City to Planned Community (PCD) with a zoning bank allowance for various zoning categories to be permitted in the Planning Units as well as dictating the amount of land that could utilize each zoning category and placing restrictions on the number of residential units permitted.

In addition to being included in the Crossroads East Planned Community Development Plan, the future Axon campus is located with the Greater Airpark Area Plan with an Employment designation projected to be a Type C - Higher Scale Development type as shown on the maps below:



The site's overall General Plan designation is Mixed-Use Neighborhoods with a Regional Use District overlay within the Greater Airpark Growth Area as shown below:



The proposed Axon campus is proposed as an Industrial office use at a scale designed to fit well with land use plans for this area. Accordingly, the proposed rezoning, development plan and amended development standards will effectuate the City's long-term planning goals for this area and are consistent with decades of vision

for this area of Scottsdale. We were pleased at the council hearing for the Development Agreement to hear the Council unanimously agree that we share a common vision for this important land.

REZONING NARRATIVE

Axon seeks to rezone the current Planned Community (PCD) designation to the more specific I-1 (Industrial Park) category allotted in the Crossroads East Development Agreement zoning bank/Land Use Budget allotment for Planning Units X and XI.

The subject site is located within Planning Units X and XI (created by 19-ZN-2002#6) with the following zoning allowances:

| Category | Zoning | Permitted Zoning Districts | | | | | | | | | | | |
|-------------|-----------|----------------------------|----|-----|----|---|----|-----|------|----|---|----|---|
| | | I | II | III | IV | V | VI | VII | VIII | IX | X | XI | |
| Employment | I-1 | | • | • | • | • | • | • | • | • | • | • | • |
| Employment | C-O | • | • | • | • | • | • | • | • | • | • | • | • |
| Mixed Use | PRC & PCP | | • | • | | • | • | • | | • | | | |
| Commercial | C-2/C-3 | | • | • | • | • | • | • | • | • | • | • | • |
| Residential | R-5 | • | • | • | • | • | • | • | • | | | | |

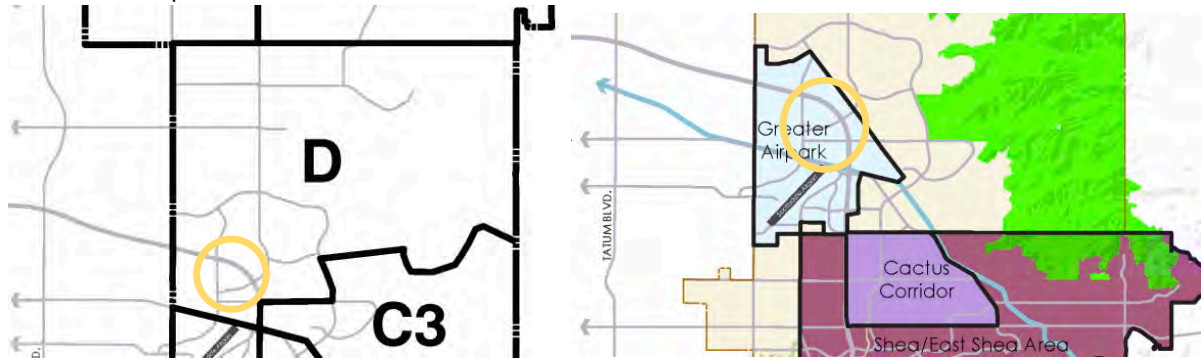
The proposed rezoning is consistent with the Land Use Budget allowance for Planning Units X and XI, which currently is as follows:

| Category | Zoning | Gross Acreage by Zoning | Maximum Dwelling Unit per Gross Acre (DU/AC) | Maximum Allowable Dwelling Units |
|-------------|-----------|-------------------------|--|----------------------------------|
| Employment | I-1 | 210 | NP | NP |
| Employment | C-O | 81 | NP | NP |
| Mixed Use | PRC & PCP | 407 | See Schedule C | 4,163 |
| Commercial | C-2/C-3 | 170 | NP | NP |
| Residential | R-5 | 132 | 23 | 2,806 |
| Total | | 1,000 | | 6,969 |

Axon proposes to utilize 74 acres of the I-1 allotment in the Land Use Budget for the rezoning of Planning Units X and XI in Crossroads East.

Compliance with Goals and Policies of the General Plan

Axon is located within Zone D of the General Plan's Five Planning Zones as well as the Greater Airpark Character Area as shown below:



Character and Design Element

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- Respond to regional and citywide context with new and revitalized development

Axon's proposed campus expansion is located on a vacant parcel owned by the Arizona State Land Department that is part of a larger master planned community known as Crossroads East. Development of this parcel with Axon's proposed campus expansion helps meet this Character and Design Element Goal by furthering the City's Policy of providing new development within a regional and citywide context.

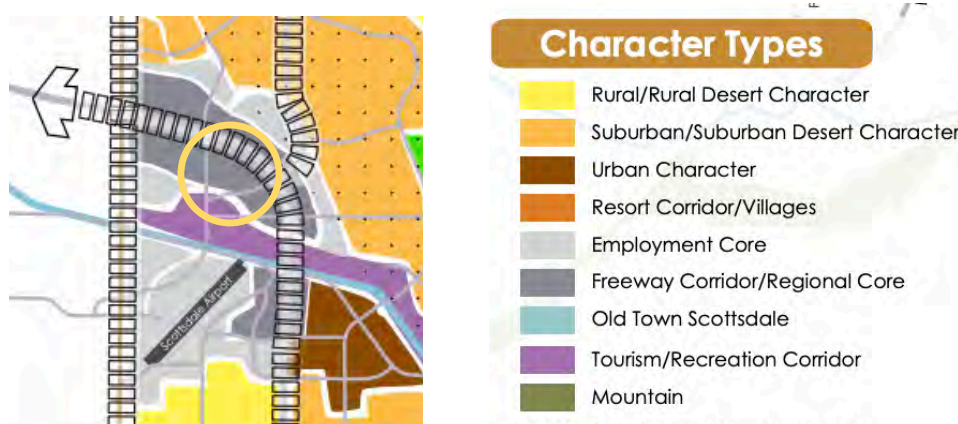
- Enrich the lives of all Scottsdale citizens by promoting safe, attractive and context compatible development

This area is bounded on two sides by the curve of the Loop 101 freeway, with the other portions of the site oriented towards a Major Arterial - Urban Street (Hayden Road) and a Major Collector - Urban Street (Mayo Boulevard). The parcel has been planned as an employment center of larger scale with associated intensity in relationship to its proximity to the Scottsdale Airpark and freeway.

Accordingly, Axon has designed an appropriately scaled building with a unique design that is oriented closer to the Loop 101 adjacent portion of the site with the remainder of the site as open space pending future phases. The

context of the building including its design, height and materials are consistent with the Greater Airpark Area modern and contemporary design principles featuring a sleek design and significant glazing.

- Ensure that all development is part of and contributes to the established or planned character of the area of the proposed location.
 - Urban Character Type - Freeway Corridor/Regional Core



As depicted in the image above, Axon is located with the Freeway Corridor/Regional Core Character Type of the General Plan. These areas are planned as "dense mixed-use employment core that includes a number of region-serving offices, retail and hotel uses . . . Employment along the freeway corridor will be second only to Old Town Scottsdale in intensity and positive impact on the City's economic development . . ." as detailed in the Urban Character Type section in the General Plan.

Consistent with the vision the City has for this area - as approved by Scottsdale voters - Axon is proposing an expansion of its facilities to a world-class campus and employment center. Its location off of the Hayden Road exit for the Loop 101 freeway creates a regional presence with easy access throughout the Valley that will be home to more than a thousand quality jobs in the highly sought-after technology field.

2. Review the design of all development proposals to foster quality design that enhanced Scottsdale as a unique southwestern design community.

- Continue the development review process.

We have been collaborating with the City for some time in the preparation of this application, including ongoing conversations about conceptual design. This application includes a Development Review (Major) request, which will

require ongoing development review with both members of City staff as well as members of the public through the Open House and hearing process.

- Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning aesthetics in the design and development review process.

The proposed Axon campus expansion is part of a decades-long master plan for this area between the City of Scottsdale and Arizona State Land Department for the Crossroads East Planned Community. Axon has worked with both ASLD and the City to ensure that its proposed campus meets the long-term vision for this area.

The building itself is likely to be one of Scottsdale's most distinctive buildings, designed with high quality materials with a unique design aesthetic that is complimentary to the Greater Airpark Area. The site has been planned in a manner that allows for a variety of uses, designs and intensities that will foster aesthetically pleasing design while encouraging the planned industrial/office uses in this area.

- Promote, develop, and adopt comprehensive policies and guidelines for use in the design and development review process, which establish principles and standards for public and private development and recognize the diverse scope of development projects in the community.

As previously mentioned, the site is located within the Crossroads East Planned Community area. ASLD and the City have worked collaboratively for many years to ensure that third parties developed within Crossroads East in a manner consistent with a unified vision for progress in this area. Axon's campus expansion is another piece of this master planned area that has been designed and planned in conjunction with the overall vision for Crossroads East.

The policies and guidelines set forth in the Crossroads East Development Plan have provided the basis for the proposed design and process through which Axon is pursuing approval of its proposed campus expansion.

4. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

- Ensure compatibility with the natural desert in Natural streetscape areas.



The streetscapes have been designed consistent with the guidelines for Suburban Streetscapes including native and/or desert adapted trees that include mulga acacia trees as well as blue palo verde trees along frontages adjacent to the site.

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

- Maintain the landscaping materials and pattern within a character area. Axon’s proposed campus expansion has thoughtfully planned the landscape design in a manner that recognizes the importance of cohesive landscape palettes to reinforce the character of this area.

The landscape design utilizes materials and patterns consistent with the surrounding area and include: palo verde trees, ironwood, saguaro cactus, prickly pear, creosote, sage, jojoba, yucca and cholla as well as a variety of other shrubs, accents and groundcovers.

- Discourage plant materials that contribute substantial air-borne pollen. The landscape palette has specifically chosen desert appropriate plants and excludes the use of plant materials that contribute substantial air-borne pollen.
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect. By utilizing a landscape palette consistent with the surrounding area that is sensitive to the native desert environment, the proposed project utilizes low water usage / xeriscape plantings to promote water conservation. Landscape that interferes with natural visibility has been discouraged to promote safe public settings.

- Encourage the retention of mature landscape plant materials.
The phasing of the development of the Axon campus will allow for retention of mature landscape plant materials surrounding the site in areas that will not be disturbed for this initial phase.

Land Use Element

1. Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
Axon's campus expansion will further the City's goal to increase its economic base beyond tourism and recreation as noted by Mayor Lane and Councilmembers Milhaven and Phillips at a public hearing on August 25, 2020, related to public infrastructure for the proposed project. Axon's high quality, engineering jobs in programming and research and development significantly contribute to the City's economic diversity.

- Encourage land uses that preserve a high quality of life and define Scottsdale's sense of place within the region.
The proposed campus expansion is located within a planned industrial employment hub within the Greater Airpark Character Area and along the Loop 101 freeway that places it appropriately within an area planned for this type of use. The increase in property tax generated by the expansion combined with the economic impact of additional jobs the campus will bring to this area only furthers to improve the high quality of life for Scottsdale residents.

Additionally, the iconic building design will contribute to a sense of place specific to the Greater Airpark Area. The aeronautical influence in the building shape and modern elements reflect the high quality of development Axon proposes to bring to the area.

2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

- Support the location of regional land uses, such as major employment centers along regional mobility networks.

Axon will employ more than a thousand Valley residents at this campus expansion to complement its existing presence located directly adjacent to the project site, and its proximity to the Loop 101 freeway will allow ease of access to regional mobility networks for employees and visitors.

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.

Axon's proposed campus expansion is located with easy access to the Loop 101 Freeway, placing this employment core in close proximity to a regional transportation network. Because the proposed project is buffered by the Loop 101 on two sides, the more intense buildings are located on this portion of the site. On the remaining portions of the site, the scale of the building provides appropriate transition to the nearby office uses.

- Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.

This site is located so as to provide minimal impact to residential neighborhoods and is concentrated in an area specifically planned to limit adjacent residential uses due to the nearby Airpark. As noted above, the site is also bounded on two sides by the Loop 101 freeway, which provides a physical barrier from the neighborhoods located to the north and east of the site.

4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.

Axon's campus expansion is located within the Crossroads East Planned Community, which is master planned for a mix of commercial, residential, industrial and office uses. The Crossroads East area currently contains a mix of office and residential space, and the location of Axon's campus expansion is planned as an industrial use consistent with the General Plan's goals for this area. The proposed project fits well within the variety of uses and is consistent with a number of City planning documents including the General Plan and Greater Airpark Character Area.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.

Because portions of Crossroads East have been planned with multifamily residential uses located nearby, the inclusion of Axon's proposed campus expansion provides additional employment opportunities close to dense residential uses. Axon will employ more than a thousand individuals at this location, providing ample opportunities for those nearby residents who are employees to utilize multi-modal options.

6. Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.

- Concentrate future development in "growth areas" and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.

The subject site is located within a growth area that extends from generally Scottsdale Road on the west to 96th Street on the east and from Thunderbird Road on the south to the Loop 101 on the north. The site is also located within the Greater Airpark Character Area, a part of the City targeted as a center of activity. The Airpark aims to serve as the largest employment hub outside of Old Town, highlighting a significant desire for growth in the Greater Airpark Character Area.

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Old Town and the Airpark).

The proposed Axon campus expansion is located at the Hayden Road exit for the Loop 101 and is bounded on the north and east portions of the site by the Loop 101 curve. The site is both along a major transportation network (the Loop 101) as well as being located in an urban center (the Airpark). The intensity of employment center is well-located within these areas planned for growth and activity.

Economic Vitality Element

3. Encourage and support a diversity of businesses that contribute to Scottsdale's sale and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

- Nurture and support established businesses as well as new businesses.

Axon (formerly known as TASER International, Inc.) is a well-established global company founded in Scottsdale in 1993. Axon currently operates out of a building located directly adjacent to the proposed campus expansion.

Approval of the expansion of Axon's operations to the proposed new campus location will keep Axon's new campus in Scottsdale and will help support the company's growth within the City for many years to come.

- Ensure adequate opportunities for future and expanded commercial and business activity throughout the community.

Axon has long since outgrown its existing corporate building and has been leasing space throughout the globe for its operations as we have continued to expand. Approval of the proposed campus expansion will consolidate those operations within the City of Scottsdale and will provide future opportunities for Axon to continue growing within Scottsdale as the site is designed to accommodate future phases.

- Develop existing and attract new high value/low impact businesses.

Axon is a technology company and provides high quality employment with minimal impact on the community in terms of resource usage. Even now, hundreds of our employees live in Scottsdale. The value to the City of Axon's expansion is projected into the billions over 10 years by the City's Economic Development staff.

4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

- Support businesses in adapting to the constantly changing market as a result of new technologies and support those companies that are integral to the "new economy."

Axon is a well-known inventor, designer, programmer and manufacturer of industry leading cutting-edge technology and public safety tools and equipment. Axon seeks to continue evolving its products and technology, and is a business that is built upon adapting to changing markets and policies through technological advancement. The approval of Axon's campus expansion will further the City's goal to attract and retain leaders in technology.

- Target specific economic sectors for expansion or relocation in Scottsdale that will provide for the greatest positive impact and the fewest negative impacts. These include medical and health care services, biomedical research and development, technology related research and development, business and professional services, administrative office, corporate and regional headquarters.

Axon is a technology company, with a robust research and design component, seeking to expand its existing current building into a unified campus located on land directly adjacent to the current building. Axon is the type of company and employer the City has long sought to attract and retain, and the approval of the proposed campus expansion for Axon will further the City's goal.

- Emphasize the retention and expansion of businesses in Scottsdale and provide support mechanisms for small businesses in Scottsdale. This larger contiguous campus parcel allows Axon to consolidate and expand in Scottsdale. Without this unique land opportunity, we would likely need to find another city to build the campus.

6. Maintain and develop partnerships that will support and promote quality employment and business opportunities.

- Maintain and develop relationships with businesses that provide the contacts that can enhance the city's presence and position in enhancing and attracting quality and innovative business opportunities.

Axon and the City have worked together to facilitate the proposed development of Axon's campus expansion on the subject site. The City's outreach and assistance has encouraged Axon to maintain and expand its operations within Scottsdale consistent with this goal.

- Work with other jurisdictions and agencies (i.e. Scottsdale Area Chamber, School Districts, adjacent communities, Greater Phoenix Economic Council, etc.) to coordinate business and employment opportunities.

The City has worked with the Arizona State Land Department to master plan the Crossroads East area and ensure compatible development is encouraged in the area. Additional collaboration with the Greater Phoenix Economic Council on Axon's specific desire to expand in this location has furthered this collaborative effort to attract and maintain quality businesses in this area.

7. Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage quality redevelopment in employment areas to provide new jobs, new retail, and new entertainment opportunities in the Scottsdale market. The City has encouraged us to consolidate existing jobs into Scottsdale and to bring new jobs as we grow. Approval of the proposed campus expansion will allow Axon to provide these jobs that might otherwise not be located within the City (and in many cases are already located outside of the City).
- Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers. The subject site has long been vacant and approval of the proposed campus expansion for Axon will provide for development of this large, nearly 75-acre portion of land within the key growth area of the Greater Airpark.

Community Involvement Element

1. Seek early and ongoing involvement in project/policy-making discussions.

- Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site postings, written correspondence, and other methods, as they become available.

From the time Axon identified the subject property as a prime location for our campus expansion within the City of Scottsdale, we began outreach with various stakeholders in the community that included phone calls and meetings. This outreach has continued, and we have spoken with several nearby property owners and/or their representatives to notify them of Axon's plans and to begin open and early communication.

In addition to this early outreach, we have provided the City with draft language for both "white" and "red" sign postings that include the Early Notification of a Project Under Consideration and will host a Neighborhood Open House Meeting approximately 1 month after filing of the formal submittal.

- Encourage that project developers/owners, realtors and the real estate industry, corporations, and other public entities take responsibility for sharing information, framing issues surrounding projects, and shows accountability for being responsive to constructive citizen comments. As noted above, we have been proactive in our outreach with area stakeholders and surrounding property owners and/or their representatives to discuss Axon's plans for the site.

- Ensure project developer/owner is able to demonstrate citizen involvement and how comments were incorporated into proposal/issue recommendations. Our team is experienced in conducting neighborhood outreach. We are prepared to provide the City with prompt and accurate information related to neighborhood contacts regarding the proposed project as well as to provide responses to any potential issues or concerns that are raised.

2. Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.

- Create and use community-wide mailing lists that include representation from homeowners associations, neighborhood and service groups, the faith community, the school districts, the business community and other special interest groups.

The City has provided a very detailed Interested Parties list that includes community members throughout Scottsdale who will receive notice of our Neighborhood Open House Meeting and an invitation to participate as well as our contact information to reach out at their convenience to discuss the project.

- Utilize communication vehicles that reach minority populations within the community.

We are proposing a virtual Neighborhood Open House Meeting, which is appropriate given the current status of the ongoing COVID-19 pandemic. Our virtual neighborhood meetings can be attended telephonically or virtually and do not require travel to a location near the subject site, which we have experienced allows for an increase in public participation due to the added convenience of remote attendance.

4. Accept and respond to new ways of communicating and new technologies.

- Use technologies like teleconferencing and broadcasting of meetings to allow greater participation at locations throughout the community.

We are proposing a virtual Neighborhood Open House Meeting with the option to attend telephonically as well, which will facilitate greater participation for interested community members throughout the City.

- Embrace new techniques and technologies for communication.

Our proposed virtual Neighborhood Open House Meeting utilizes GoToMeeting format, a secure method of conducting public meetings. This is

one of the new methods for conducting neighborhood outreach we have utilized as the ongoing COVID-19 pandemic necessitated alternative public meeting methods.

- Adapt communication techniques and technologies to each situation. We believe that the proposed virtual Neighborhood Open House Meeting is appropriately adapted to the unique challenges presented by the ongoing COVID-19 pandemic as well as to accommodate potential attendees from across the City.

Open Space and Recreation Element

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.

The proposed Axon campus expansion is designed to work within the physical constraints of the site while providing a unique and open aesthetic. The main building has been designed close to the Loop 101 freeway which acts as a physical barrier to the eastern portion of the site. The site also features an open amphitheater area for events and retains large portions of open space for possible future phases.

The project itself is consistent with the building techniques identified in the Greater Airpark Area Plan, which is discussed in greater detail below.

- Protect and use existing native plants, the design themes of character areas within which they are sited, and response to local conditions in landscape designs.

Axon has designed the site with native plantings to compliment the surrounding natural landscape areas and consistent with the design palette of nearby buildings.

Preservation and Environmental Planning Element

5. Conserve water and encourage the reuse of wastewater.

- Encourage landscape improvements, which limit the amount of turf area (to "people places") and make optimal use of indigenous desert plants.

The proposed landscape palette includes native desert plantings including: palo verde trees, ironwood, saguaro cactus, prickly pear, creosote, sage, jojoba, yucca and cholla and does not propose any turf areas.

9. Protect and conserve native plants as a significant natural and visual resource.

- Discourage non-indigenous plants (e.g. olives) that produce pollen in landscape design.

Landscape plantings have been carefully selected so as to not include non-native plantings, including those that produce pollen.

Growth Areas Element

7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

- Anticipate the need and secure land for public facilities, such as water treatment plants, reservoirs, transportation rights-of-way, parks, libraries, community centers, and other public needs, such as police and fire.

Axon has been working with the City to identify a location within the subject site that would be suitable for a water treatment facility as well as a possible future command center and/or fire training facility for use by public safety officials.

Public Services and Facilities Element

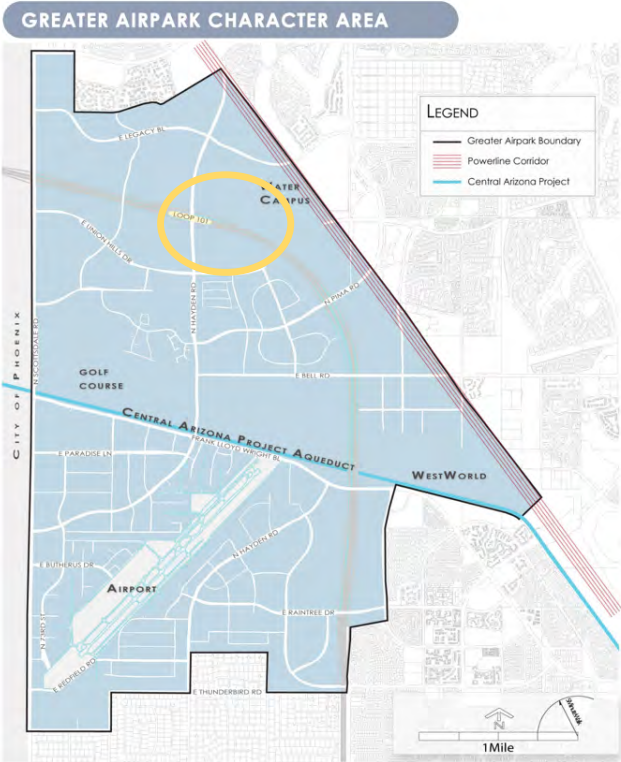
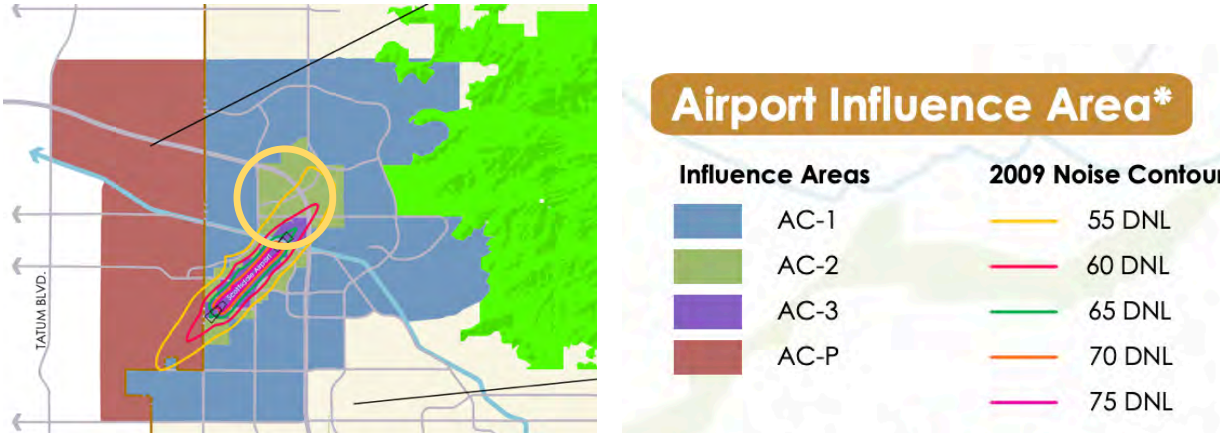
7. Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.

- Provide Police and Fire deployment stations, support facilities, and public safety information and training programs to minimize response times and maximize effectiveness in protecting the public from potential natural and man-made hazards.

Axon has been working with the City, including both Police and Fire Departments, to identify a location within the subject site that would be suitable for a possible future command center and/or fire training facility for use by public safety officials. This facility would include resources to be utilized by police and fire during the Phoenix Open to maximize access and minimize response time for public safety officials.

Compliance with Goals and Policies of the Greater Airpark Character Area Plan

Axon is located within Influence Area AC-2 of the Greater Airpark Character Area as shown below:



Land Use Element

Goal LU1: Maintain and expand the Greater Airpark's role as a national and international economic destination through appropriate land uses, development, and revitalization.

Policy LU 1.2: Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area's workforce, where appropriate.

Axon's proposed campus expansion is located adjacent to other office uses and within the Employment center of the Greater Airpark Area Plan. Although the immediately adjacent uses are also of an office nature, several nearby developments incorporate multifamily residential components that are intended to serve the surrounding employment hubs. The addition of Axon's campus expansion will provide additional employment opportunities for those residents as well as for people throughout the Valley.

Policy LU1.4: Encourage the redevelopment of underutilized land to more productive uses.

The subject site is undeveloped. Axon's proposed campus expansion will make productive use of this site by providing hundreds of additional jobs within this key employment area of the City.

Policy LU1.5: Maintain and continue to foster dialogue between the City of Scottsdale and Arizona State Land Department to facilitate innovative use and development of State-owned land.

Axon has agreed to purchase the subject site from the Arizona State Land Department, and both the City and ASLD have been actively involved in conversations regarding appropriate development of this site for some time. ASLD has expressed its desire for an industrial use on this site and required I-1 uses in its auction notice to convey its position on the use of the land. Consistent with this desire, Axon's application includes a request to rezone the land to I-1 and is proposing a use consistent with the zoning designation.

Policy LU1.8: Prevent erosion of Greater Airpark Employment land uses through land use regulations, such as limiting retail and restaurants in areas designated for employment.

The proposed Axon campus expansion is an employment land use within the Employment Land Use area, consistent with the Greater Airpark Character Area's Land Use Plan.

Goal LU 4: Utilize development types to guide the physical and built form of the Greater Airpark

Policy LU 4.3: Encourage higher-scale Type C development in areas with access to major transportation corridors and where lower-scale residential areas will be buffered from higher-scale development.

Axon's proposed campus expansion is located almost entirely within a Type C - Higher Scale Conceptual Development Type Area. A small portion of the site, mostly slated to be utilized by the City for its water treatment facility, is within the Type A - Medium Scale Conceptual Development Type Area. Type C Development Areas are appropriate for higher scale and building mass and intensity, and Axon is proposing a larger scale building consistent with this Conceptual Development Type.

Goal LU 5: Encourage Greater Airpark development flexibility.

Policy LU5.1: Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Plan and encourage revitalization in the area.

Axon is requesting an Amendment to the Development Standards for the I-1 Zoning District to accommodate a building with a greater height than is permitted by I-1 district standards. This flexibility allows the building to be constructed in a manner consistent with the Conceptual Development Type C area that projects higher scale projects to be located closer to the Loop 101 freeway within the Greater Airpark Area Plan.

Policy LU5.2: Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/or street abandonment are considered.

The proposed Axon campus expansion proposed public amenities which may include a water treatment facility and future command center and/or fire training facility on site. These public benefits justify flexibility in application of the development standards, and accordingly Axon requests a minor modification to the I-1 standards to allow an increased building height.

Policy LU5.5: Promote flexibility of land uses when it can be demonstrated that new land uses are viable in serving a regional market, such as corporate headquarters, tourism, and educational campuses.

The subject site is a viable location for Axon's campus expansion as it is located directly adjacent to the existing Axon facility. Axon's employment base serves a regional market and this location adjacent to the Loop 101 freeway increases its function as a regional facility.

Goal LU 6: Promote the Greater Airpark as a mixed-use economic and aviation-based employment center that is complementary to Downtown Scottsdale, the city's premier cultural, civic, and residential mixed-use core.

Axon's proposed campus expansion furthers the City's goal of having the Greater Airpark serve as an economic core and employment center. The expansion of Axon's campus on the subject site will bring hundreds of new high quality jobs to Scottsdale within the Airpark.

Policy LU6.1: Prioritize employment uses over residential uses in the Greater Airpark.

Axon proposes a purely employment use in this area and does not propose any residential uses, consistent with the goals of the Greater Airpark Area Plan and its vision as an employment core.

Economic Vitality Element

Goal EV1: Sustain the long-term economic prosperity of the Greater Airpark.

Policy EV1.3: Develop strategies, such as amending regulatory processes, that will incentivize and encourage new development and redevelopment.

Axon is requesting Amended Development Standards to accommodate an increased building height in the I-1 zoning district, and the City has previously provided a path for properties within the Crossroads East Planned Community a method of modifying standards that will encourage redevelopment of the area as ASLD sells portions to private developers. By approving Axon's requests, the City will encourage new development within the Airpark area that furthers its goals and policies by providing additional employment opportunities through retaining and encouraging expansion of an existing Scottsdale company.

Policy EV1.4: Retain and expand established Greater Airpark businesses. Axon established its current location directly adjacent to the proposed campus expansion but has since outgrown the location. As a result, Axon has expanded its operations throughout the Valley and into other locations outside of Arizona to accommodate its growth. By approving Axon's requests, the City will allow this established Greater Airpark business the opportunity to concentrate its operations in the Valley to its Scottsdale campus and accommodate future additional growth at this location.

Policy EV1.5: Develop existing and attract new high value businesses to the Greater Airpark.

The proposed campus expansion will allow Axon, an existing high value Greater Airpark business, the opportunity to continue growing its employment base within the City and the Greater Airpark area.

Policy EV1.8: Attract a diversified business base to help insulate the city during economic downturns.

At the City Council hearing on August 25, 2020, regarding infrastructure at the proposed site, Councilmember Milhaven touted Axon's expansion as "a watershed moment in Scottsdale history" similar to when Mayo Clinic opened a campus in Scottsdale. Councilmember Milhaven noted that diversifying Scottsdale's economy beyond real estate and tourism would provide a more stable City economy.

Axon's technology-based business provides a diversified business base as noted by Councilmember Milhaven, which in turn adds economic protection to the City during periods of financial slowdown.

Goal EV2: Maintain and strengthen established economic engines in the Greater Airpark.

Policy EV2.1: Provide performance-based development incentives to area businesses to encourage reinvestment in the Greater Airpark.

The City Council recently approved a Public Infrastructure Reimbursement Development Agreement that ties Axon construction and payroll milestones to City return of infrastructure funds Axon will pay as part of the project. This agreement is a form of performance-based incentive that was the basis to encourage Axon to retain and expand its operations within the City of Scottsdale and the Greater Airpark area.

Policy EV2.3: Support the growth and development of light industrial, research and development, and manufacturing companies in the Greater Airpark that are compatible with mixed land uses and Scottsdale's environmental values. Axon is proposing to rezone its site to I-1 (Industrial Park) to perform light industrial uses that include associated office, research and development, manufacturing and warehousing. This zoning category has been previously identified as appropriate for this site in the Crossroads East Planned Community Development Plan and associated documents. Accordingly, it reflects a compatible land use with the Greater Airpark and does not have a heavy environmental impact on the City consistent with this policy goal.

Policy EV2.4: Support the growth and development of the Greater Airpark's office industries and corporate headquarters.

Axon has an existing corporate presence within the Greater Airpark that is located directly adjacent to the proposed campus expansion. Approval of the requests would support Axon's existing corporate continued expansion within the Greater Airpark.

Goal EV4: Support the continued development of new economic opportunities that capitalize on market trends and the Greater Airpark's competitive strength.

Policy EV4.1: Encourage public and private partnerships that will pursue joint ventures between emerging technology-based research and businesses. The City and Axon have worked collaboratively to find solutions limiting Axon's growth to identify land and incentivize Axon's expansion within the Greater Airpark area.

Policy EV4.1.1: Identify and market land that is most advantageous for locating emerging technology-based industries.

The subject site, which Axon is currently purchasing from the Arizona State Land Department, was identified as an ideal site for a light industrial use by Axon as a technology-based industry.

Policy EV4.5: Recognizing that there are limited, large scale, economic-producing opportunities remaining in Scottsdale, work with the State Land Department to attract revenue generating projects to their Greater Airpark land holdings, so as to benefit both the State and local community.

The City worked with the Arizona State Land Department to prepare the subject site for sale at public auction with the goal to find a compatible user based on the Crossroads East Development Agreements and Development Plan between the City and ASLD.

Goal EV5: Enhance existing and develop new partnerships that support quality employment, business opportunities, and workforce development.

Policy EV5.2: Maintain and develop national and international relationships that enhance the Greater Airpark's position as a premier locale for businesses. Axon is an international company founded in Scottsdale within the Greater Airpark. Approval of the requests would allow continued expansion of this globally-recognized technology business within the Greater Airpark and further its reputation as a premier location within the City for corporate expansion.

Character and Design Element

Goal CD1: Enhance and strengthen the design character of Greater Airpark Future Land Use Areas (See Land Use Plan Map, pg 11).

Policy CD1.1: Promote innovative, high quality design using specific design criteria associated with each Future Land Use Area in the Greater Airpark: Employment Future Land Use Area.

The Greater Airpark Area Plan's vision for Employment Future Land Use Areas calls for buildings with " . . . contemporary architecture, technological and corporate/executive character, campuses, and unique expressions of corporate identity . . . " Axon's building design is extraordinarily unique and pays homage to the science fiction roots of the company's founding and features a spaceship-like building façade with futuristic contemporary designs.

Policy CD1.3: Encourage a variety of building shapes and heights that are appropriate in each Future Land Use Area in order to promote visual interest in the Greater Airpark and to promote the overall character of the specific Future Land Use Area within which they are located.

Axon is proposing an increased maximum height for its main building that will provide a contrast to the surrounding buildings and promote visual interest in Axon's campus expansion. The unique building design will provide a specific character for this site and set it apart from other nearby office buildings. The

slightly taller building provides for better use of the land including allowing for more jobs in a more iconic building.

Public Services and Facilities Element

Goal PSF3: Maintain and enhance public services including public safety, human services, and customer services in the Greater Airpark.

Policy PSF 3.1: Encourage the development of additional public safety facilities, including law enforcement, emergency, and medical services, in conjunction with area growth in order to provide and maintain adequate response time.

Axon and the City are working to identify locations on the subject site that would be suitable for a command center and/or a fire training facility. These public facilities would support police and fire operations in the area to promote more efficient management in this area, particularly during nearby events.

DEVELOPMENT REVIEW NARRATIVE

DEVELOPMENT REVIEW BOARD GUIDELINES:

A. In considering any application for development, the Development Review Board shall be guided by the following criteria:

1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.

The Axon campus has been designed with a consistent theme throughout the entire site, which conforms to the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, Greater Airpark Area Plan and the General Plan. Consistency with these plans are detailed thoroughly in the rezoning narrative.

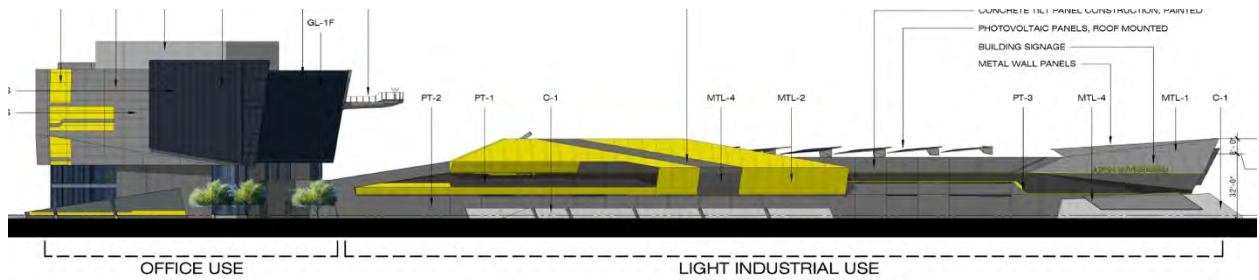
2. The architectural character, landscaping and site design of the proposed development shall:

a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;

The site has been designed and planned cohesively to ensure maximum compatibility between the structures, open space and landscape. The main Axon campus building is located at a central location on the site, with the parking and open space leading from the surrounding streets to the building.

b. Avoid excessive variety and monotonous repetition;

Axon has proposed a building that is interesting, varied and exciting. The materials are harmonious in color and texture but avoid monotony and the proposed colors tastefully reflect the Axon company signature look and colors. A sleek, modern look is achieved through the use of glazing, metal panels and exposed concrete. The building elevations reflect the unique, iconic design and shape that feature a central building high point which then moves to lower elevation heights as the building nears the borders of the site.



c. Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the **Sensitive**

Design Principles:

1. The design character of any area should be enhanced and strengthened by new development.

- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.

The Axon campus building is designed to consider the qualities and character of the surrounding context and has incorporated some of these qualities into its design. The building design reflects the theme and color character of the existing commercial nature of the area, near the existing Axon building and office complexes, but the Axon campus distinguishes itself with a unique design.

This design intends to be minimally invasive to the natural feel of this area by featuring a large amount of glazing. The building color palette is muted in grey metal panels and exposed concrete, creating a desert industrial aesthetic.

- Building design should be sensitive to the evolving context of an area over time.

The Axon campus will be located in an undeveloped location near the Loop 101 Freeway and Hayden Road within the Greater Airport Area. This area is envisioned as a mainly employment centric hub featuring industrial uses and design. The building is designed to create a lasting presence with quality materials and architectural features that incorporates existing character while solidifying the building's unique, iconic design as one-of-a-kind. The inclusion of a simple natural color palette will facilitate further cohesive development with a clean contemporary design.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:

- Scenic views of the Sonoran desert and mountains

The site is located at the southeast corner of Hayden Road and the elevated Loop 101 Freeway. Given the proximity to the freeway overpass and on- and off-ramps, the development will not significantly alter the views of the desert from Hayden Road.

- Archaeological and historical resources

A Cultural Review was compiled by Arizona State Land Department for the subject site in January 2020. The review reveals that no cultural resources were observed. If cultural resources are found during the course of construction, appropriate measure will be taken to ensure that any archeological, paleontological or historical objects are reported to the Director of the Arizona State Museum pursuant to A.R.S. §41-844.

3. Development should be sensitive to existing topography and landscaping.

- A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.

The building is designed to reflect natural changes in the desert environment and elevations, including rock formations and mountains. The Axon campus building design is inspired by space and science fiction and blends both this modern and contemporary concept with the character of the existing buildings around the site and the mountain and rugged terrain of the Sonoran desert. Additionally, the rounded triangular building shape mirrors the configuration of the parcel itself.

4. Development should protect the character of the Sonoran desert by preserving and restoring natural habitats and ecological processes.

The site is planned to be planted with native trees, shrubs and bushes. This will protect the character of the Sonoran desert and restore natural habitats. The native Sonoran desert plants included in the planting palette are as follows: Blue Palo Verde and Ironwood Trees, Chuparosa and Creosote shrubs, Century Plants, Saguaro cacti, Ocotillo accents and Triangle Leaf Bursage and Black Dalea groundcover.

5. *The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.*

- Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.

The streetscape will provide continuity by improving Mayo Boulevard and the roundabout at Perimeter Drive. This portion of improvements does not include Hayden Road streetscape but a cohesive landscape palette is proposed for the north side of Mayo Boulevard, including native desert trees and shrubs consistent with existing nearby landscaping.

6. *Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

The site is located at the southeast corner of Hayden Road and the Loop 101 Freeway with convenient access to an existing Pedestrian / Bicycle Corridor. The site is located close to nearby multi-family residential development, providing easy access for multi-modal transportation for employees residing close to the site.

7. *Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.*

- Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.

The proposed development will be well landscaped and reflect the human scale from Hayden Road and Mayo Boulevard. As the building nears the Loop 101 Freeway, the building scale is enlarged, providing scale to the vehicles traveling on the Freeway.

The building mass will be broken up into a variety of heights and materials including metal and glass panels and painted different shades of grey with Axon Yellow accents. The front (south) of the building, facing Mayo Boulevard, will consist of glass and grey metal panels mixed with concrete. The combination of colors and material create a unique, modern, architecturally interesting and appealing design.

8. *Buildings should be designed with a logical hierarchy of masses:*

- To control the visual impact of a building's height and size

The highest point of the Axon building is located at the entrance, facing the parking lot and ensuring appropriate access to the building. The building moves to lower elevation heights as the building gets narrower. The impact of the building height will be similar to that of nearby freeway elevations.

- To highlight important building volumes and features, such as the building entry.

As described above, the important features of the building will be accented by changes in the building height - the tallest section of the building at the building entrance and widest section. Other features of the building include an observation deck on the northwest side of the building entrance portion overlooking the manufacturing portion of the building.

9. *The design of the built environment should respond to the desert environment:*

- Interior spaces should be extended into the outdoors both physically and visually when appropriate

The Axon campus building is designed to unite the interior and exterior building spaces. This includes the extension of the observation deck from the 5th floor and the inclusion of an atrium on the ground level, which opens up the building from the ground floor up to the fifth floor. An amphitheater is also planned at the front (southeast) of the building, along with tiered event space and an outdoor dining patio on the west side of the building.

- Materials with colors and coarse textures associated with this region should be utilized.

The hardscape planned for the exterior of the site will incorporate the colors and textures of the region, including plain gray concrete, finished in light broom and integral color concrete with a light acid etch finish. Raised planters are proposed in the tiered event space, which will feature native desert plants, bringing the surrounding character of the desert into the project design.

The landscape colors are generally uniform in native shades of green with some accents provided by flowering ground covers and shrubs.

- A variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities

The materials and textures provided will be used in their natural state, including metal and concrete panels. The panels will either be used with a natural finish or be painted a complimentary neutral color to provide richness and visual interest. Because the site is intended to function as a campus, pedestrian experience is key to ground floor design to convey a desert industrial aesthetic that pays homage to Axon's technical nature and Scottsdale's natural desert beauty.

- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

Shade will be provided via roof overhangs, angled architecture and a shade structure over the tiered event space.

10. Developments should strive to incorporate sustainable and healthy building practices and products.

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

The site has been designed to incorporate a xeriscape landscape palette to minimize water usage. Additional sustainability features of the building include high performance glazing, photovoltaic (solar) panels, and low to no VOC interior materials and finishes. The large amounts of glass provided on the exterior of the building will ensure an abundance of daylight into the internal spaces, which will reduce lighting and energy usage.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement

The landscape palette is a mixture of native desert trees (Ironwood, Blue Palo Verde), shrubs (Creosote, Chuparosa), accents (Century Plant,

Ocotillo, Saguaro) and ground cover (Black Dalea, Triangle Leaf Bursage) intermixed with hybrid trees and plants bred for the Sonoran desert environment (Thornless Mesquite, Pink Dawn Chitalpa). The arrangement and density of the plants has been carefully planned to provide groundcover and shade but reflect natural groupings and plantings.

- The landscaping should complement the built environment while relating to the various uses.

The planned landscape planting around the building is orderly and organized, with raised planters around the building base and tiered event space. As the landscape is distanced further from the building, it is arranged to reflect the natural environment and plant groupings and densities.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

- Water, as a landscape element, should be used judiciously

The landscape palette has been carefully curated with the natural Sonoran desert in mind – native, low water usage plants have been chosen for the site. Water usage for landscape will be minimal and the water provided to the site for landscape will be used judiciously.

- Water features should be placed in locations with high pedestrian activity.

A water feature has been designed for the Axon campus site, at the front of the building entrance, which will have the highest density of pedestrian activity. The water feature will adhere to City of Scottsdale Code of Ordinances Article VII Division I Section 49-242 for Water Conservation.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

- A balance should occur between the ambient light levels and designated focal lighting needs.

The lighting for the Axon campus has been designed to balance between the ambient light levels and designated focal lighting needs while serving as a unique design element to the iconic feature building in Axon signature Yellow.

- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

The site lighting has been designed to minimize glare and invasive overflow. The lighting will be designed to be no more intense than light from the adjacent Loop 101 Freeway.

14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

- Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility.

The Axon campus signage will be designed to be both unique and identifying as well as tasteful and considerate of the character of the surrounding area. Future signage will be integrated with the overall design aesthetic including materials and colors.

*d. Conform to the recommendations and guidelines in the **Environmentally Sensitive Lands (ESL) Ordinance**, in **the ESL Overlay District**; and*

The Axon campus site is not located in the ESL Overlay District.

*e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the **Historic Property Overlay District**.*

The Axon campus site is not located in the Historic Property Overlay District and does not have any existing buildings on the site.

3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

As shown in the Pedestrian Circulation Plan and Vehicular Circulation Plan, vehicular access to the site comes from Hayden Road, along Mayo Boulevard and into two separate entries, which lead directly to the vehicular parking locations. Pedestrian circulation will lead from the parking areas directly into the building from all sides of the building.

The Axon campus loading and service area is situated on the north side of the building, away from the pedestrian uses and in a distinct and safe designated location.

4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.

Mechanical equipment is provided and screened in a manner that blends into the building design with the use of grey metal panels, similar to those used on the lower elevations of the building. Portions of mechanical equipment adjacent to the Loop 101 Freeway will not be screened as the freeways itself will act as the screening.

5. Within the Downtown Area, building and site design shall:

*a. Demonstrate conformance with the **Downtown Plan Urban Design & Architectural Guidelines**;*

b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;

c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;

d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and

e. Address building mass, height, materials, and intensity transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.

The proposed Axon campus site is not located within the Downtown Area.

6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:

a. Accessibility to the public;

b. Location near pedestrian circulation routes consistent with existing or future development or natural features;

c. Location near the primary pedestrian or vehicular entrance of a development;

d. Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and

e. Location in conformance to standards for public safety.

The proposed Axon campus is not utilizing the PDB Overlay District zoning in Scottsdale.

B. The burden is on the applicant to address all applicable criteria in this section.
This narrative addressed the above criteria applicable to the Axon campus development.

DESIGN GUIDELINES FOR OFFICE DEVELOPMENT

The following Design Guidelines for Office Development have been addressed for the proposed Axon campus development:

Site Design and Planning:

Natural and Built Site Characteristics

Topography - Grading / Drainage

1. *Site planning should respond to the natural characteristics of a site such as topography/ drainage patterns, existing vegetation, and visual resources. Proposed development (i.e. buildings, parking, and other features) should be designed and adapted to the specific site as opposed to altering the character and form of the site to accommodate development.*

The site is graded uniquely due to its proximity to the Loop 101 Freeway as well as a drainage channel currently being constructed. These present some constraints to grading the site but our civil engineers have designed the site so as to not interfere significantly with the existing grading conditions. Drainage will be implemented through numerous runoff basins and landscape islands. The landscape palette will include various Sonoran desert plant species that will effectively provide soil erosion control and stabilization. The building itself is a one-of-a-kind, iconic design intended to provide corporate identity of Axon at this location.

Vegetation

The vegetation provided will include a variety of native plant species such as Ironwood and Blue Palo Verde trees, Ocotillo and Saguaro cacti. Only desert-appropriate vegetation has been planned for the site and will be placed in strategic, natural locations and densities.

2. *The orientation of buildings and outdoor spaces should consider the effect of sun angles and other climatic conditions and the preservation of views.*

The Axon campus building is oriented at a diagonal so no one side of the building will receive the full effect of the sun on either east or west and the building architecture includes angles and building overhangs to protect southwest facing walls and windows from the sun. The location of the site, at the southeast corner of the Loop 101 and Hayden Road, ensures that the location of the building will not block views of the desert to the north as the Freeway on- and off-ramps and overpass exist in this location. Additionally, the building will be built to preserve the views to the direct east of the site.

Outdoor space is planned for the entryway of the building, with tiered event space covered by a shade canopy and additional covered outdoor dining space on the west side of the building. An atrium has been included inside the building, connecting the ground level to the fifth level of the building, providing employees the sensation of being outside.

Response to Context

3. *Build upon the established development pattern of the surrounding area.*
The site is located at the intersection of Hayden Road and the Loop 101 Freeway, surrounded by various commercial and industrial uses and buildings and vacant parcels. The building reflects that character of the built environment, using greys, metal, glass and concrete materials that have been utilized by other existing buildings close to the site. The plant palette has been planned with native desert plant species, pulled from southwestern Arizona.
4. *Site plans should demonstrate an understanding of how the new development will be served by utility systems. The development team should work proactively with utility providers to coordinate and locate to the developments advantage any above ground equipment and related improvements considering that the best location(s) for such equipment is not always the one that is most convenient or least expensive. Below grade equipment vaults should be considered in some contexts if a grade level solution that is visually unobtrusive cannot be achieved.*
The utility locations for this site have been planned and are provided on the landscape plans and provided for on the Preliminary Improvement Plan.
5. *Locate above ground utility equipment and related improvements away from visually featured areas of the landscape and where possible 30 to 50 feet back from important intersections. Where possible, group or co-locate equipment to more effectively provide accessibility and screening.*
Utility locations have been carefully planned and are located away from important intersections.
6. *The site plan design should demonstrate a coordinated approach with the site plans of adjacent development (existing or planned).*
The Axon campus site is designed with a similar approach as other sites in the vicinity. The main building will be separated from the surrounding uses and lots by the perimeter drive (Mayo Boulevard), parking and landscape. Mayo

Boulevard is a shared access drive from Hayden Road and services the neighborhood and commercial buildings to the south.

The site has been designed to separate refuse, loading, etc. from the pedestrian and employee access to the building. Loading and refuse is located off of a separate drive which does not conflict with pedestrian uses. Additional phases of the site, including potential civic uses and future Axon buildings have been planned for with street alignments off of Hayden Road.

7. *Not all development contexts are suitable for continuation in some development proposals nor do all areas or uses within in a community always present opportunities for interface. In situations where the continuation of an existing pattern of development is not desirable or is not feasible, the applicant should establish and document in the project narrative why the proposed design alternative is preferred and how the project will benefit the neighborhood and the community.*

The site is situated in an ideal location for the Axon campus uses - other commercial uses exist in the area, and the close confines of the Loop 101 Freeway make the site undesirable for residential uses.

8. *Unless constrained otherwise, buildings should have a strong relationship to the street including a functional public entrance that is also a visual focus for the building. In place of street oriented public entrance, a strong pedestrian connection that establishes a sense of a formal public entry may be substituted.*
The building will not necessarily be used or accessed by the general public. The entryway of the building is strongly defined with a water feature, arcaded entryway and interior Axon logo, all of which promotes intuition of a formal entrance.

9. *Where appropriate buildings should be used to help enclosure and define exterior spaces that are human scaled and furnished to encourage human use.*
The Axon campus building will include an exterior tiered amphitheater and seating area, shaded by a canopy, for employee and company use. This area will be accented with landscape planters and a water feature, tastefully designed at human scale and encourage human use.

10. *The siting of buildings and parking areas should reinforce existing desirable spatial characteristics such as a common setback, rhythms or patterns established by building masses and their relationship to the street and to each other*

(illustration). Parking in front setbacks is generally discouraged especially in areas with high pedestrian activity or potential.

The building and the parking relate to each other appropriately, separated by obvious drives and landscape islands. The parking and parking lot aisles all lead to the building entrance and parking is located behind the landscape setbacks from the perimeter streets.

Circulation and Parking

- 11. The circulation and parking areas of adjoining sites should be coordinated to the extent possible in the interest of efficiency and to reduce the dominance of the private automobile on the community landscape. Simultaneously, pedestrian movement should be reinforced and supported by site plans wherever possible in the interest of enhancing the walk-ability of commercial areas. The desirability of connectivity to residential development should be evaluated on a case-by-case basis.*

This site will utilize the existing street system of Mayo Boulevard, with access to Hayden Road. Additional, interior access road will be constructed around the building and through the site, ensuring that the appropriate vehicles are able to access their designated locations, without pedestrian conflicts.

- 12. Developments that exceed the parking required by City code or recognized industry standard are discouraged. All projects should seek opportunities and incorporate design features or transportation management strategies that strive to reduce automobile use (i.e. enhanced accessibility to public transit, enhanced pedestrian connectivity, trip reduction programs).*

Although the development at this phase will exceed the required number of parking spaces (1,049 required and 1,083 provided), the 34 extra vehicular parking spaces ensure that all employees have parking and that parking for the Axon campus will not spill over into the adjacent neighborhood or other commercial uses. Additionally, the parking provided may serve future development on the rest of the site at a later date. At this time, the site and the adjacent streets are not serviced by the Valley Metro transit system.

- 13. Site planning should work to disperse parking areas as opposed to creating singular expanses of pavement.*

The parking is provided on the site in three separate locations, all separated from each other by landscape islands and drive aisles.

14. The use of varied paving materials (i.e. concrete pavers, stabilized granite and paving materials with textural and color variations) are encouraged to help relieve monotonous expanses of asphalt.

Five different types of paving materials and ground cover are proposed for the site including plain gray concrete in Light Broom finish, Integral Color Concrete in Light Acid Etch finish, asphalt, 3"-8" Stone Cobble and ½" Screened Decomposed Granite. These various ground covers provide textural and color variation and relieve monotony.

Pedestrian, Transit and Bicycle Facilities

18. Clearly delineated pedestrian paths (or open plazas) should connect building(s) with each other, parking areas, perimeter sidewalks and trails, and transit facilities. Developments are encouraged to make internal connections to adjoining sites whenever such connections will encourage walking over driving to the same destination.

The pedestrian paths connect to the building entrance and each other, leading from the parking areas. The surrounding uses are commercial and industrial in nature and it is unlikely that visitors to the Axon campus will also patronize the surrounding uses.

Enhanced Pedestrian Areas

23. Developments should feature an enhanced pedestrian area(s) (i.e. a plaza, patio, courtyard, linear promenade, terrace or usable landscaped area) scaled accordingly to the size and demands of the particular user or facility. Some zoning categories set forth specific requirements for such spaces.

The Axon campus will provide a tiered event space and amphitheater at the entrance of the building, complete with a shade structure, planter boxes and shade. Additional outdoor space will be provided in the form of a covered dining patio on the west side of the building. The size of the outdoor amenity spaces is appropriate for the size and the demand of the building.

25. Enhanced pedestrian areas should exhibit a higher level of design treatment incorporating seating, water features, sculpture, trash receptacles/ash urns, pedestrian scaled lighting, and other furnishings as appropriate for the specific user.

The dedicated pedestrian area has been designed to incorporate seating, a water feature, pedestrian scale lighting and landscape planters, all which will enhance the outdoor experience of the user.

Architecture

Local Influence on Design

The Greater Airpark Character Area Plan is addressed in the Rezoning portion of the narrative.

1. Building design should consider foremost the unique qualities (both natural and built) character of the surrounding area.

The building is designed to be both unique and unifying to the surrounding area. The materials and colors reflect the commercial and industrial uses surrounding the site and the distant mountain range and the desert landscape pulls from the surrounding Sonoran desert.

2. Multiple buildings on the same site or in closely related areas should share a common architectural theme and a similar vocabulary to that of nearby buildings. Precise replication or mirrored images of the same building on the same site or in the same area without adjustment for the building's unique setting and orientation are discouraged.

The Axon campus building will be the first building on the site. Future buildings are intended to share a common theme with the Axon campus, including glass facades, grey metal panels and unique, identifying signage and accents.

3. Architectural expressions that recall historic or current architectural styles that are unrelated or poorly adapted to the region are generally discouraged.

The building is designed to reflect the current architectural character of the area.

4. Unless otherwise indicated by an historic local context, building designs should demonstrate a coherent response to regional preferences and influences as further delineated in the section on "Regional Context".

The regional context of the area is reflected in the design and architecture of the building.

Regional Influence on Design

5. A building's design should refer to the dominant horizontal landforms of the Sonoran Desert and the southwest. Generally, a building's profile should step in increments to achieve full height. Forms of dramatic vertical proportion should accentuate the horizontal.

The Axon campus building is designed with a tall section of the building at one point and elevation stepdowns. The majority of the building is horizontal, with slight accents protruding from the building.

9. *The use of covered walkways, trellises, arcades and similar architectural shading features is encouraged where pedestrian use will be heaviest (i.e. building entries and port-a coheres, pathways between building/transit facilities, perimeter locations where pedestrian activity justifies). Avoid creating areas of redundant shade such as occurs by placing an awning beneath an extended eave.*

The building entrance, the most heavily accessed location on the site, will feature a pedestrian arcade, with tiered, shaded event space on each side.

11. *Roof pitches should be shallow, not to exceed a pitch of 4:1 (rise to run) or flat.*

The proposed roof line of the Axon campus building will either be flat or have a very slight rise, created by metal wall panels and the metal panel exoskeleton.

Scale and Proportion

12. *New development should respect the predominant scale of development in the surrounding area especially the scale of development on adjoining sites.*

This proposed new development will be approximately the same scale as the surrounding commercial and industrial uses. The scale is appropriate based on the location of the adjacent Loop 101 Freeway and the Hayden Road on- and off-ramps.

Architectural Detail, Material and Color

22. *All sides of a building should reference consistent architectural detail and character. All site walls and screen walls should be architecturally integrated with the building or master planned area.*

All four sides of the Axon campus building are consistent in architectural detail and character. This includes metal panels, a metal panel exoskeleton and glass glazing.

Mechanical Systems

29. *HVAC and other mechanical systems must be screened in a manner that is architecturally integrated and considerate of the overall composition of the building.*

The proposed HVAC and other mechanical equipment proposed for the roof will be screened with metal panels that blend into the character of the overall composition of the building.

Office Industrial, Office Warehouse and Office Aircraft Hanger

48. The exterior design of a building should reveal where possible differences in its internal function as expressions of height, massing and the composition of their elevations.

The Axon campus building will include both manufacturing uses and office uses - the office portion will be located at the southeast side of the building, built to five-stories in height. The manufacturing section of the building, angled to a point at the most northwest portion of the building, will have a be housed in a lower elevation "behind" the office use.

49. All industrial buildings, including pre-cast and sit-cast concrete structures, should incorporate sufficient architectural detail in the form of applied finishes, integral textures, patterns, colors, three dimensional recesses and projection.

The building is designed to house both office and industrial uses. The industrial / manufacturing use is located at the northwest section of the building and the exterior elevations have a variety of finished including metal panels, a metal panel exoskeleton, photovoltaic panels and concrete tilt panels. The colors include various shades of grey and signature Axon yellow accents.

Landscape Design

2. Unless otherwise constrained, landscaping should reinforce the character of neighboring properties and abutting streetscapes.

The proposed landscape palette includes various native desert species of trees, shrubs, accents and groundcover, all of which come from the surrounding Sonoran desert and have been used in the surrounding developments.

3. As a general rule, low water use and drought tolerant plants are preferred. Exceptions to this would include perennial plantings in private settings and in public/quasi-public settings that are intended to provide enjoyment to the larger community.

The proposed native species of trees, including Blue Palo Verde and Ironwood, bushes, including Creosote and Chuparosa, accents, including Saguaro and Ocotillo cacti and groundcover, including Black Dalea and Triangle Leaf Bursage, are all native to southwest United States and therefore, are low water use and drought tolerant plants.

12. A combination of dense landscaping, site walls, or berming/mounding should be provided to screen parking facilities, service and loading areas,

maintenance areas, storage areas, trash enclosures, utility cabinets and other similar elements.

Landscape has been provided along the exterior of the west side of the site where the loading and refuse will be located. This section of the site will also be shielded from the view of vehicles on Hayden Road by the future uses planned for the site.

Lighting

5. Lighting should operate for only the minimum number of hours required and should then be reduced in level or turned off. The design of lighting systems should anticipate lighting levels that will vary depending on building use, hours of operation, occupancy, and seasonal changes.

The proposed lighting for the site will conform to the City of Scottsdale standards and be appropriate for the uses on site.

7. Avoid competing light levels and ensure balanced light levels on-site and between adjacent properties. The exterior lighting design must take into consideration background lighting levels, lighting from other sources, and characteristics of the surrounding area.

The lighting planned for the Axon campus will be balanced and take into consideration the background lighting levels from other sources and the characteristics of the surrounding area.

Corporate Identification / Signage

1. Business identity, either by awnings, accent bands, paint or other applied color, literal depiction of a product, decorative roof details or materials should not be the dominant architectural feature. Accent colors should be used judiciously and corporate colors should be modified in intensity and chroma to fit within the larger proposed palette of colors and materials.

The Axon logo and specific yellow color will be applied to the building as an accent rather than a dominant architectural feature. The accent color has been applied to building to provide architectural interest and is complimented by the grey tones and materials of the larger proposed palette.

5. Repetitious signage on a building front should be avoided.

Rather than provide repetitious signage on the building front, the Axon logo is strategically placed inside the building, yet visible to the outside via the glass window fronts and atrium.

SCOTTSDALE DESIGN STANDARDS & POLICIES MANUAL

The following General Considerations & Requirements from the Scottsdale Design Standards & Policies Manual, Chapter 2, Site Planning, have been addressed regarding the Axon campus development.

Additional Design Guidelines

Site Context - Terrain: The Axon campus has been designed to incorporate the natural site landscape features into the design. This includes a native desert plant palette proposed in natural groupings and densities. The site is located at the intersection of the Loop 101 Freeway and Hayden Road, therefore natural views are not readily available but open spaces for employees have been incorporated into the building and native landscape is provided in this location in landscape planters.

Site Context - Buffering for Adjacent Land Uses: The site is diagonally adjacent to a residential use across Mayo Boulevard, therefore, buffering has been employed in the site design to separate the commercial and industrial uses in the Axon building from this residential neighborhood. This includes locating the refuse and loading as far north from the residential use as possible, separating the Axon building from the neighborhood with the parking lot, landscape islands and landscape setbacks, and orienting the building so that the office and commercial portion of the Axon building is the closest to the neighborhood while the manufacturing and industrial portion of the Axon building is located adjacent to the Loop 101 Freeway.

Site Context - Airport & Airpark Development: The site is located within the Scottsdale Airport Area and the Airport Vicinity Development Short Form is provided in the formal submittal package to the City of Scottsdale.

Site Context - Site Design Standards: The mechanical roof equipment will be screened from view via metal screens that match the character and design of the Axon campus building.

Site Context - Outdoor Lighting Ambient Lighting Zones: The proposed site is located in the Suburban Area, which allows for moderate to higher density uses. The site lighting is designed to be appropriate for this location in order to provide a safe, well-lit environment.

On-Site Circulation & Parking Area Design

Emergency Access & Fire Lanes: A Fire Access Plan is provided with this formal submittal plan set and provides locations of fire lanes, FDC and hydrant locations.

Parking Areas: The parking on the site has been designed to conform to the City of Scottsdale Zoning Ordinance. The landscape materials proposed for the parking lot landscape islands are part of the native plant palette curated for this site and are heat tolerant trees, bushes, accents and groundcovers. None of the parking aisles proposed will feature dead end turnarounds and the parking surface will be comprised of asphaltic pavement.

Refuse Collection: The location of the refuse is above ground and located in a location that is easily accessible for refuse trucks. The approach will provide vertical clearance and provides a minimum 50-foot radius for turnaround.

Pedestrian Circulation Within a Development: The pedestrian circulation has been designed to clearly lead from the parking areas to the front of the building entrance and should avoid conflicts with vehicles throughout the site.

Landscape Design

Landscape Design - Design Standards: The plant palette provided will adhere to the ADWR Low Water Use / Drought Tolerant plant list. The plants proposed will not be planted in either a PUE or Emergency Vehicle Access Easement and will be planted at least 7 feet from an underground public water or sewer lines, etc. and the proposed plant palette does not include the prohibited plants listed.

The decomposed granite on the site has been proposed as installed at a minimum of 2" depth, per the design standards. Trees will not be planted to overhand vehicle lanes or within 2 feet overhand at the head of a parking stall.

AMENDED DEVELOPMENT STANDARDS NARRATIVE

In order to accommodate Axon's proposed building height, we are requesting an amendment to the Development Standards for the I-1 Industrial Park zoning district. We are proposing the following modification to the I-1 Development Standards:

I-1 Property Development Standards Sec. 5.1804

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

A. Floor area ratio.

1. Maximum: 0.80 multiplied by the net lot area.

B. Required open space.

1. Minimum: 0.10 multiplied by the net lot area.
2. For building heights over twelve (12) feet: the minimum required open space plus 0.003 multiplied by the net lot area, for each foot of building height over twelve (12) feet.
3. Reduction for on-lot taxilane safety area and aircraft staging area: the open space calculated in B.1. or B.2. above may be reduced by up to 0.50 multiplied by the required open space, for the amount of on-lot taxilane safety area and aircraft staging area provided.
4. Parking areas and parking lot landscaping are not included in the required open space.
5. NAOS may be included in the required open space.

C. Building height.

1. Maximum: ~~Fifty-two~~ **EIGHTY-TWO** (52**82**) feet, except as otherwise provided below and in Article VII.
2. Maximum building height within three hundred (300) feet of a residential district shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.: Thirty-six (36) feet.

D. Yards.

1. Front minimum: Twenty (20) feet.
2. Side and rear minimum: Thirty (30) feet from a residential district shown on Table 4.100.A., or the residential portion of a P-C, or any portion of a

PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.

3. All outdoor activities, including storage, minimum: Fifty (50) feet from a residential district shown on Table 4.100.A., or the residential portion of a P-C, or any portion of a PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.

E. *Screening.*

1. All outdoor activities, mechanical equipment, outdoor storage and refuse areas shall be within an enclosed building, or screened by a solid wall at least six (6) feet in height or as otherwise approved by the Development Review Board.
2. No outdoor storage shall be visible from off-site.
3. Other requirements and exceptions are as specified in Article VII and Article X.