



Axon Scottsdale Campus

REZONING, GENERAL PLAN FUTURE LAND USE AMENDMENT, GREATER
AIRPARK AREA PLAN AMENDMENT, CROSSROADS EAST PCD
AMENDMENT, AND BONUS REQUEST

REPRESENTATIVE:

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APPLICANT:



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PROJECT OVERVIEW

In 2020, Axon Enterprise, Inc. ("Axon") acquired from the Arizona State Land Department (ASLD) approximately 73.57 acres on the south side of the Loop 101 freeway at Hayden Road to expand its campus within the area shown below:



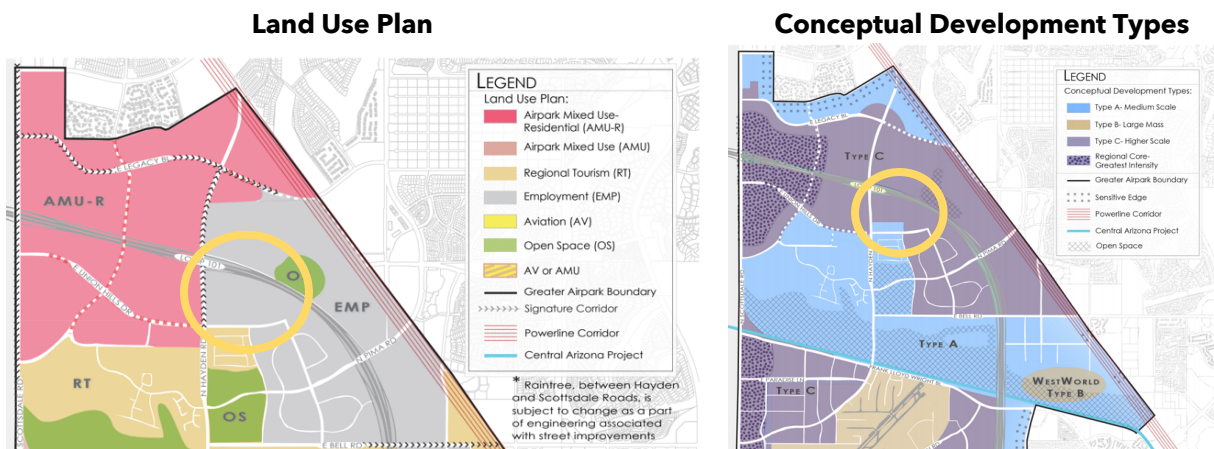
On November 11, 2020, Scottsdale City Council approved Axon's requests for a Zoning District Map Amendment from Planned Community (P-C) to Planned Community District - Industrial Park (PCD I-1), amended development standards, and design review for the new Axon Campus office building. The site appears to be subject to the large-scale Crossroads East PCD consisting of approximately 1,000 acres of land that was at one point owned entirely by ASLD but has since been partially sold in pieces to private property owners.

In keeping with the “Axon Campus” name, and in addition to the already approved headquarters, Axon is proposing to build a new mixed-use development with multi-family residential, hotel and commercial uses on the remaining portion of the site in conjunction with the adjacent municipal site’s fire station and water treatment facility construction. The previously approved office building will be Phase I and the supporting housing and commercial uses will be Phase II of the campus build out.

In order to develop this campus vision, Axon is requesting the following:

- An Amendment to the Greater Airpark Character Area Plan from Employment to Airpark Mixed-Use Residential
- a General Plan Amendment from Employment: Light Industrial/Office to Mixed-Use Neighborhoods
- a rezoning of a portion of the site from the Planned Community District - Industrial Park (PCD I-1) to Planned Community District - Planned Airpark Core Development/Airpark Mixed-Use Residential (PCD - PCP/AMU-R)
- Amended Development standards for the Crossroads East Land Use Budget, Zoning Allowance tables, and Hayden Area Transition Area

The site’s overall 2035 General Plan designation is Employment: Light Industrial/Office with a Regional Use District overlay and the Greater Airpark Growth Area. The Axon campus is located within the Greater Airpark Area Plan with an Employment designation projected to be mostly Type C - Higher Scale Development type with a small portion of the site designed as Type A - Medium Scale as shown on the maps below:

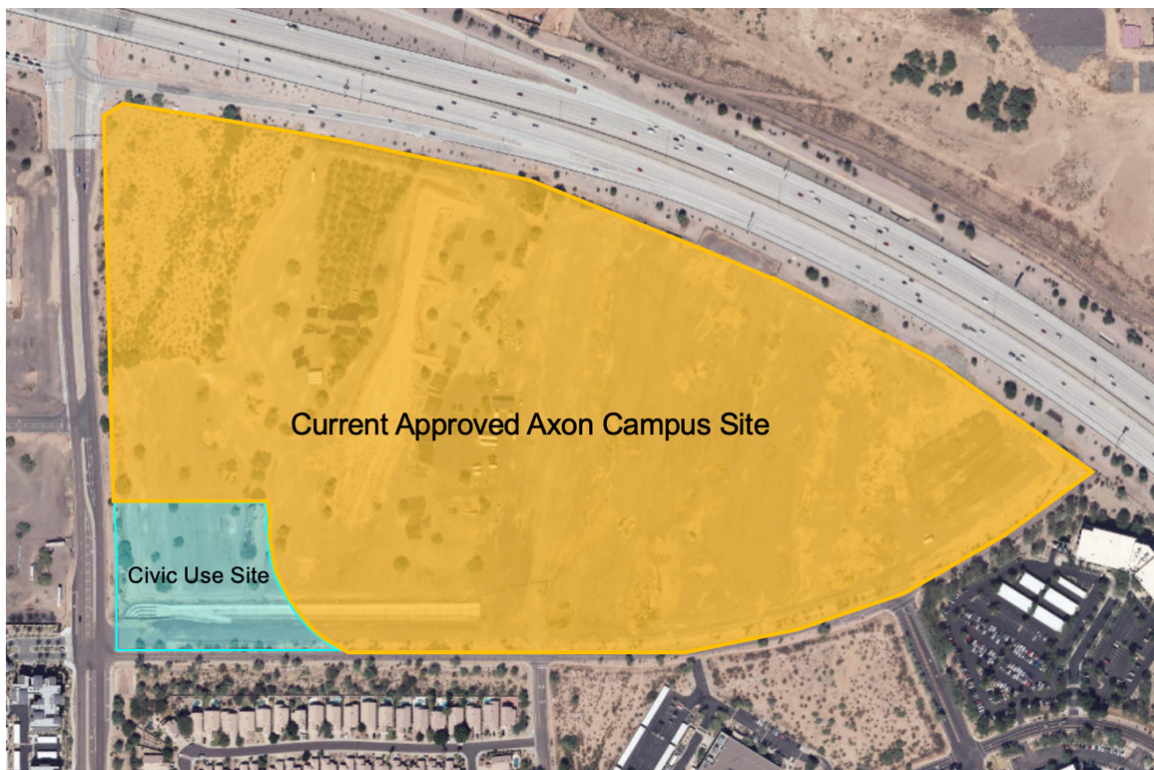


The approved Axon office/manufacturing building is an Industrial use at a scale designed to fit well with land use plans for this area. Rezoning the remaining portion of the site will allow this project to move forward as a true campus feel with the residential, hotel, commercial and industrial uses working cohesively with the adjacent municipal uses to create a genuinely mixed-use environment.

HISTORY

In 2020, Axon requested and received approval to rezone the approximately 74-acre site from PCD (Planned Community) to I-1 (Industrial Park) PCD, 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.

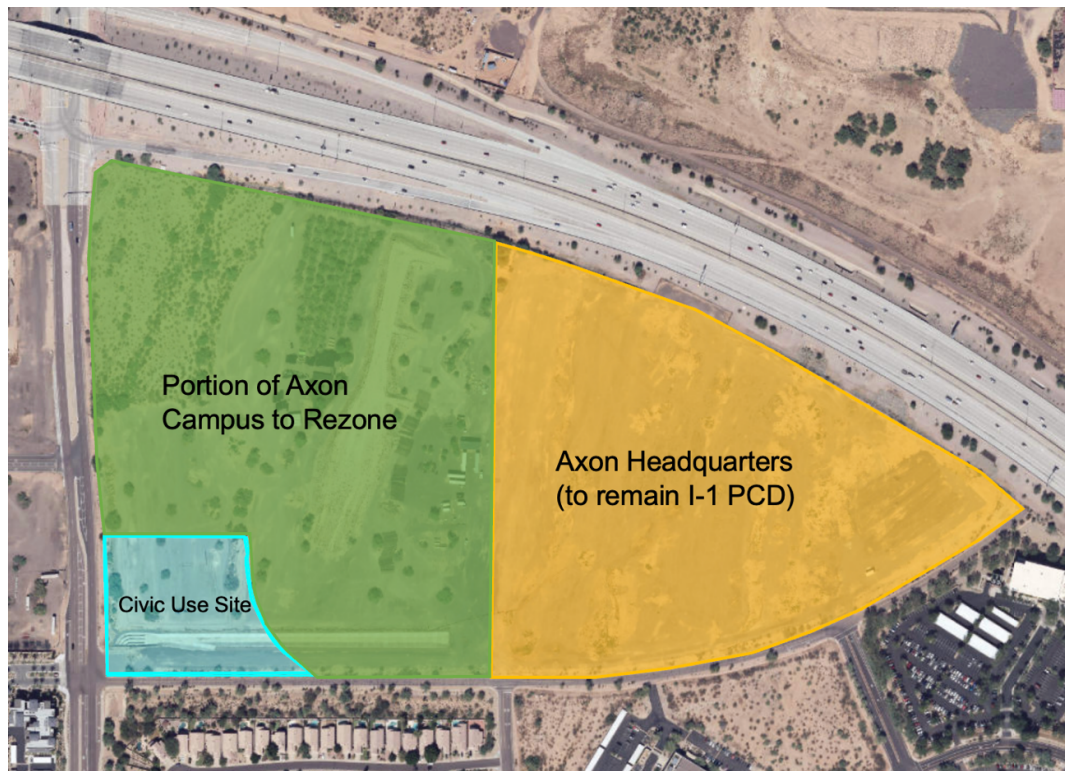
As part of an agreement between the City of Scottsdale, Axon dedicated an approximately 4.5-acre site (the "Civic Use Site") highlighted in blue below. With the Civic Use Site dedicated to the City of Scottsdale and nearly 10 acres of land utilized for right-of-way improvements totaling nearly 15 acres, the remaining already approved Axon Campus site is approximately 58.9 net acres, as shown highlighted in yellow below:



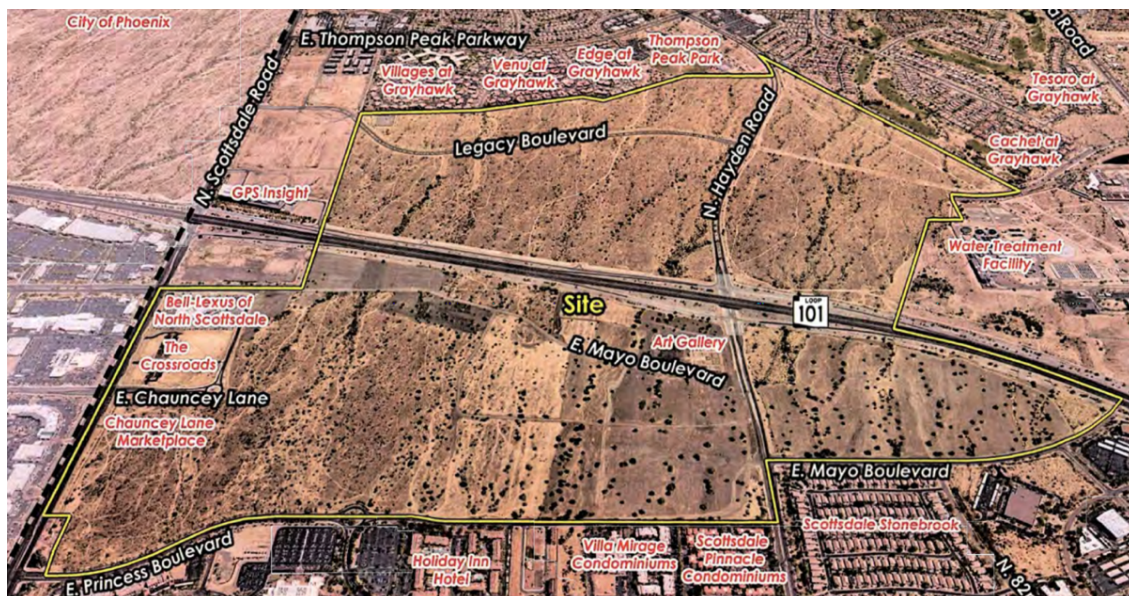
We have worked with the City for several years now to ensure adequate infrastructure in the area including moving Axon Way further away from the neighborhood to create a wide buffer from the Axon Campus and the nearby residential. Large amounts of open space and abundant landscape plantings are utilized to soften the transition from the nearby residential use in addition to a landscape berm which provides an additional physical barrier.

Axon's new request to rezone approximately 32 acres of the site to PCP PCD with an amendment to the Greater Airpark Area Plan to AMU-R and will leave approximately 26.9 acres as I-1 PCD. Below is an image that shows the City of Scottsdale's Civic Use Site (in blue),

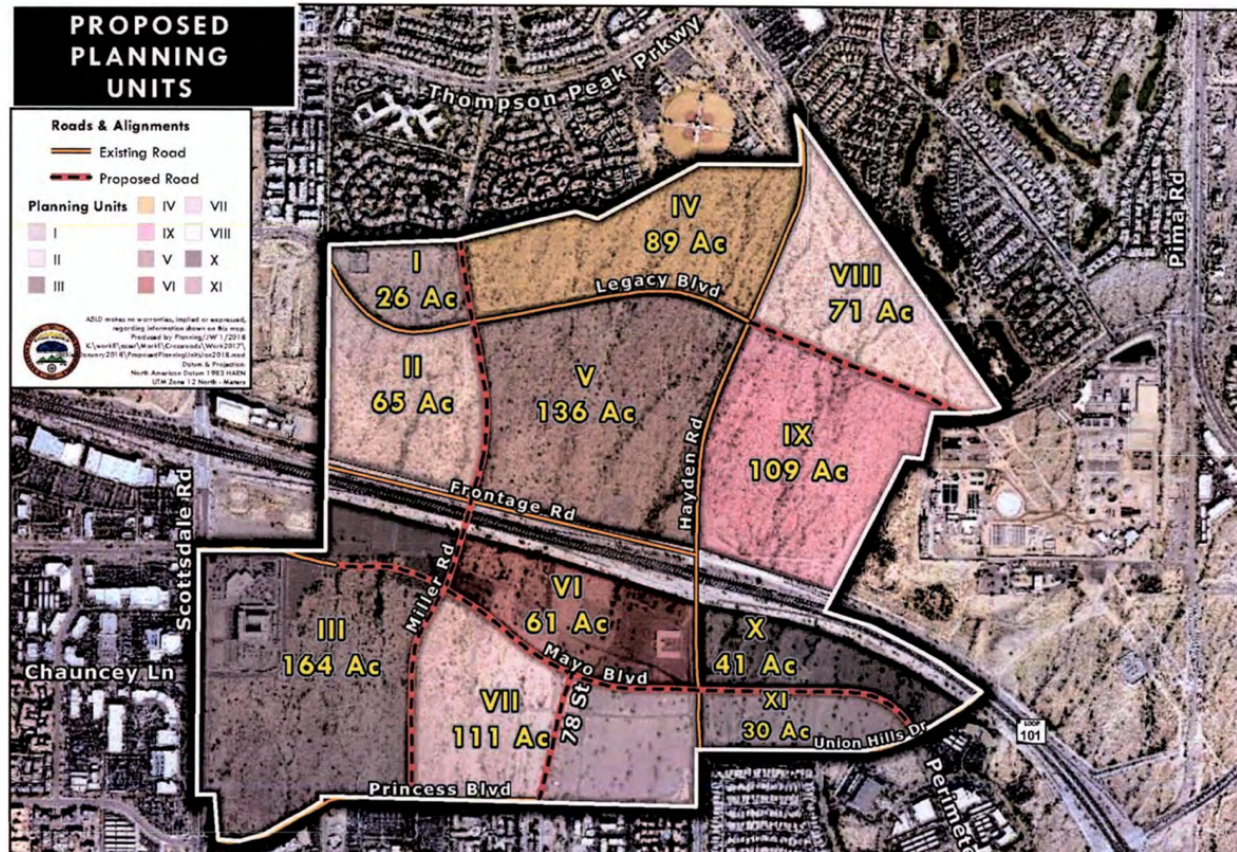
the Axon headquarters to remain I-1 PCD (in yellow), and the portion of the site that is included in this rezoning request (in green).



The site 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.

Part of our request includes a proposed modification to the Permitted Zoning Districts in Planning Units X and XI as well as a modification to the Land Use Budget to adjust the amount of acreage zoned I-1, PCP and to update the allowed dwelling units. Each of the various requests are detailed below in their respective sections.

The requested rezoning allows the Axon Campus and adjacent municipal fire station and water treatment facility to function in a true mixed-use environment with office, manufacturing, housing, hotels, and commercial on what was once a single vacant parcel.

REZONING NARRATIVE

Axon seeks to rezone a portion of the current I-1 (Industrial Park) PCD to PCP PCD to accommodate the mixed-use Phase II portion of the Axon Campus development. In conjunction with this rezoning request, an amendment to the Crossroads East PCD is necessary to update the Zoning Allowances and Land Use Budget.

These modifications allow Axon to proceed with creating a mixed-use campus that blends well with the adjacent municipal fire station and water treatment facility.

Crossroads East PCD

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

Current Crossroads East Permitted Zoning Districts

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	•	•	•	•	•	•	•	•			

We are proposing to add PRC & PCP (Mixed Use Zoning Districts) to the Permitted Zoning Districts for Planning Units X & XI as shown in the proposed updated chart below:

Proposed Crossroads East Permitted Zoning Districts

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	•	•	•	•	•	•	•	•			

In addition to the Permitted Zoning District modification requested, we are also proposing a modification to various components of the Land Use Budget. The Land Use Budget provides for specific amounts of acreage to be zoned into a number of categories and also assigns a maximum number of dwelling units that is permitted in each zoning category.

The subject site is currently within the 210-acre allotment of I-1 zoning, which does not allow dwelling units, as shown in the chart below:

Current Crossroads East Land Use Budget approved with case 19-ZN-2002#11

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

We are proposing to remove +/- 40 acres from the I-1 allocation in the Land Use Budget for Phase II of the Axon Campus and add those +/- 40 acres to the PRC & PCP allocation.

Proposed Crossroads East Land Use Budget

Category	Zoning	Gross Acreage by Zoning	Maximum Dwelling Unit per Gross Acre (DU/AC)	Maximum Allowable Dwelling Units
Employment	I-1	210 170	NP	NP
Employment	C-O	81	NP	NP
Mixed Use	PRC & PCP	407 447	See Schedule C	4,163 4,715
Commercial	C-2/C-3	170	NP	NP
Residential	R-5	132	23	2,806
Total		1,000		6,969 9,521

Axon will continue to utilize approximately 26.9 net acres of the I-1 allotment in the Land Use Budget for the rezoning of Planning Units X and XI in Crossroads East.

We also seek removal of the Hayden Core Transition designation and standards and propose the following modification:

E. TRANSITIONAL AREAS. Per the Development Plan, all non-residential uses within Grayhawk Transition Area 1, Grayhawk Transition Area 2, ~~Hayden Core Transition Area~~ and Princess Transition Area within three hundred (300) feet of the application boundary shall have a maximum height of (30) feet. ~~The Hayden Core Transition Area shall only allow uses consistent with the comparable Industrial Park (I-1) district.~~

Compliance with Goals and Policies of the General Plan

The proposed Axon Campus expansion is consistent with various goals and policies of the General Plan 2035 set forth below.

Character and Design Element

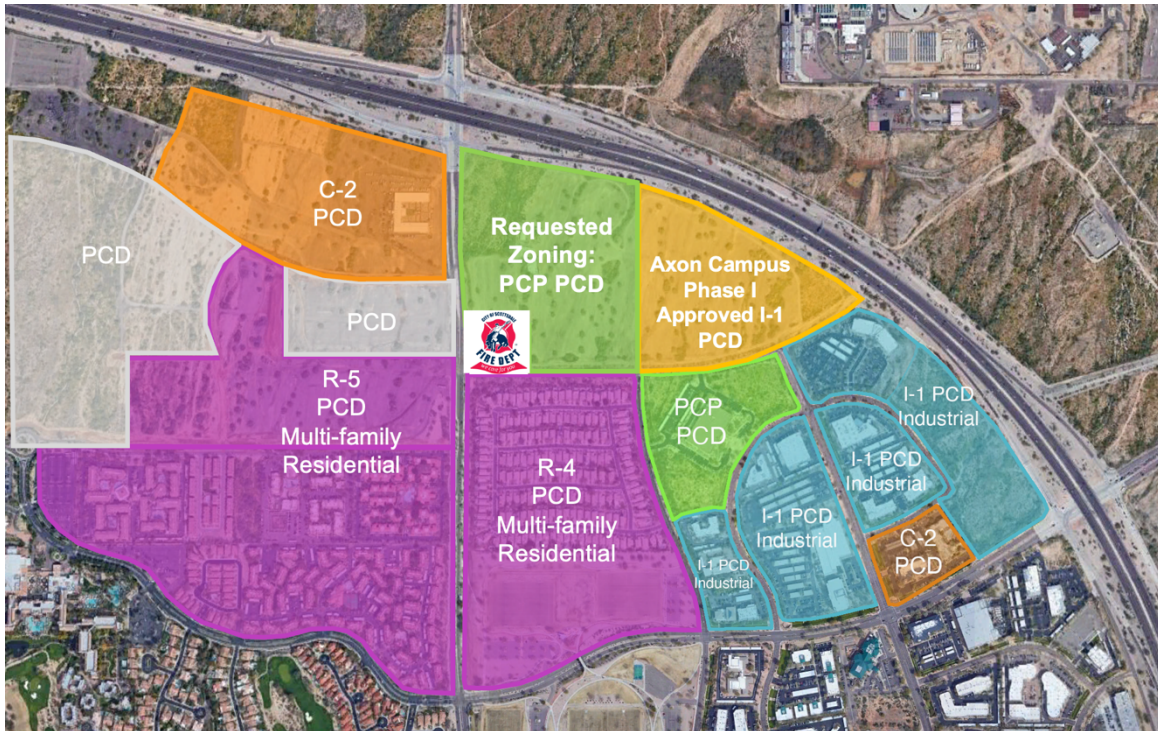
Goal CD1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and context.

CD1.1: New and revitalized developments should respond to the regional, citywide, and neighborhood contexts.

Axon's proposed mixed-use campus expansion is located on a vacant parcel within the Crossroads East PCD, an area geared at attracting regional headquarters for businesses as well as providing the multi-family residential base for new residents to live.

Axon's Campus Expansion integrates well into the plans for this area including expansion of employment and industrial opportunities adjacent to the Loop 101 freeway. The uses and densities in the surrounding area tend to be more intense due to the regional focus of Crossroads East. The addition of a mixed-use campus component to support the employment component is critical and consistent with much of the surrounding development that is a combination of high-density multi-family, commercial, Planned Airpark Core (mixed-use) and industrial.

The map below demonstrates the zoning categories of the surrounding land:



The site is located within the Greater Airpark Character Area, which is designated as a growth area in the 2035 General Plan. The intent is to grow the City's crucial employment base and ensure attractive development happens in the area. Part of growing employment cores includes a mixed-use campus environment like those found on the north side of the Loop 101. The addition of the City's fire station and water treatment facility further contribute to the variety of uses present at this location.

CD 1.2: Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds.

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 (Axon Way, formerly Mayo Boulevard).

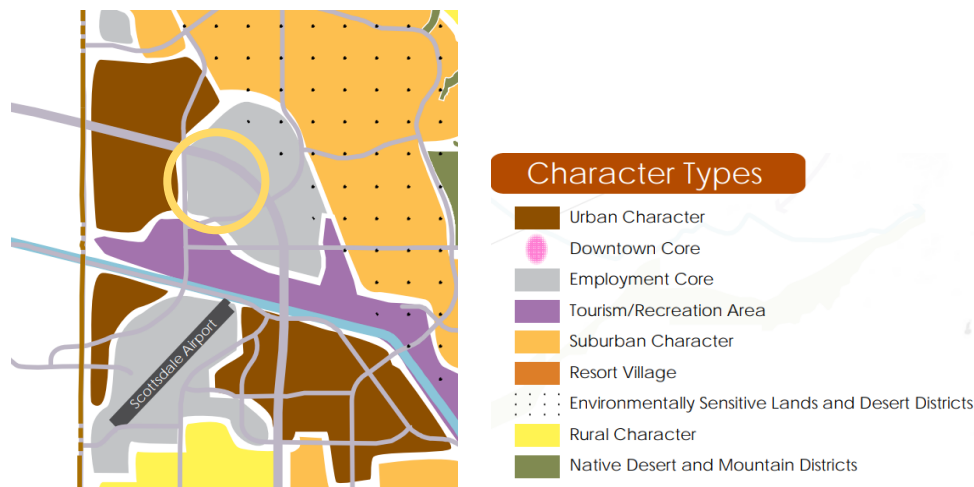
The parcel has been planned as an employment center of larger scale with associated intensity in relationship to its proximity to the Scottsdale Airpark and freeway. Accordingly, Axon designed and was approved for an appropriately scaled industrial building with a unique design that is oriented closer to the Loop 101. The remaining portion of the site that is the subject of this request will create an attractive and compatible development by building a site with a campus feel.

The proposed mixed-use development consists of a residential density consistent with the adjacent developments on the west side of Hayden Road. All of the Phase II

buildings are 5-stories tall with underground parking. The new buildings are proposed to be consistent with the approved height for the Axon building that will occupy the eastern portion of the site.

CD 1.3: Ensure that all development is part of and contributes to established Character Types.

As depicted in the image below from the 2035 General Plan, Axon is located within the Employment Core Character Type and much of the surrounding land is Urban Character.



Employment Core areas are planned as “primary employment centers for the city” and are “predominately concentrated in the Greater Airpark Character Area, a mixed-use employment core with primary freeway access, as well as around other major employment campuses . . .” and “support a wide range of activities, such as aviation, light-industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character.”

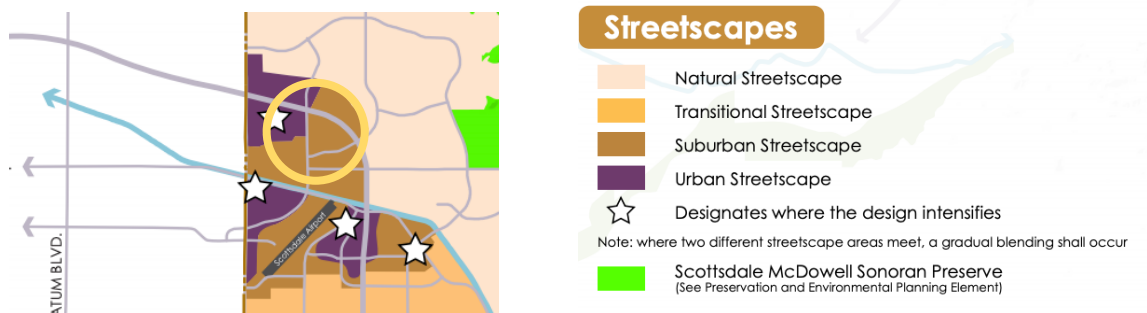
Consistent with the vision the City has for this area, Axon is proposing an expansion of its facilities into a true corporate campus including the approved world-class employment center and requested mixed-use component. Its location off of the Hayden Road exit for the Loop 101 freeway creates a regional presence with easy access throughout the Valley that will be home to highly sought-after technology jobs.

Attracting quality candidates for employment includes providing conveniently located housing and commercial amenities like restaurants and retail. By adding the additional uses to the already approved light industrial component, Axon will be contributing to the Employment Core Character Type by supporting a wide range of activities with multi-functional buildings that support the headquarters and its

emphasis on technology. Axon's goal to create a campus that supports different types of uses and allows for a cohesive environment of office, retail, residential, and hotel in addition to the municipal development consisting of a fire station and water treatment facility on the southwest corner.

Goal CD 4. Enhance the design of streets and public spaces to improve Scottsdale's visual quality, experience, Sonoran Desert context, and social life.

CD 4.1: Promote contextually compatible streetscapes that correspond with the following classifications: Suburban Streetscapes strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of landscape areas, consideration of sidewalk alignment, and incorporation of a broad tree canopy.



The streetscapes have been designed consistent with the guidelines for Suburban Streetscapes including large landscape buffers and berms, roundabouts to control speed and make the streets safer for pedestrians and cyclists, as well as native landscaping. The approved and proposed landscape palettes feature Palo Brea, Blue Palo Verde, Cooperi Mesquite and Ironwood trees as well as native groundcover including - but not limited to - creosote, jojoba, various species of agave, desert milkweed, ocotillo and various species of yucca.

A landscape berm is proposed to buffer the streets from the adjacent residential as depicted below:



Goal CD 5. Promote the value and visual significance landscaping has on the character of the community.

CD 5.1: Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces.

The proposed Axon Campus Expansion mixed-use component proposes almost all of the parking to be located in garages to reduce the impact of the heat island effect.

Land Use Element

Goal LU 1. Enhance Scottsdale's economic viability by encouraging land uses that reinforce the city's reputation as the premier international tourist destination in the Southwest and sustain the city's role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale's character and physical appearance.

LU1.1: Encourage land uses that preserve a high quality of life and further define Scottsdale's sense of place within the region.

Axon's campus expansion will further the City's goal to increase its economic base beyond tourism and recreation. The approved Axon Campus office brings high quality technology jobs including those in programing and research and development which significantly contribute to the City's desire for economic diversity. The proposed Campus Expansion supports the Axon office and industrial building with the addition of retail, residential, and hotel uses on the same site.

The Axon Campus Expansion is located with the Greater Airpark Character Area, which seeks to attract and retain desirable regional corporate headquarters within this part of the City. Keeping Axon in Scottsdale and providing a campus environment further cements this area's growing reputation as a corporate hub with regional economic significance.

Goal LU 2: Sensitively transition and integrate land uses with the surrounding natural and built environments.

LU 2.3: Locate employment and major non-residential uses along major transportation networks to limit impacts on residential areas and provide citywide and regional access.

The subject site is located along the contours of the Loop 101 freeway with easy access from the Hayden Road exist. This configuration is purposeful and allows for mitigation of the impact of traffic on adjacent residential areas.

Goal LU 3: Maintain a balance of land uses to support a high quality of life.

LU3.1: Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community.

The proposed Axon Campus Expansion proposes a diverse pattern of development by incorporating residential uses along with retail, hotel, and office/industrial uses as well as the adjacent municipal uses with a fire station and water treatment facility. This diversity of land use serves the needs of the community in several ways. The retail components of the site will be able to provide supporting services for not just residents of the multi-family on site but for the surrounding residential. And the multi-family itself is supportive of the Axon Campus office building that will serve as the anchor to the Campus Expansion. Contributing to the diversity of land use is the adjacent municipal site consisting of a fire station and water treatment facility.

LU 3.2: Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/housing balance.

Axon is proposing a mixed-use campus that includes a residential component to support the approved office/industrial phase. The residential buildings provide a crucial piece of the overall Campus Expansion that promotes a balance between jobs and housing. Because the Greater Airpark Character Area emphasizes employment in this area, nearby housing is needed to provide an increased harmony between these important needs.

LU 3.3: Maintain a citywide balance of land uses, and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability.

Crossroads East demonstrates a clear change in community vision for this part of Scottsdale, which is rapidly growing and attracting highly sought after major employers and luxury multi-family. Consistent with the Policy LU 3.2, the balance between attracting employers and providing housing for their workforce furthers the City's overall goal for this area as a regional hub.

Axon's proposed Campus Expansion furthers this goal and is requesting a modification to several land use classifications to respond to this changing demand.

Goal LU 6: Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.

LU 6.1: Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.

Axon is a homegrown success story whose existing global headquarters is located just across Axon Way from the proposed Campus Expansion. While a larger office and manufacturing facility are approved on the easternmost portion of the site, the current proposal is to develop the remaining +/- 32 acres to serve as a campus for the business operations expansion.

The Axon Campus Expansion proposal allows this locally-based global company to continue to grow within the City of Scottsdale.

Conservation Element

Goal CONSV 2: Protect and manage Sonoran Desert biodiversity and native ecosystems.

CONSV 2.2: Encourage landscaping that limits the amount of grass and makes optimal use of native desert plants.

Axon is proposing a varied palette of native plantings which were discussed in detail above. However, in addition to those plantings, the Axon Campus Expansion will utilize several iconic Sonoran Desert plant species – some of which are protected by statute due to their importance to the Sonoran Desert – including Saguaro cactus and Golden Barrel cactus. Other native plants include cholla, prickly pear and desert spoon.

Community Involvement Element

Goal CI 1: Seek early and ongoing community involvement through broad public input in project and policy-making discussions.

CI 1.1: Maximize opportunities for early notification of proposed projects using a variety of methods.

Axon began early 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 prior to formal notification of the Open House.

In addition to this early outreach, we hosted a Neighborhood Open House for property owners and interested parties the opportunity to provide feedback on the draft plans.

CI 1.2: Use public involvement plans to identify and engage interested parties, and provide opportunities for information exchange.

When notifying for the Neighborhood Open House, we included an expanded notification area and notified neighbors within 1,250'. In addition to the neighbors, we also notified all interested parties in the list provided by the City. As detailed above, we also engaged in early outreach with interested parties from the Axon Campus original case in 2020.

Housing Element

Goal H1: Support diverse, safe, resource-efficient, and high-quality housing options.

H1.3: Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs.

We hosted an early Neighborhood Open House on June 21, 2023, to provide surrounding property owners and interested parties the opportunity to provide feedback on the draft site plan, listen to concerns and feedback, and answers questions they had. As a result, some portions of the project have been modified prior to formal submittal to address those comments.

H1.4: Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply within walking distance of employment, transportation options, and services.

This proposal is for a mixed-use project within the Greater Airpark Growth Area that provides multi-family residential housing within walking distance to various employment opportunities – mainly, the Axon Campus. In addition to housing and employment, this project will provide retail opportunities for the residents that live on site, as well as the residents that live in the surrounding area.

H1.5: Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.

Much of the surrounding residential density is zoned for multi-family and is in densities similar to the proposed Axon Campus Expansion residential portion. In several instances, the surrounding residential density is nearly double what is proposed at the Axon Campus. Scottsdale is continuing to grow and with the current housing shortage, this site provides a context-appropriate location for a denser mixed-use development.

Goal H4: Abide by regulations that prevent housing discrimination practices towards any person, as required by local, State, and Federal laws.

H4.1: Comply with local, State, and Federal laws prohibiting discrimination in housing and support fair and equal access to housing regardless of race, color, sex, creed, familial status, economic level, or ability.

Axon is an equal opportunity employer and values diversity at their company. Axon does not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Axon is looking forward to providing individuals the same level of equal opportunity to the future residents of this site. All housing within the Axon Campus Expansion will comply with all local, State, and Federal laws to prohibit discrimination in housing.

Circulation Element

Goal C1: Design and improve transportation corridors to safely and efficiently move people and goods.

C1.3: Reduce conflict points between various modes of travel, for example, where the paths of vehicles and bicycles, pedestrians, or equestrians, cross, diverge, or merge.

As shown in the Pedestrian Circulation Plan and Vehicular Circulation Plan, Axon will be providing sidewalks that will assist pedestrians in getting around the site with reduced conflict with vehicles and bicycles. This includes detached sidewalks to buffer residents from the street as well as roundabouts to reduce vehicular speeds at intersections.

Goal C2: Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

C2.1: Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices.

Axon is proposing a mixed-use development that will complement the approved Axon Campus office. The purpose of the Campus Expansion is to provide an environment that promotes walkability and reduces reliance on the automobile for Axon employees.

Growth Area Element

Goal GA1: Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses.

GA1.5: Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to maximize the impacts of higher-intensity development.

The proposed Axon Campus Expansion is located within the Greater Airpark Growth Area. According to the General Plan, in the Greater Airpark Growth Area, “[b]uilding heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan.”

The Axon Campus Expansion is proposed to be in this height range with buildings proposed at five stories.

Goal GA5: Recognize and build on the character and diversity of Scottsdale’s various Growth and Activity Areas.

GA5.4: Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life.

Axon is a leader in technology and innovation with its existing global headquarters located in Scottsdale. Providing Axon the opportunity to expand and increase its operations in Scottsdale with this Campus Expansion promotes long-term economic growth within the City and the addition of housing brings new Scottsdale residents to an area experience significant growth.

Economic Vitality Element

Goal EV 1: Foster Scottsdale’s resiliency to economic change through support of our core industries (e.g., tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

EV1.3: Diversify Scottsdale’s businesses, focusing on industries that add value to the existing economic environment.

Axon (formerly Taser International), has been based in Scottsdale for many years and provides diversity of employment in the desirable technology sector. Providing Axon the opportunity to grow its operations in Scottsdale through approval of the Campus Expansion furthers the goal of supporting a diverse economic environment within the City.

Goal EV3: Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.

EV3.5: Ensure neighborhoods are adequately protected from major development through design sensitivity, buffering, and traffic management.

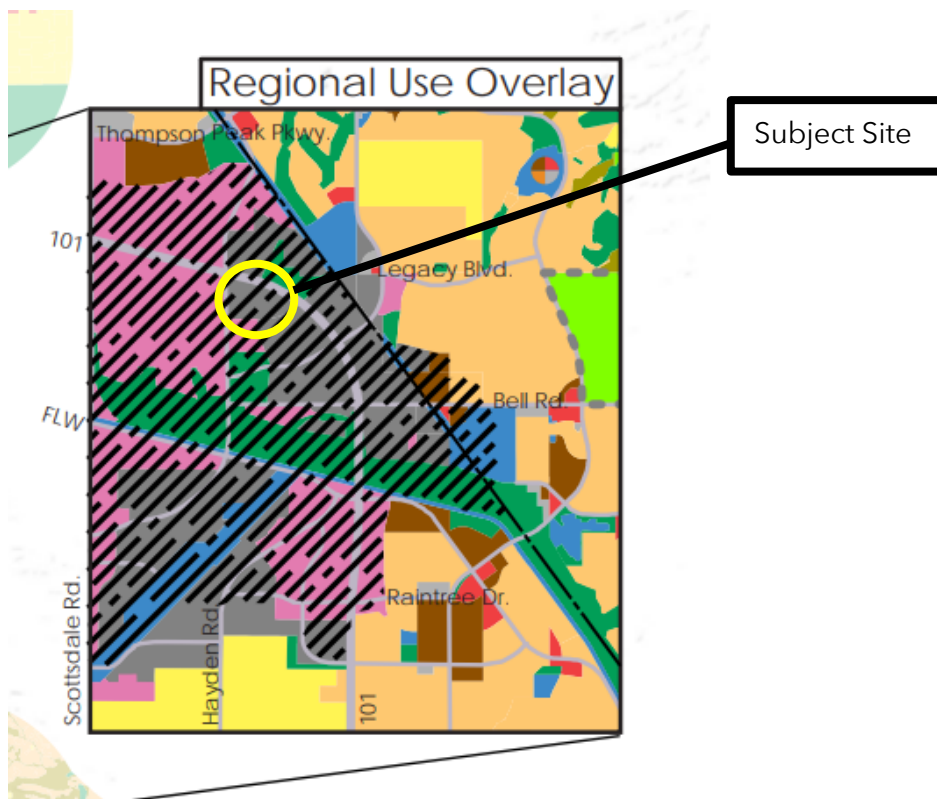
Axon's proposed Campus Expansion provides a number of buffers to reduce the impact of the Campus Expansion on the nearby residential. These include the realignment of Axon Way away from the neighborhood as well as a generous landscape buffer and berm to separate vehicles from the pedestrian circulation.

GENERAL PLAN AND GREATER AIRPARK CHARACTER AREA PLAN AMENDMENT NARRATIVE

General Plan

This request is to amend an area that consists of approximately 32 acres from Employment to Mixed-Use Neighborhoods, which would normally be considered a Major General Plan Amendment. However, we seek to be processed as a Minor General Plan Amendment due to the Axon Campus's employment significance through application of the Regional Use Overlay under the Exceptions to the General Plan Amendment Criteria set forth in Criterion #8 (*See page 58 of the General Plan 2035*).

The Axon Campus is located within the Regional Use Overlay area of the General Plan Future Land Use Map as shown below:



The Axon Campus consists of Axon's new World Headquarters with supportive retail, multi-family and hotel uses. In considering whether to apply the Regional Use Overlay, it is important to note that the site is located along Hayden Road directly adjacent to the Loop 101 Freeway. Furthermore, the economic development significance cannot be overstated – by allowing Axon to expand its current nearby facility, which it was long since outgrown, Scottsdale is able to keep Axon's World Headquarters in the City.

The new World Headquarters will allow Axon to consolidate its various Valley-wide facilities into the Scottsdale location and Axon will be able to grow its employment base in the City. Employees are increasingly seeking housing and commercial opportunities near their places of employment, and Axon's desire to create a campus makes it a more attractive employer to bring in talent from all over the country.

Furthermore, the request is consistent with the Mixed-Use Neighborhoods designation of much of the surrounding area including to the south, west and north of the Axon Campus.

Greater Airpark Character Area Plan

The Axon Campus Expansion is located within the Employment Land Use in the Greater Airpark Character Area Plan. While the portion of the Campus that was approved for the office/industrial building in 2020 will remain Employment, the Campus Expansion requires an amendment to the Greater Airpark, Character Area Plan Land Use from Employment to Airpark Mixed Use – Residential to accommodate the mix of multi-family residential, commercial and hotel proposed.

Land Use

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 1.1: Maintain and expand the diversity of land uses in the Greater Airpark.

When Axon purchased the subject site from ASLD in 2020, the entire 70+ acre parcel was required to be rezoned to I-1 PCD consistent with the Employment designation in the Greater Airpark Character Area Plan. Since that time, the first phase of the Axon Campus consisting of the office/manufacturing building was approved, Axon dedicated a Civic Use Site and significant Right-of-Way, leaving approximately 32 acres remaining. In keeping with Axon's employment growth goals, we seek this Campus expansion to accommodate supporting uses such as commercial, residential, and hotel. In addition to the Axon Campus, the southwest corner of the original parcel will consist of municipal uses including a fire station and water treatment facility.

These supporting uses are necessary for the success of Axon's Campus and to promote the City's goal for employment in this area. However, although these uses support the Employment Land Use Designation, they require an amendment to the Greater Airpark Character Area Plan Land Use Designation.

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 seeks to balance the City's desire for additional economic growth in this area with the need for additional housing and supportive commercial. The residential component of this proposal intends to serve Axon's employees, while the hotel provides opportunities for Axon to host events in close proximity to its office and manufacturing facility.

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

This site is a prominent vacant piece of land in a critical growth area. Axon plans to develop this parcel into its Campus with a variety of uses that will put this land to a more productive use, including the public benefits associated with the new fire station and water treatment facility.

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.

The Axon site is part of the Crossroads East PCD, which originally consisted of approximately 1,000 acres of ASLD owned land. Over time portions of Crossroads East have been purchased by private property owners, including the subject Axon Campus Expansion parcel. We continue to have conversations with the City and ASLD regarding the Axon Campus Expansion.

Goal LU4: 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.

A majority of the Axon site falls within the Type C development designation and accordingly, both the approved office and proposed Expansion place higher intensity development in these areas adjacent to the Loop 101 and along Hayden Road. A small portion of the site is within the Type A development type. The Type A portion of the site will feature shorter buildings that buffer the neighborhood from the higher scale of the Type C portion of the site.

Goal LU5: Encourage Greater Airpark development flexibility.

Policy LU 5.1: Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Area Plan and encourage revitalization in the area.

Axon is requesting a number of development regulation modifications to allow the proposed Campus Expansion in furtherance of the City's goal for growth in this area. This flexibility achieves various City goals including economic development and appropriate residential expansion near employment hubs and allows Axon the opportunity to remain in Scottsdale as it continues to grow.

Policy LU 5.5: 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.

Axon's Campus Expansion proposes a variety of land uses, including the approved office. The proposed land uses aim to promote flexibility on this site by providing a variety of uses that support the office building and create more of a campus environment.

Neighborhoods and Housing

Goal NH2: Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed-use developments, while being respectful of the Greater Airpark as an aviation-based employment center.

Policy NH 2.2: Encourage a variety of urban dwelling types and mixed-use development in areas designated Airpark Mixed Use-Residential in the Greater Airpark Character Area Future Land Use Plan that are compatible with and support the aviation and employment uses of the Greater Airpark.

Axon is requesting to modify its Land Use Designation from Employment to Airpark Mixed Use-Residential in order to offer a mixed-use campus with a residential component. The Airpark Mixed-Use Residential designation is appropriate on this site as it supports the approved office/manufacturing building.

Economic Vitality

Goal EV3: Preserve and enhance tourism and visitor experiences of the Greater Airpark.

Policy EV 3.2: Encourage complementary uses, such as specialty retail and hotels, to locate in the Greater Airpark in order to support tourist attractions.

Axon's Campus Expansion includes a hotel component within the mixed-use portion of the site. Part of Axon's growth plans is to host conferences and events for its customers within close proximity to the approved office building. While Axon does not plan to host events year round, there are many high-profile events that occur close to the site that are well served by the addition of more hotel rooms. Additional hotel

rooms also prevent proliferation of short term rentals in nearby single-family neighborhoods.

Environmental Planning

Goal EP1: Reduce energy consumption through environmentally sensitive land use practices and design policies.

Policy EP 1.3: Promote landscape design and irrigation methods that contribute to water and energy conservation.

All of the landscaping proposed for the Axon Campus Expansion are low-water, drought tolerant species, many of which are native Sonoran Desert plants. Using appropriate landscaping will reduce water usage in the large open spaces provided on the site.

BONUS PROVISION

The Planned Airpark Core (PCP) zoning category permits bonuses for Floor Area Ratio (FAR) and building height. While the proposed Axon Campus Expansion is within the permitted height, we are requesting an increase in the FAR from 0.8 to 1.1 pursuant to the bonus provisions in Section 5.4008.

Because the proposed Axon Campus Expansion is greater than 4 acres and is not limited due to its proximity to residential or within Airport Influence Area AC-3, Axon may request this modest bonus increase in the allowed FAR.

The subject site is already part of a Development Agreement with the City that includes several significant public benefits that justify the granting of this bonus request. Axon recently dedicated a nearly 4.5-acre site to the City for use as a Civic Use Site and agreed to sell this important property for the price paid per square foot by Axon at the public auction and is not subject to any increases in the value. Axon allowed the City to process a plat in order to divide the property so that the City could take ownership quickly to take advantage of a grant for a fire station and water treatment facility.

Additional public benefits include Axon's dedication of nearly 10 acres of right-of-way for major infrastructure improvements that include construct new or enhanced roads in the area that feature substantial landscape buffers and significantly enhanced pedestrian amenities. These Special Public Improvements are set forth in Section 7.1200 as justifications for bonus provision requests and because Axon is providing many of these qualifying improvements, we believe the modest request to increase the FAR from 0.8 to 1.1 is well justified.

GREATER PHOENIX METRO GREEN INFRASTRUCTURE HANDBOOK COMPLIANCE

Axon shares in the desire to incorporate low impact development into its Campus Expansion and has incorporated the principles set forth in the Greater Phoenix Metro Green Infrastructure Handbook.

Specifically, the Axon Campus utilizes materials from the recommended plant palette which are native to the Sonoran Desert and low water use. Additional provisions from the handbook may be incorporated during the design review phase of the project.