



Axon World Headquarters Campus

REZONING, GENERAL PLAN FUTURE LAND USE AMENDMENT, GREATER
AIRPARK AREA PLAN AMENDMENT, AND AMENDED DEVELOPMENT
STANDARDS

Revision Date:
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EXECUTIVE SUMMARY OF CHANGES

At Axon, our goal continues to be to build our World Headquarters Campus in Scottsdale, Arizona. We are proud that Scottsdale has been our home base for over 30 years, and we think Scottsdale has been proud to have us as well. To that end, we have continued to refine our proposed Axon World Headquarters Campus. Our goal has been to create an innovation campus that people are excited to work, live, invent and entertain at.

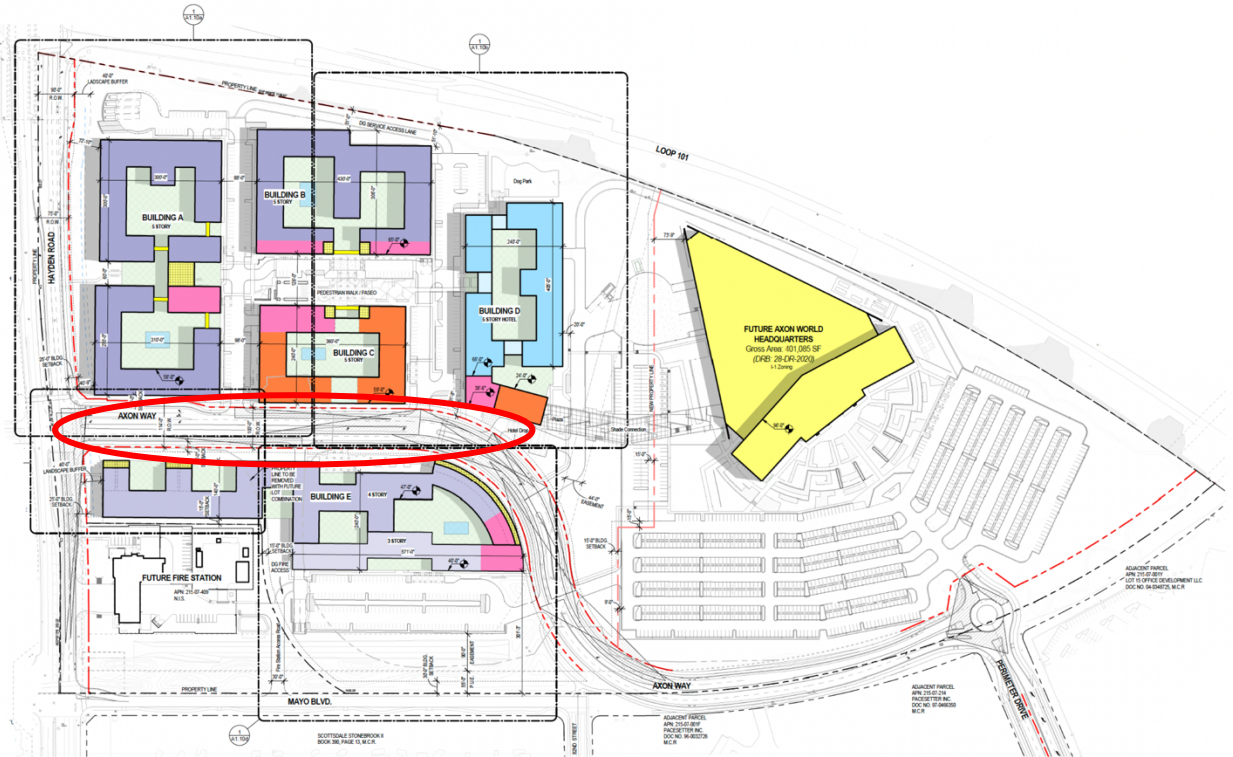
We are proposing walkable shaded paths, treelined streets and sidewalks, a running path, a dog park and 64% additional open space than what is required by the Zoning Ordinance. We did these things to create quality spaces for our employees, residents, visitors and neighbors. We are working to create an inspiring, walkable place to live, work and play. In revising our campus design, we worked hard to consider and respond to comments from our neighbors and from the City of Scottsdale. As a result, the plan has evolved in important and impactful ways as the application has progressed, and again since our most recent hearing.

We have made a number of significant modifications including realigning roads, rerouting the existing traffic away from neighbors, relocating some of the proposed uses, moving buildings further from neighbors, reducing height near neighbors, enhancing the pedestrian experience for people who work or live in the building, adding landscaped areas and shade for those coming to stay in one of the buildings, and those in the neighborhood. Below is a list of some of the important changes and impacts contained in the most up to date submittal.

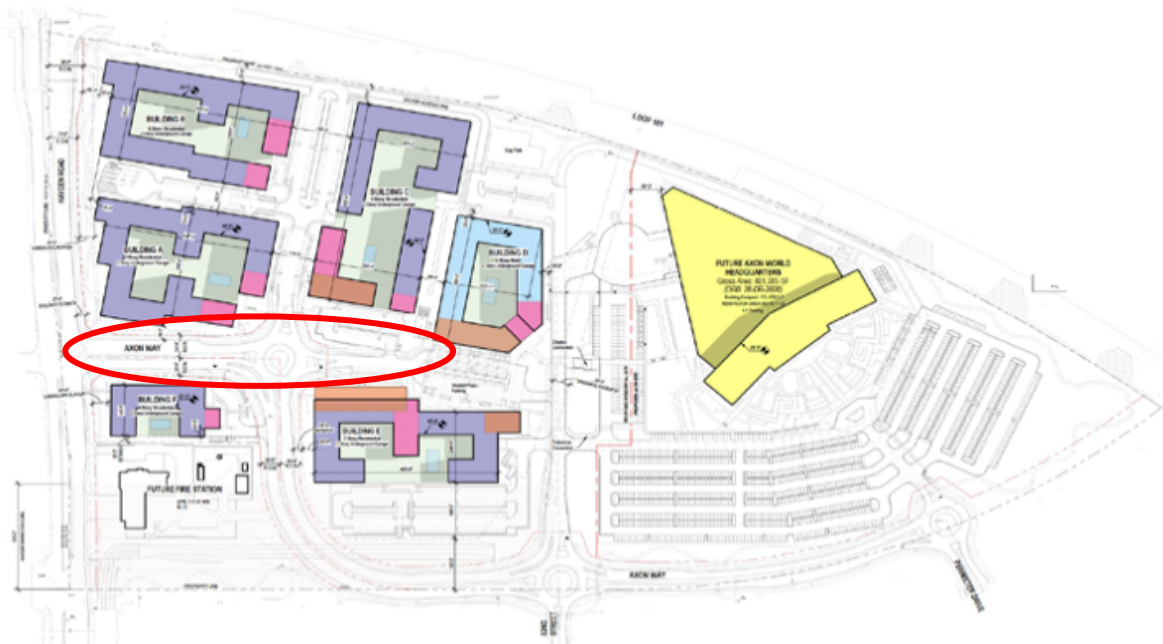
Traffic and Roadway Improvements

- We have realigned the streets within and around the entire campus to remove the vast majority of the industrial vehicular traffic that exists today from the neighborhood, and we realigned the traffic generated on the campus so that vehicles cannot go from the campus directly to the adjacent neighborhood (at the request of the neighbors).
- We redesigned traffic circulation and flow to improve traffic conditions from its current anticipated levels of service. These changes include relocating Axon Way, which now separates the vehicular traffic of the campus from the adjacent neighborhood, reactivated the original Mayo Boulevard to provide exclusive access for the neighborhood and removed the roundabout for better traffic flow.

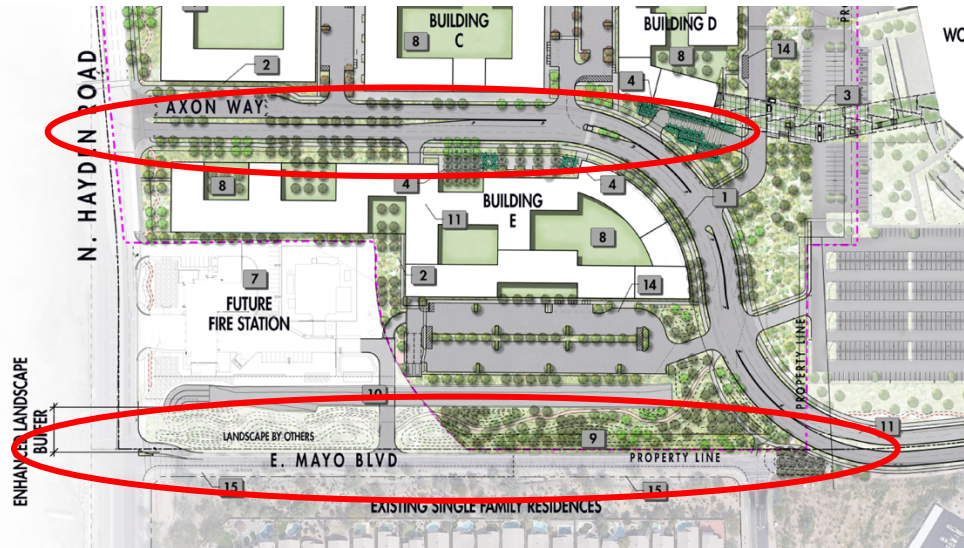
New Alignment



Old Alignment



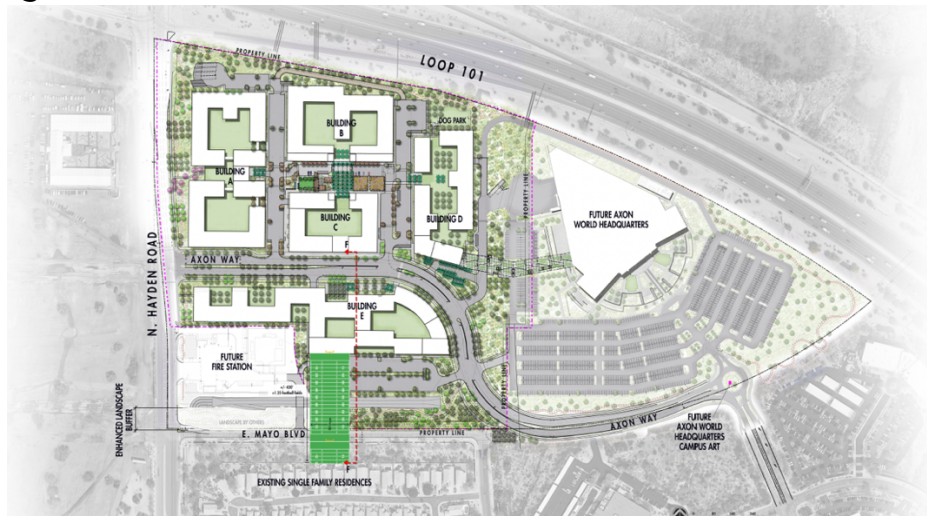
- We realigned Axon Way so that the original Mayo Boulevard provides exclusive access for the neighborhood to Hayden (at the request of the neighbors).



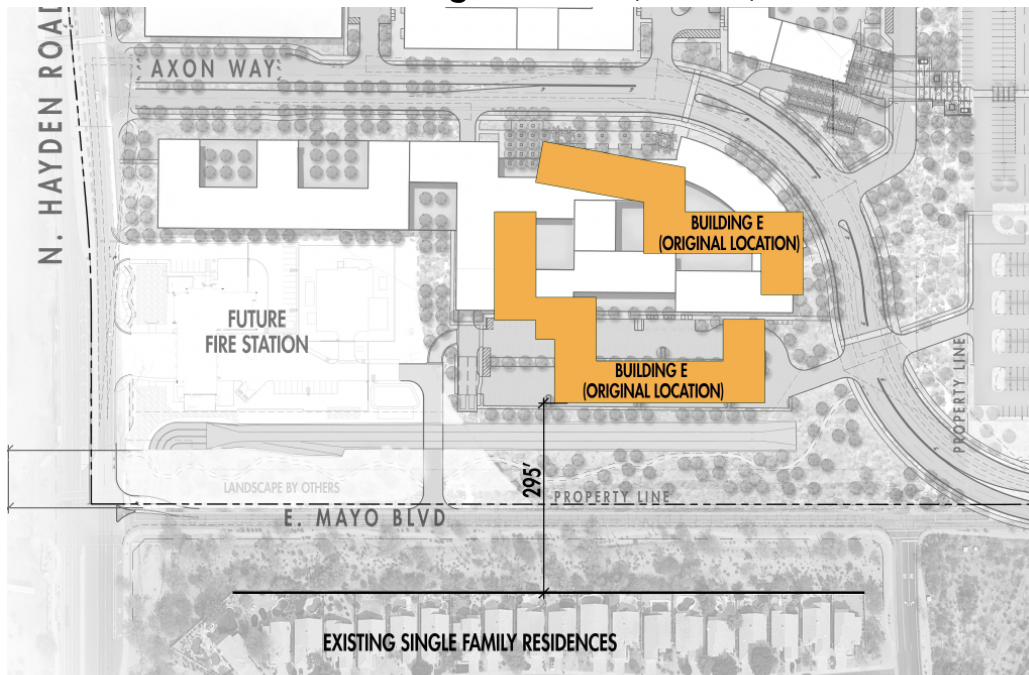
Building and Site Layout Adjustments

- We Increased the setback of our closest building to the neighbors back wall from 295' to 420'; Building E is setback 301' from the property line and the minimum building setback is 30'. The proposed setback is over 270' beyond the required setback (or approximately 10 times the setback requirement).

New Building E Distance (+/- 420')

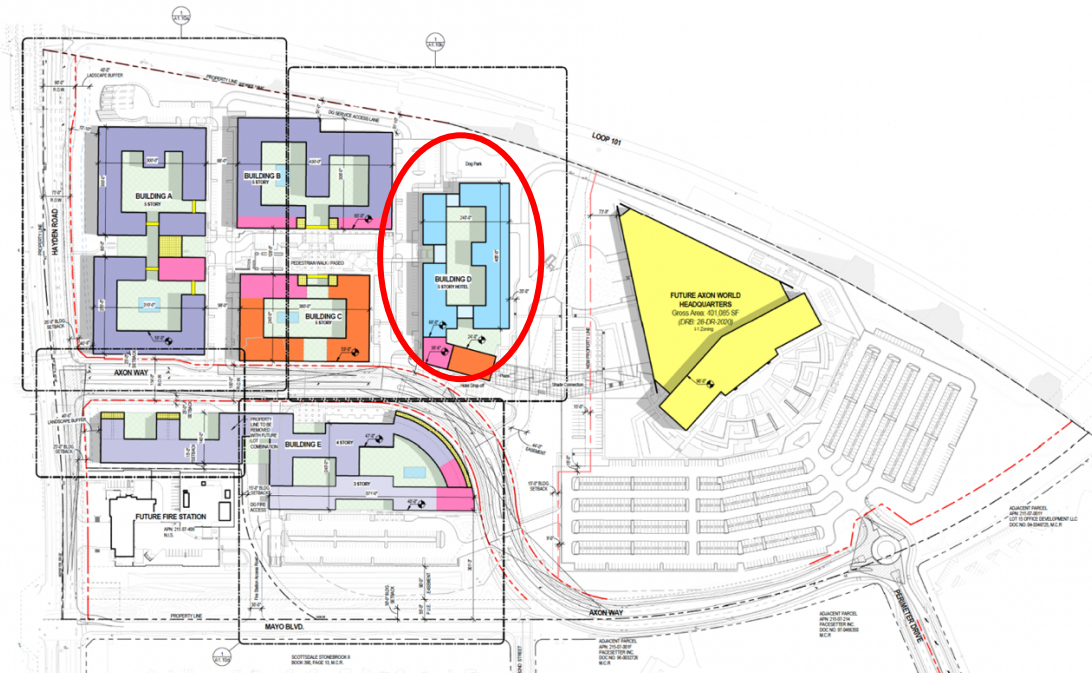


Old Building E Distance (+/- 295)

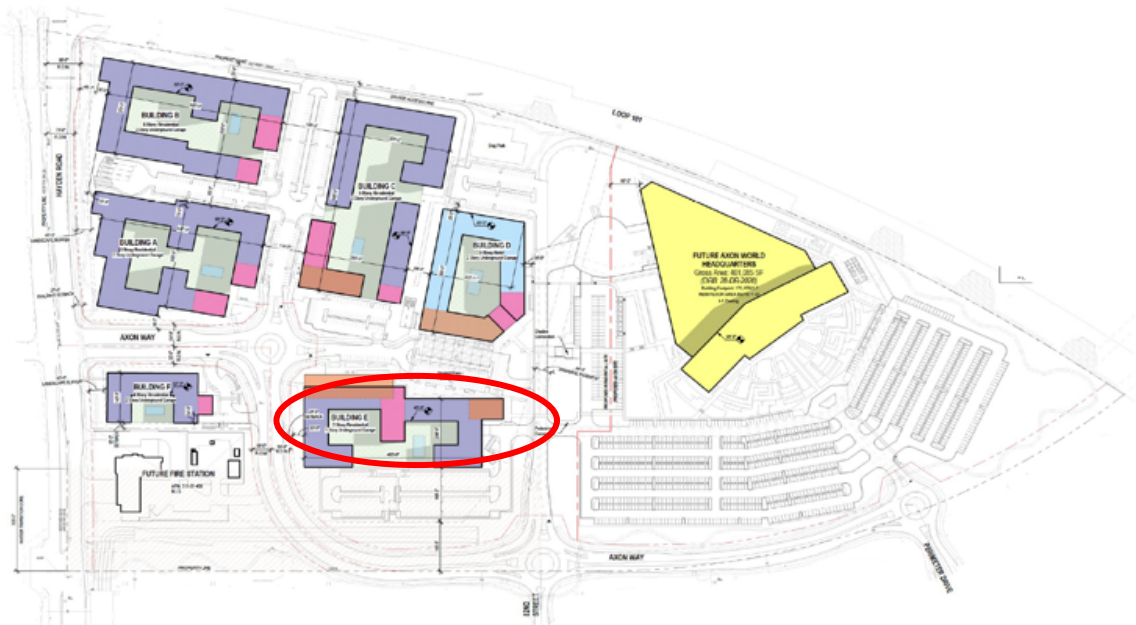


- We relocated the Hotel location from Building E (closest to neighbors) to Building D (at the request of the neighbors).

New Hotel Location

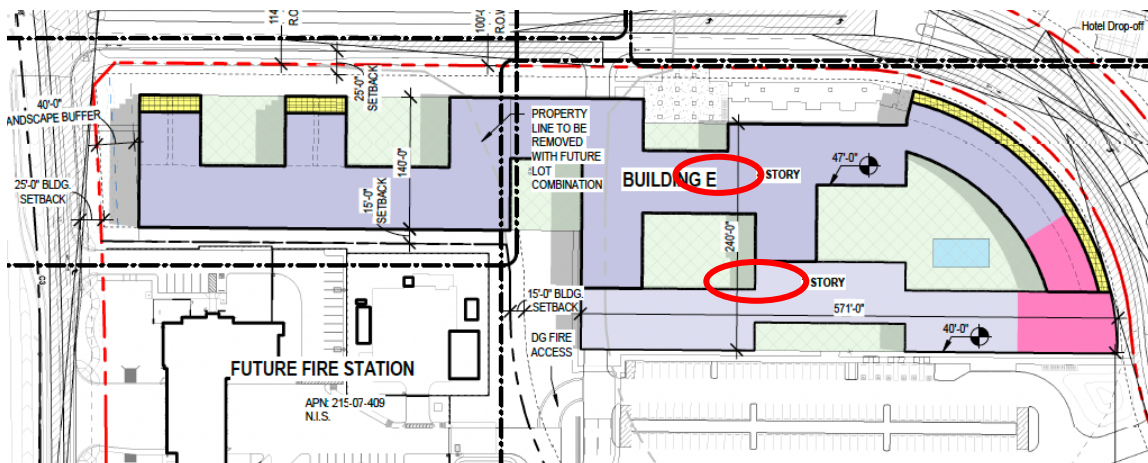


Old Hotel Location

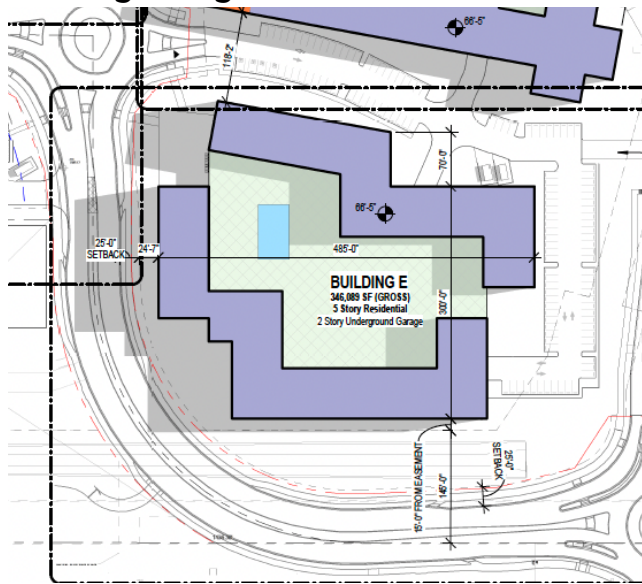


- We reduced the building closest to our neighbors from the proposed height of 5 stories as originally planned to the current proposal of 3 stories at its closest point and stepping up to 4 stores as it moves to the north), which is now approximately 420' further away from the back walls of the adjacent neighborhood.
- Additionally, Building E now proposes approximately 365 owner occupied condos.
- Building E is approximately 420' feet away from the back wall of the neighbors to the south. The closest 5 story building to the neighbors to the south is approximately 841' away.

Reduced Building E Height

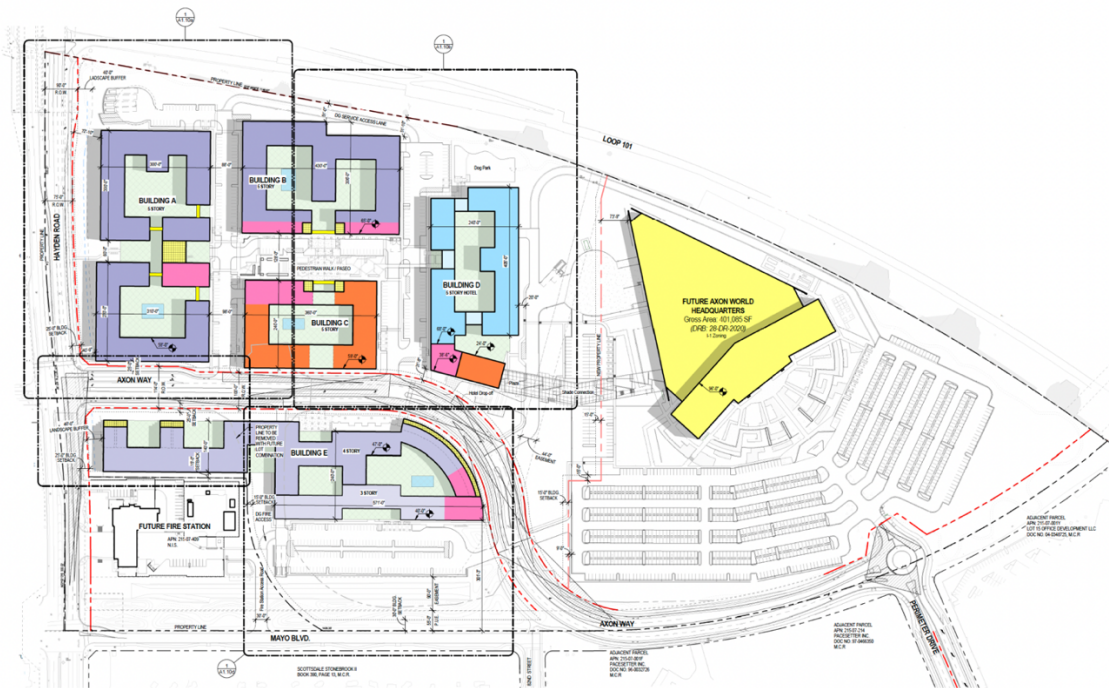


Old Building E Height



- The current plan has a reduced number of residential units from the original 2,552 units to 1,965 units – a 23 % reduction.
- Reorientated the buildings.

New Building Orientation

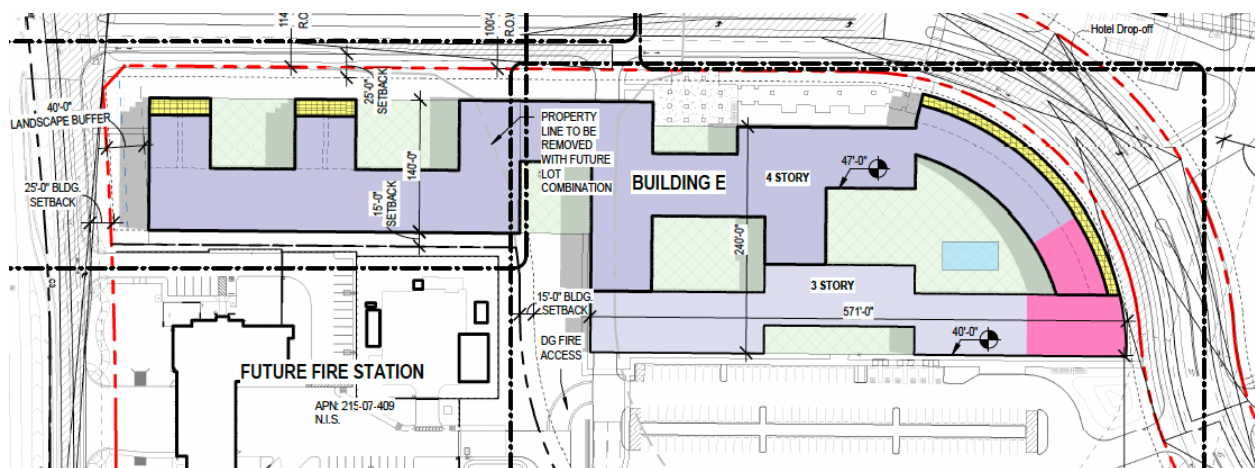


Old Building Orientation

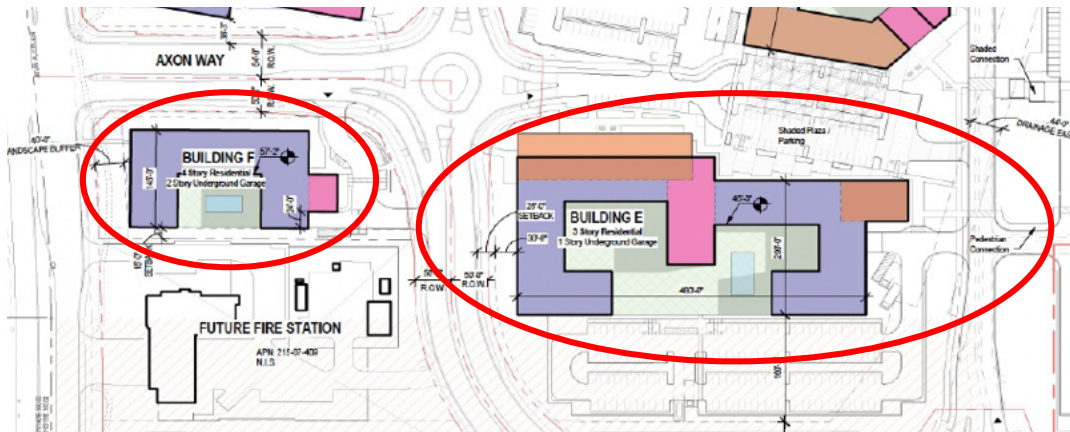


- The current design removed Building F and redesigned Building E to move further away from the neighborhood. Building E is now approximately 420' feet to the nearest neighbors back wall. Building E was originally proposed to be the hotel and at the direction of the neighbors its use is now residential and is being proposed to contain over 50% condos.

Redesigned Building E

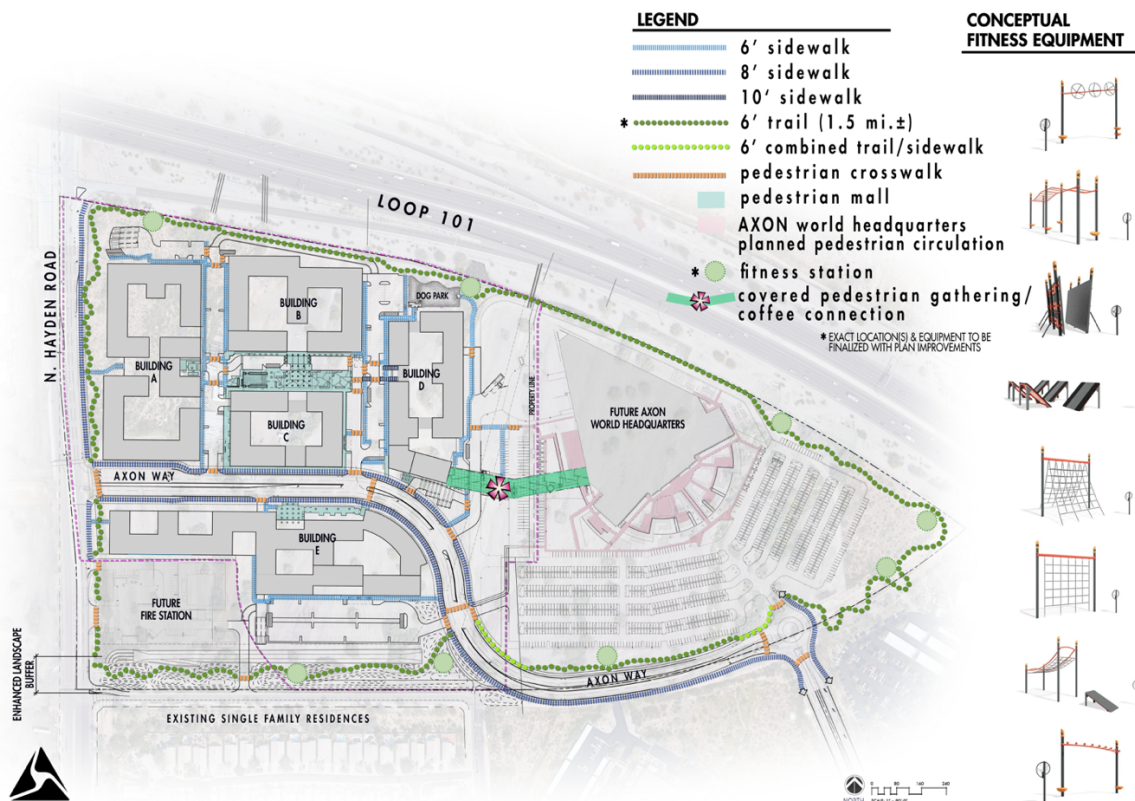


Old Location of Buildings E and F

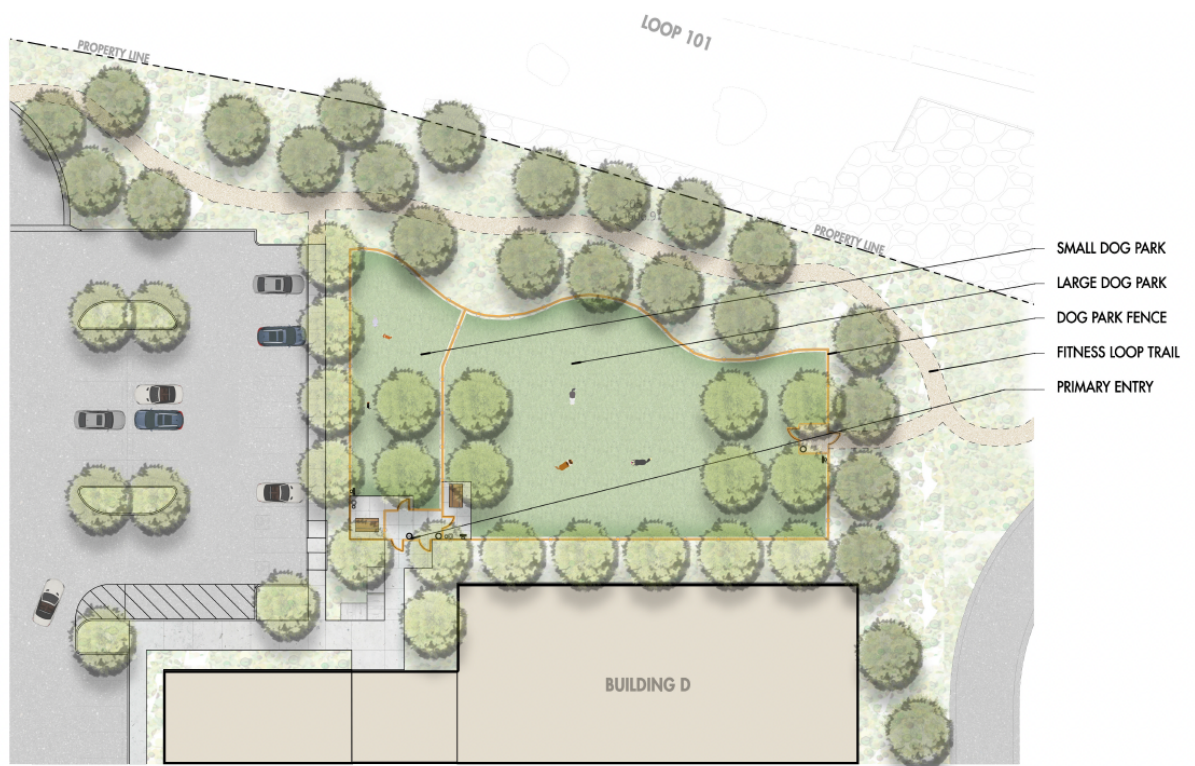


Community and Environmental Enhancements

- The current design has been modified to increase the amenities to serve the surrounding neighborhoods such as increasing the commercial space including restaurant and retail from 44,800 square feet to 49,486 square feet, a 13,000 square foot dog park, a +/- 1.5 mile running track and shaded connections.
- Added 1.5 mile running trail with fitness equipment/fitness stations along the path.



- The proposed design now includes increased retail and restaurants offerings. Our goal is to have five to seven high-quality restaurants. Axon's vision for the World Headquarters Campus is a comprehensive environment in which budding tech employees can benefit from having a variety of activation in close proximity. This includes a hotel and conference center which will be a hub of activity for business operations as well as the supportive commercial opportunities to include restaurants and retail. Like a university environment, educational and professional growth and development are enhanced when they occur as part of a more vibrant ecosystem.
- We are proposing to provide a 13,000 square foot dog park that will be open to residents, employees and neighbors.

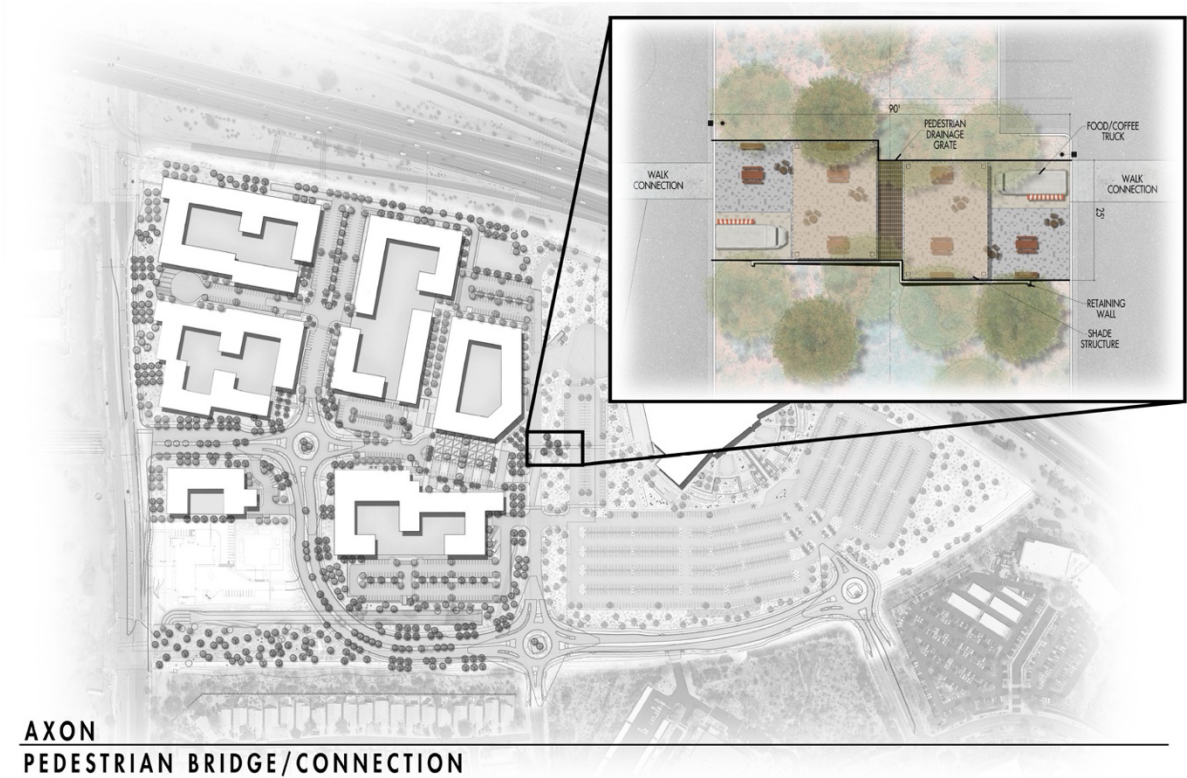


- We added enhanced shade offerings in a variety of configurations through the site to promote pedestrian connectivity between the various components of the Campus.

Redesigned Shade Connection



Previous Shade Connection



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 October 15, 2020, the Development Review Board approved the design documents for Axon's headquarters building, and on November 10, 2020, in the midst of Covid-related challenges, the 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), and amended development standards for the new Axon headquarters building.

The site is 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 World Headquarters Campus” concept, and in addition to the already approved headquarters building, we are proposing to add a number of walkable and complementary uses to support the Axon World Headquarters Campus. These include: new residences, which – while not exclusive to Axon employees – are critical to serve our employees on an expanded campus; significant commercial experiences as part of a new mixed-use development that will include high end pedestrian oriented outdoor spaces; and a hotel for conference use related to the new Headquarters training component.

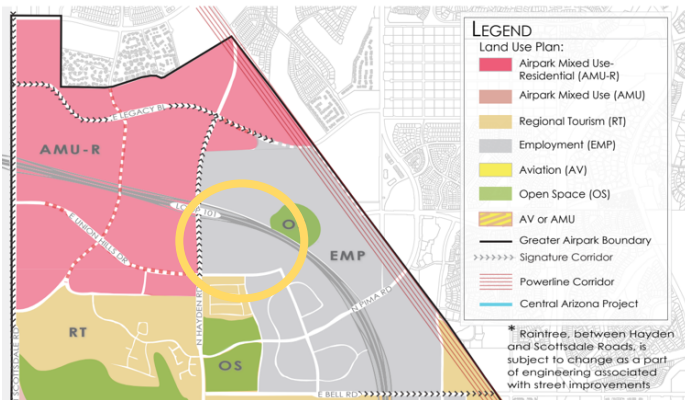
All of these uses together on one site create a true mixed-use campus. The previously approved office building will be Phase I of the Axon World Headquarters Campus and the supporting housing and commercial will be additional phases of the Axon World Headquarters Campus build out. As much as Axon wants to remain in Scottsdale, it is not feasible without a full campus, which includes residential, hotel, and commercial components to support the approved office building.

In order to create our World Headquarters Campus, we are requesting the following:

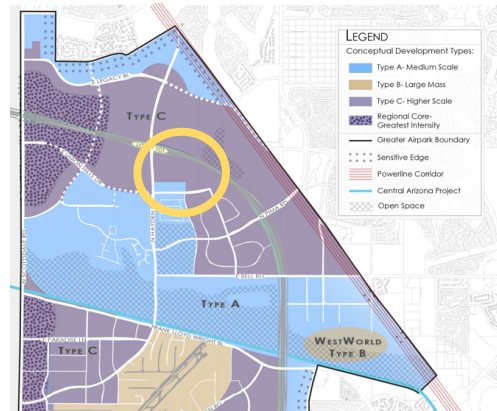
- An Amendment to the Greater Airpark Character Area Plan from Employment to Airpark Mixed-Use Residential
- A Minor General Plan Amendment from Employment: Light Industrial/Office to Mixed-Use Neighborhoods
- Rezoning of a portion of the site from the Planned Community District – Industrial Park (PCD I-1) to Planned Community District – Planned Airpark Core Development/Airpark Mixed-Use Residential (PCD – PCP/AMU-R)
- Amended Development standards for the amount of ground floor retail percentages and to clarify that maximum heights are exclusive of rooftop appurtenances (for example, mechanical equipment and screening)

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:

Land Use Plan



Conceptual Development Types

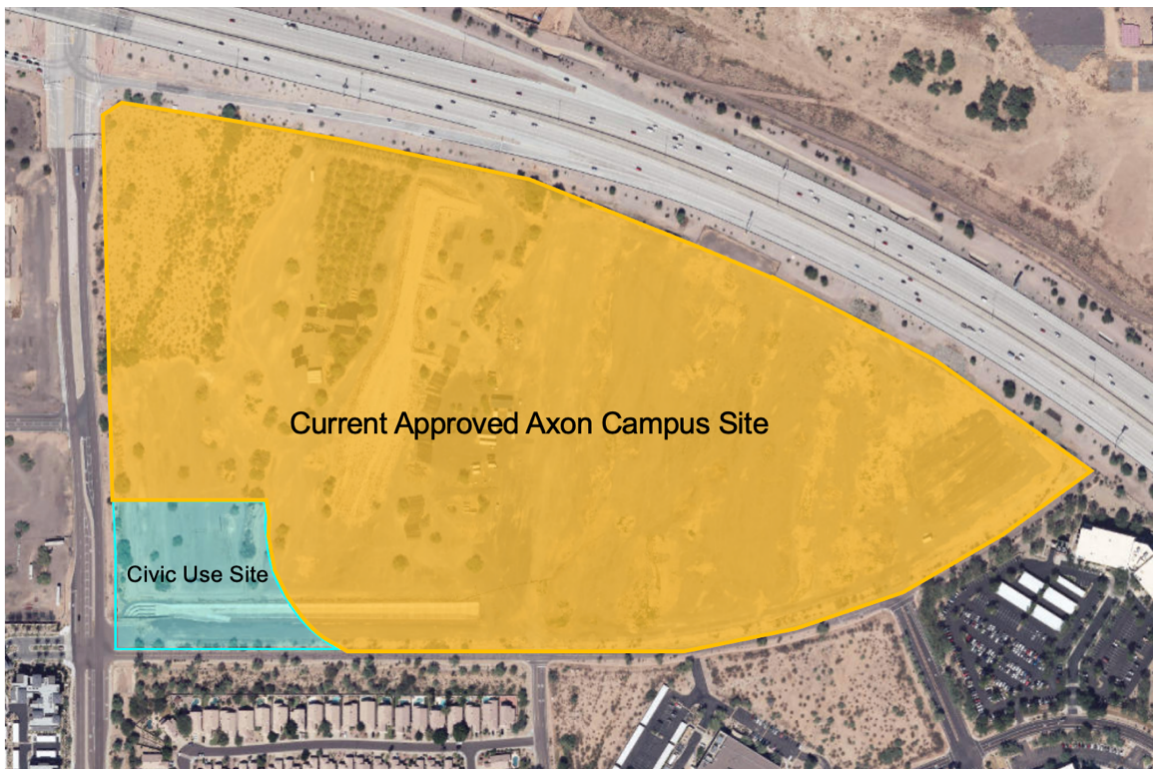


The approved Axon office/manufacturing building is an Industrial use at a scale designed to fit well with land use plans for this area. Rezoning the remaining portion of the site will allow this project to move forward as a true campus feel with the well-designed outdoor spaces, residential, hotel, commercial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

HISTORY

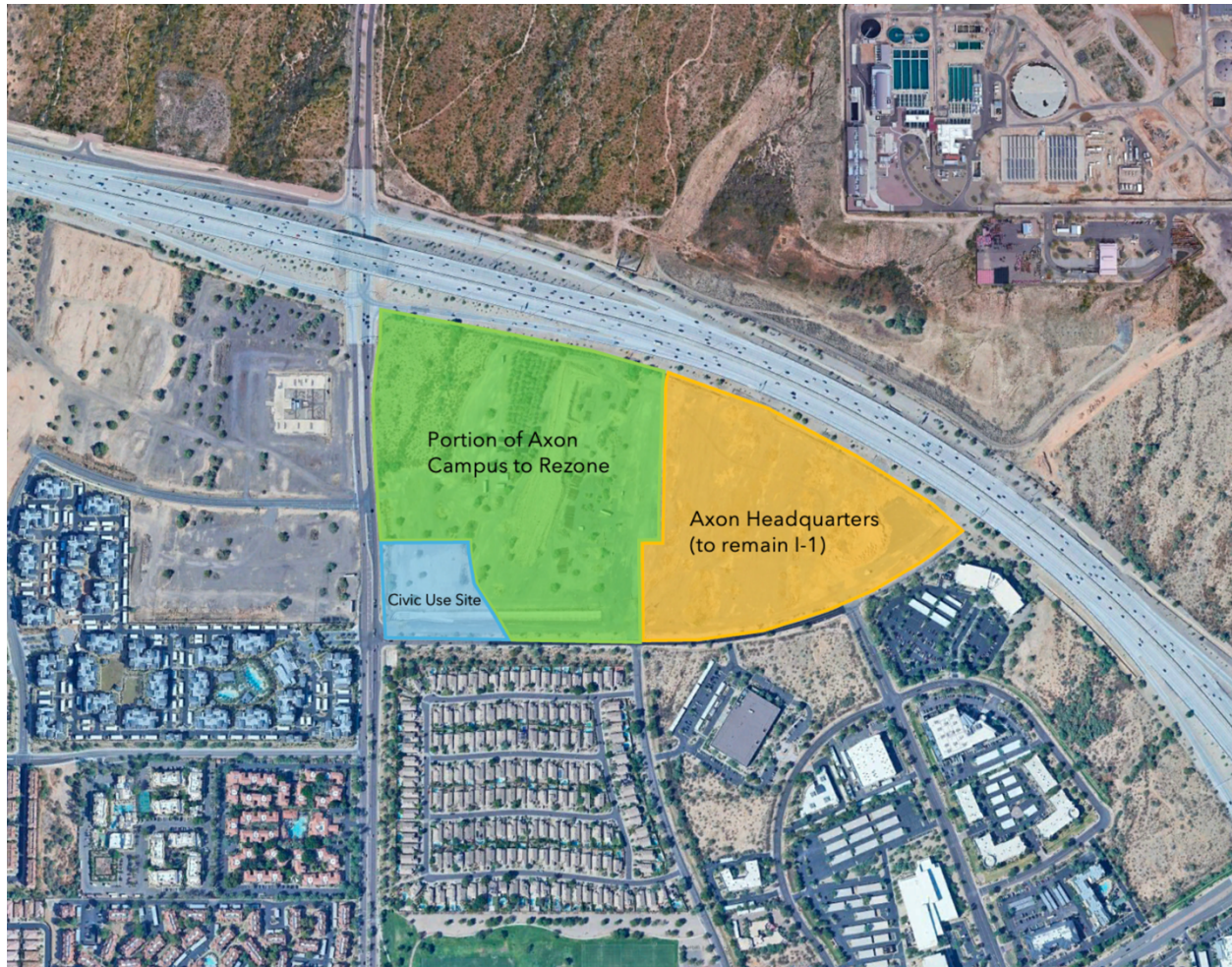
In 2020, Axon requested and received approval to rezone the approximately 74-acre site from PCD (Planned Community) to I-1 (Industrial Park) PCD, an amendment to the Development Standards for I-1 to accommodate an increased building height, and a Development Review (Major) for the proposed building design.

As part of an agreement with the City of Scottsdale, Axon dedicated an approximately 4.5-acre Civic Use Site to the City of Scottsdale 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:



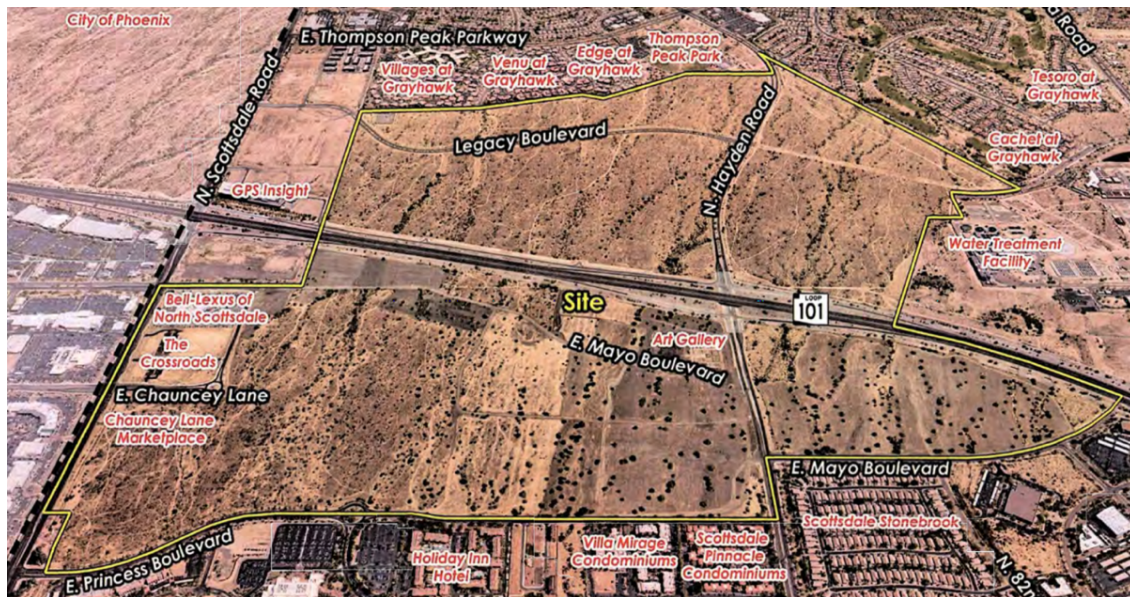
We have been working with the City for several years now to coordinate infrastructure improvement and installation of new infrastructure where necessary to not only support the proposed Axon World Headquarters Campus but also future development in the area. Part of the updated design includes moving Axon Way further away from the neighborhood which will create a much wider buffer from the Axon Campus and the nearby residential than originally planned and allow the Campus to be far more walkable. Large amounts of open space and abundant landscape plantings have been designed into the project to transition from the nearby residential use in addition to a landscape berm which provides an additional physical barrier.

In 2023, Axon requested to rezone approximately 44.7 gross acres (37.1 net acres) of the site to PCP PCD with an amendment to the Greater Airpark Area Plan to AMU-R to create a mixed-use site with an approximately equal amount of industrial and residential land. 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).

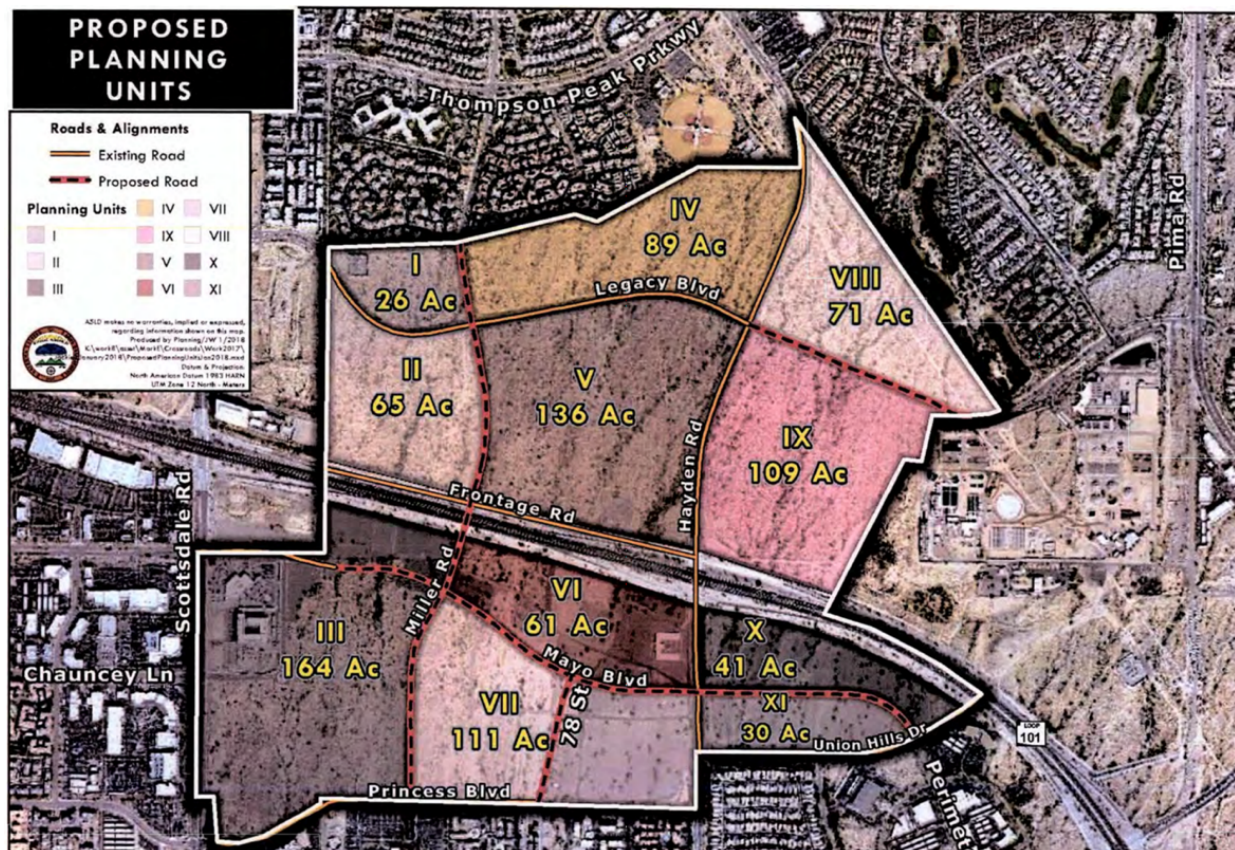


This request went before the City of Scottsdale Planning Commission on January 24, 2024, and was continued. Axon has taken the time since that hearing to refine the campus plans with the comments we heard along the way in mind.

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 the image below that was created by the City:



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 requires a 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. These modifications are part of a case that will occur concurrently with this request but by a different applicant. 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 World Headquarters Campus. 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 | • | • | • | • | • | • | • | • | | | |

Our request will require a modification to these allowances 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 working with the State and the City to process a separate but related modification to various components of the Land Use Budget in the Crossroads East development agreement. 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#6

| 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 add 44 acres to the PRC & PCP allocation and increase the overall acreage accordingly while also increasing the maximum allowable dwelling units to accommodate the proposed 1,965 additional units for the Axon World Headquarters Campus.

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 | 210 166 | NP | NP |
| Employment | C-O | 81 | NP | NP |
| Mixed Use | PRC & PCP | 407 451 | See Schedule C | 4,163 6,128 |
| Commercial | C-2/C-3 | 170 | NP | NP |
| Residential | R-5 | 132 | 23 | 2,806 |
| Total | | 1,000 | | 6,969 8,934 |

Axon will continue to utilize approximately 30 net acres of the I-1 allotment in the Land Use Budget for the rezoning of Planning Units X and XI in Crossroads East. The 44 acres that Axon is proposing to add into the PRC & PCP allotment returns 44 acres of I-1 allotment into the land use bank, which is accounted for utilizing the land use budget.

Findings Required for Crossroads East Planned Community

Modifications to an approved P-C district require an applicant to demonstrate various findings, and Axon's proposed World Headquarters Campus development satisfies these findings as detailed below:

- A. *That the development proposed is in substantial harmony with the General Plan, and can be coordinated with existing and planned development of surrounding areas.*

Axon's proposed World Headquarters Campus meets both the City's changing needs and Axon's changing needs. The requested modifications help further the goals set forth in the General Plan as well as the City's other vision documents including the Economic Development Five-Year Strategic Plan and Greater Airpark Character Area Plan. A detailed analysis of how the proposed development furthers the goals and objectives of the General Plan begins on page 25 of this narrative.

Additionally, the development is in harmony with the existing and planned development of the surrounding areas – both within and outside of the Crossroads East Planned Community – by providing high-quality tech jobs and supportive commercial and residential in this rapidly growing part of Scottsdale. Lastly, providing housing is a critical component of the job growth. It is not feasible to bring jobs without adequate housing and amenities to support them and the housing crisis in Arizona has been well documented in recent years.

- B. *That the streets and thoroughfares proposed are suitable and adequate to serve the proposed uses and the anticipated traffic which will be generated thereby.*

Our redesign of the roadways and modifications to the buildings and uses were driven by feedback received from the adjacent neighborhood. Our revised proposal keeps Mayo Boulevard as a local access point for the neighbors but does not allow access onto Axon Way. This new configuration is designed to keep traffic from the Axon World Headquarters Campus separate from the streets the neighbors utilize. We have heard feedback from the neighbors that they currently have traffic from nearby industrial users. By reconfiguring the roadways, we will eliminate almost all industrial traffic through the neighborhood.

The improvements proposed and approved as part of Phase I, if built, would increase the capacity on Hayden Road to the City's desired standards and would add an additional lane of travel and bicycle lanes. In the current proposal, and after working with Scottsdale and ADOT staff, Axon Way will be entirely reconfigured with two lanes of traffic in each direction plus the addition of bicycle lanes and a roundabout. Both roadways include substantial landscape additions, sidewalks that vary from 8' to 10', and a 6' trail/running path that spans the entire campus to create a 1.5-mile track.

The various improvements to the adjacent roadways are not only adequate to support the proposed uses and traffic for both vehicular and pedestrian needs but will be an improvement over the existing conditions for some of the problematic intersections nearby. A comprehensive TIMA is also included with this resubmittal.

C. *The Planning Commission and City Council shall further find that the facts submitted with the application and presented at the hearing establish beyond reasonable doubt that:*

1. *In the case of the proposed residential development, that such development will constitute a residential environment of sustained desirability and stability; that it will be in harmony with the character of the surrounding area; and that the sites proposed for public facilities, such as schools, playgrounds and parks, are adequate to serve the anticipated population. The Planning Commission and City Council shall be presented written acknowledgment of this from the appropriate school district, the Scottsdale Parks and Recreation Commission and any other responsible agency.*

The proposed Axon World Headquarters Campus is a mixed-use development that includes thoughtfully designed outdoor spaces, office, hotel, and commercial components, and as well as multi-family housing. The housing component will support Axon's World Headquarters growth, as well as the retail, and it will help fulfill the growing need for housing diversity in the Airpark area. A variety of cohesive uses and well-designed connectivity intends to enhance the desirability of the residential development.

Our team revised our plan to incorporate feedback related to roadway design from the neighborhood as well as the City's transportation staff. As a result, we have limited access on the existing Mayo Boulevard for residents of the adjacent neighborhood and separated that traffic from the circulation network that serves the Axon World Headquarters Campus. This revised roadway plan results in an improved condition for both the neighborhood and the future Axon World Headquarters Campus. By reconfiguring the roadways, we will eliminate a significant portion of the industrial traffic through the neighborhood.

The proposed housing component is compatible with the surrounding area which features other multi-family developments. This is an ideal area to provide the critically needed housing within close proximity and easy access to outdoor recreational opportunities like the Scottsdale Sports Complex, nearby McDowell-Mountain Sonoran Preserve, and TPC Scottsdale.

Adding to the desirability of the area for future residents are the quality public schools which have confirmed its schools have the capacity to accommodate the proposed multi-family development.

2. *In the case of proposed industrial or research uses, that such development will be appropriate in area, location and overall planning to the purpose intended;*

and that the design and development standards are such as to create an industrial environment of sustained desirability and stability.

The proposed industrial (Headquarters) component of Axon's World Headquarters Campus was previously approved and is not subject to further approval as part of this request. Therefore, this provision does not apply.

3. *In the case of proposed commercial, educational, cultural, recreational and other nonresidential uses, that such development will be appropriate in area, location and overall planning to the purpose intended; and that such development will be in harmony with the character of the surrounding areas.*

The proposed Axon World Headquarters Campus is a true mixed-use development with cohesive outdoor spaces, civic uses, public safety uses, industrial, office space, hotel accommodations, commercial and multi-family housing that are designed specifically to complement each other. The commercial and office/industrial portions of the campus are supported by the multi-family housing options necessary to bring new jobs.

The commercial space - a well-designed, pedestrian oriented combination of commercial uses - is located at the ground floor of each of the multi-family developments to provide amenities to hotel guests, employees and residents. These amenities include: a dog park, retail, restaurants, shaded connections, and a running path.

Originally, Axon proposed the hotel location much closer to the neighborhood to the south. After feedback from the neighbors, we relocated the hotel between the multi-family housing and the Axon Corporate World Headquarters building. The hotel will support Axon's corporate, conference and training visitors and will also be available to host additional conferences and other events related to Axon's Headquarters building. The nearby recreational amenities geared to support future residents are also amenities that appeal to short term visitors to the area. Much of the surrounding area is multi-family residential (R-4 and R-5), mixed-use (PCP) and industrial (I-1) zoned, and the proposed Axon World Headquarters Campus is compatible with those uses.

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

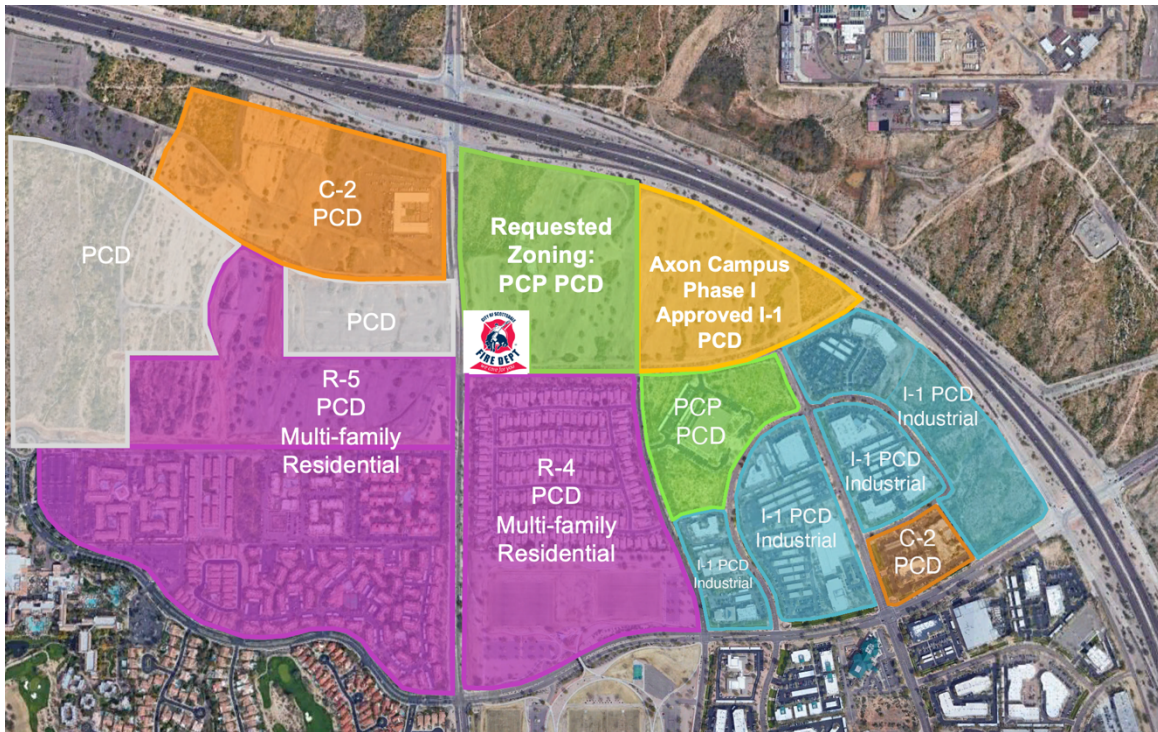
Goal CD1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and context.

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

Axon's proposed mixed-use World Headquarters 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 housing for new residents to live. New residential units are necessary to support the economic growth the City envisions for this area. One of the reasons that this property location is appropriate for the proposed Axon World Headquarters Campus is because of its proximity to the freeway. Additionally, Axon is bringing high-quality jobs, and high-quality housing is an incentive for the type of talent that Axon intends to bring to Scottsdale.

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 housing, 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.

In response to feedback we received from the adjacent neighbors and the City's transportation staff, Axon reconfigured its internal roadway system to move traffic away from the neighborhood. Our new design proposes to keep the existing Mayo Boulevard alignment as an access point for the neighborhood. Feedback from the neighbors also included concern over the existing industrial traffic. Reconfiguring the lanes and having the existing industrial traffic on Axon Way, instead of through the neighborhood, will significantly reduce the industrial traffic the neighborhood currently experiences.

Constructing the Axon World Headquarters Campus will have a total economic impact over the first 10 years of \$35.6 billion, create more than 18,800 jobs, produce approximately \$12.3 billion in labor income and will generate \$106.9 million in Scottsdale tax revenue. By constructing the hotel, Axon will be able to host current and future conferences that are typically held in other cities. Nearly 18,200 annual business travelers would now come to Scottsdale to attend Axon's 1- to 5-day conferences. Hosting these conferences at the Campus will boost sales at local

restaurants, retailers, and other local businesses in Scottsdale by nearly \$26.4 million per year. In addition to retaining and attracting high-quality jobs, the multi-family housing component will create additional tax revenue for the City.

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).

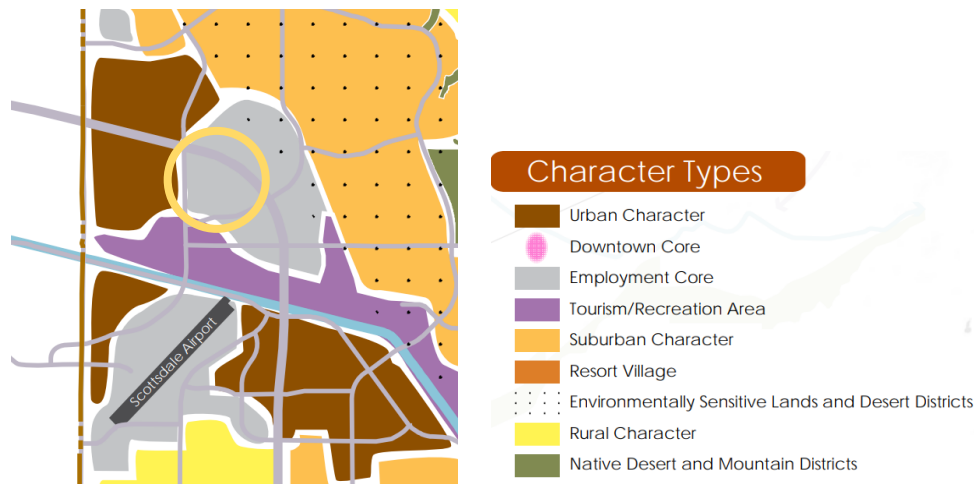
The parcel has been planned as an employment center of larger scale with associated intensity in relationship to its proximity to the Scottsdale Airpark and freeway. Accordingly, Axon designed and was approved for an appropriately scaled industrial building with a unique design that is oriented closer 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 an open campus feel.

The previous plans proposed Building E (the closest building to the neighbors) to be a 5-story hotel. Additionally, Building E was 160' from the neighbors. This resubmittal proposes a reconfigured Building E that is a combination of 3- and 4-stories, with the 3-story portion closest to the neighbors. The proposed use of Building E is now residential and has been moved north so that it is now +/- 420' from the neighbors.

The proposed mixed-use development consists of a residential density consistent with the adjacent developments on the west side of Hayden Road. This submittal proposes four 5-story buildings, one stepped back building with a mix of 3- and 4-stories. This resubmittal proposes four 5-story buildings and Building E will be a combination of 3- and 4-stories. 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. Building E was originally proposed as a 5-story hotel. We have implemented the neighbors feedback and have changed the use and reduced the height of this building. The portion of Building E closest to the adjacent neighborhood will be 3 stories and will step up to 4 stories on the northern portion of the building.

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 and Suburban 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.”

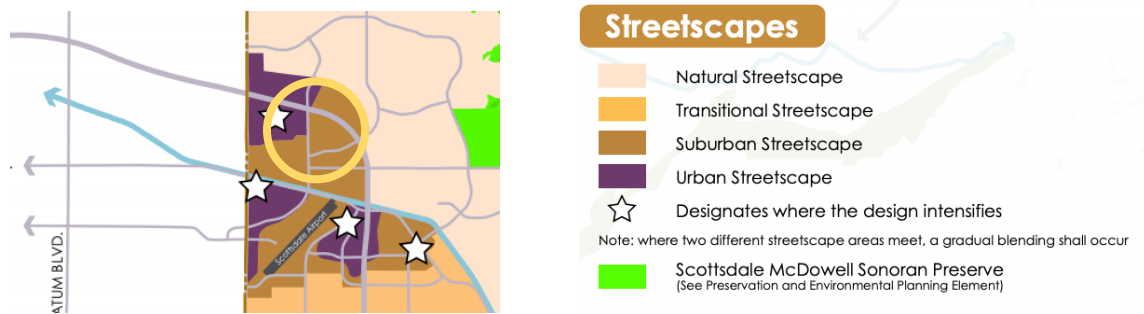
Consistent with the vision the City has for this area, Axon is proposing an expansion of its facilities into a true corporate campus including the approved world-class employment center and requested mixed-use component. Its location off of the Hayden Road exit for the Loop 101 freeway creates a regional 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 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 an open campus that supports different types of uses and allows for a cohesive environment of outdoor spaces, 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 based on the goals of and consistent with the guidelines for Suburban Streetscapes including large landscape buffers and berms, a roundabout to control speed and make the streets safer for pedestrians and cyclists, as well as native landscaping. Additionally, the Mayo Boulevard alignment will remain in place to help mitigate potential traffic through the neighborhood.

The open space requirement for the entire Axon World Headquarters Campus is 819,446 square feet. Axon has designed the site to have 1,346,371 square feet of open space – 64% more than what is required. Below is a table of the proposed and required open space for the site.

| Total Open Space for Entire Site | | Total Open Space Required | |
|----------------------------------|----------------|---------------------------|--------------|
| Axon | 415,189 s.f. | Axon | 415,189 s.f. |
| Residential | 890,101 s.f. | Residential | 404,257 s.f. |
| Total | 1,346,371 s.f. | Total | 819,446 s.f. |

The approved and proposed landscape palettes feature Palo Brea, Blue Palo Verde, Mesquite, Pistache, Desert Willow, Date Palm 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. The site includes bike lanes and a running path, all through the Sonoran landscape.

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.

Phase II of Axon World Headquarters Campus proposes almost all of the parking to be located in garages to reduce the impact of the heat island effect. Axon is also

proposing a robust landscape plan with plantings that in addition to the parking garages will help reduce 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 programming engineering, 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 outdoor amenities, retail, residential, and hotel uses on the same site. Additional residential development is necessary for the desired job growth.

The residential component of the campus expansion is vital to creating a balanced and sustainable community that meets the needs of Axon's employees and recruiting efforts. High-paying jobs typically require highly skilled professionals who expect a certain standard of living, which includes quality housing.

By offering suitable housing and a vibrant ecosystem close to the workplace, Axon plans to enhance its employer appeal to relocate and expand high-wage positions in Scottsdale. This will also contribute to a better work-life balance, increasing the overall well-being of the local community.

Furthermore, cities thrive when their residents both live and work within their boundaries. By having more people who work in the city also live in the city, local businesses experience a steady customer base, which bolsters the economy. Residents are more likely to shop local and frequent restaurants and stores in their neighborhood, which helps keep economic benefits within the city.

The Axon Campus Expansion is located within the Greater Airpark Character Area, which seeks to attract and retain desirable regional corporate headquarters within this part of the City of Scottsdale. Keeping Axon in Scottsdale and providing an open 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 exit. This configuration is purposeful and allows for mitigation of the impact of traffic on adjacent residential areas. This site is the right place for the Axon World Headquarters Campus and its associated uses. Companies such as Nationwide and ASM have all chosen the area around this site for their headquarters. The approved Axon office, hotel and commercial components further this goal by locating employment and major non-residential uses along the Loop 101.

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 outdoor space, commercial, 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 commercial components of the site will be able to provide supporting services for not just residents of the multi-family housing on site but also for other nearby residents. And the multi-family itself is supportive of the Axon Headquarters Campus building that will serve as the anchor to the Campus Expansion.

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 an open 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. Simply put, the desired jobs can't happen without the housing.

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. A challenge that Axon and its workforce faces is a lack of nearby high-quality housing options, which has made it difficult for Axon to recruit highly skilled workers and for current workers to find adequate housing near their workplaces. Axon would like to bring the needed housing for the increase in jobs. To support the housing and jobs, Axon is proposing high quality retail and restaurant space.

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 with existing offices and manufacturing 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 +/- 30 acres to serve as a campus for the business operations expansion.

The Axon Campus Expansion proposal allows this Scottsdale-based global company to continue to grow within the City of Scottsdale. The multi-family component will provide Axon the opportunity to expand employment by bringing more high-quality employees to the company and to the City. Additionally, the proposed buildings include a commercial component, which expands commercial uses within the City.

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.

We have continued to welcome any questions, comments or concerns from neighbors and other interested parties.

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 answer questions they had. As a result, some portions of the project were modified prior to formal submittal to address those comments. Since then, we have received more feedback from neighbors and staff and have continued to make revisions 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 World Headquarters Campus. In addition to housing and employment, this project will provide retail and commercial opportunities for the residents that live on site, as well as the residents that live in the surrounding area and the public.

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, bike lanes and a multi-use running trail as well as a roundabout to reduce vehicular speeds at intersections.

Axon has reconfigured the surrounding roadways to mitigate the impact of traffic on the adjacent neighborhood and reduce conflicts related to traffic from the Axon World Headquarters Campus. Axon proposes to maintain the current alignment of Mayo Boulevard as a resident only access point. Based on feedback from the adjacent neighborhood, we have reconfigured the roadways to reroute a significant portion of the industrial traffic onto Axon Way instead of through the neighborhood.

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. Having employees live and work on the same campus will significantly reduce daily trips in the area.

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 three, four and five stories. Our original proposal included all buildings at 5 stories with the hotel closest to the neighbors. Based on feedback from the neighbors, we reduced the building height of the building closest to them, moved the building back an additional 260’ and changed the use from a hotel to residential. Additionally, all the proposed building heights are significantly lower than the Axon office building which is approved at 96’ to the top of the mechanical screening.

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 experiencing 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 over 30 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.

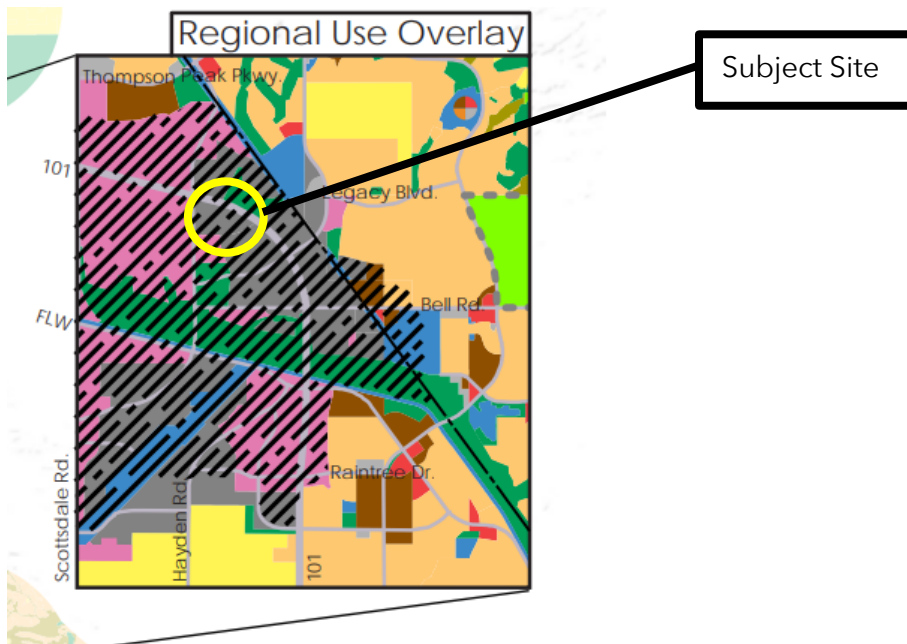
Axon's proposed Campus Expansion provides a number of buffers to reduce the impact of the Campus Expansion on the nearby residential. These include the realignment of Axon Way away from the neighborhood as well as a generous landscape buffer and berm to separate vehicles from the pedestrian circulation. The neighborhood is approximately 440' south of the closest proposed building. We have realigned the roadways to remove a significant amount of industrial traffic that the neighbors get today by routing that traffic on Axon Way and away from the neighborhood.

GENERAL PLAN AND GREATER AIRPARK CHARACTER AREA PLAN AMENDMENT NARRATIVE

General Plan Minor Amendment Justification

This request is to amend an area that consists of approximately 44 acres from Employment to Mixed-Use Neighborhoods. This request is considered 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 exception set forth in Section 8 Exceptions to the General Plan Amendment Criteria:

"Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria will apply . . . Regional uses [see Regional Use Overlay Category description] within the Regional Use Overlay area on the General Plan Future Land Use Map are determined as already planned land uses for that area and will be processed as a minor amendment."

The Axon Campus is located within a Regional Use Overlay area, which:

". . . provides flexibility for land uses when it can be shown that new land uses are viable in serving a regional market. Regional uses include, but are not limited to, corporate office, region-serving retail, major medical, educational

campus, community service facilities, tourism, and destination attractions. In determining whether proposed land uses are regional in nature, the city will consider whether the use has a regional draw, fulfills current economic development policies, enhances the employment core and the city's attractiveness to regional markets, benefits from good freeway access, and complements the established character for the area."

Axon is currently one of the City of Scottsdale's 10 largest employers but has long-since outgrown its existing Scottsdale-based building. As a result, Axon has had to temporarily move various components of its operations and employment outside of the City of Scottsdale into other jurisdictions. Axon fits into the Regional Use definition as a corporate campus – part corporate office, part campus environment. This allows supporting uses – like the hotel to host conventions or residential for its employees – to be located in an environment that helps establish this area as a World Headquarters facility for Axon instead of a new manufacturing building.

In addition to meeting the minor criteria under the Regional Use category, the chart below demonstrates that modification to the Land Use category from Employment to Mixed-Use Neighborhoods is also to be treated as a minor amendment:

| CHANGE IN LAND USE CATEGORY | | | | | | | | |
|-----------------------------|--------------------------------------|--------------------|----------------------|---------------------|--|---------------------|-----------------|---|
| From Category: | | To Category: | | | | | | |
| | | A | B | C | D | E | F | G |
| | | Natural Open Space | Developed Open Space | Rural Neighborhoods | Suburban Neighborhoods Cultural/Institutional or Public Use | Urban Neighborhoods | Resorts/Tourism | Commercial Employment Mixed-Use Neighborhoods |
| A | Natural Open Space | - | Major | Major | Major | Major | Major | Major |
| B | Developed Open Space | Minor | - | Major | Major | Major | Major | Major |
| C | Rural Neighborhoods | Minor | Major | - | Major | Major | Major | Major |
| D | Suburban Neighborhoods | Minor | Minor | Minor | Minor | Major | Major | Major |
| | Cultural/Institutional or Public Use | | | | | | | |
| E | Urban Neighborhoods | Major | Minor | Major | Minor | - | Minor | Major |
| F | Resorts/Tourism | Major | Minor | Major | Minor | Major | - | Major |
| G | Commercial | Major | Major | Major | Major | Minor | Minor | Minor |
| | Employment | | | | | | | |
| | Mixed-Use Neighborhoods | | | | | | | |

The Axon Campus consists of Axon's new World Headquarters building 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 has long since outgrown, Scottsdale is able to bring Axon's World Headquarters Campus to the City and consolidate functions and uses from other locations outside of Scottsdale.

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 an open campus makes it a more attractive employer to bring in specialized talent from all over the country.

The presence of a high-tech hub not only creates a highly skilled talent pool but also catalyzes economic growth across various sectors of the community. Benefits of developing a tech hub include: the development of a concentration of talent, enhanced local branding, fostering a business ecosystem, providing educational opportunities, and creating an innovative culture and community.

It is well documented that corporate expansions have stimulated growth in the surrounding areas and lead to increased property values as the area becomes more desirable and high-wage individuals relocate to the area. For instance, the expansion of Amazon in Long Island City, Hulu in Santa Monica, and Google in Los Angeles have all resulted in an upsurge of real estate prices in their respective regions ("How Big Companies Impact the Value and Dynamics of a Local Housing Market." U.S. News, 4 Mar. 2019, realestate.usnews.com/realestate/articles/how-big-companies-impact-the-value-and-dynamics-of-a-local-housing-market). The establishment of a local hub serves to effectively attract high-skilled workers and, in turn, supports the development of a robust labor pool and sustainable economy.

One study used the Zillow Home Value Index (ZHVI) and found that property values in all cases increased in the years following the announcements of new tech company campuses, indicating that such developments have a favorable impact on residential home values. In Cupertino (Apple), Menlo Park (Meta) and Redmond (Microsoft), property values grew faster post-announcement than their respective Metropolitan Statistical Areas (MSA), counties and states.

Allowing Axon to expand and operate its Corporate World Headquarters in Scottsdale furthers many of the City's goals in the Economic Development Five-Year Strategic Plan. Axon provides 2 of the 6 target industry goals related to technology and software/IT - both hardware devices (such as the TASER, body worn cameras, etc.) and software solutions (such as Axon Evidence). Scottsdale's goal of growing existing industries is served by providing an environment where Axon can continue to grow within the City. A detailed analysis of the

proposed World Headquarters Campus and how it helps the City implement the Economic Development Five-Year Strategic Plan begins on page 47 of this narrative.

General Plan 2035 Discussion

Axon is proposing to amend the Land Use designation for a portion of the proposed World Headquarters Campus from Light Industrial/Office to Mixed-Use Neighborhoods. Mixed-Use Neighborhoods are defined as having a “ . . . focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. . . ”

The subject site is located along Hayden Road at the Loop 101, providing for excellent freeway access and major regional services. Additionally, Axon plans to provide enhanced roadways on Hayden Road and Axon Way (formerly Mayo Boulevard) that include additional lanes of travel and dedicated bicycle lanes.

Axon’s proposal includes multi-family residential at a density of just under 44 dwelling units per acre consistent with the surrounding residential developments that average approximately 50 dwelling units per acre. The multi-family residential and hotel uses are supportive of the anchor headquarters building with light manufacturing and office space, and the multi-family buildings have supportive commercial space consisting of retail and restaurant uses. Considered together, the various uses act as a mixed-use neighborhood consistent with the proposed amendment to the General Plan Land Use designation.

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.

The Greater Airpark Character Area Plan defines AMU-R as “ . . . areas are appropriate for the greatest variety of land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Developments in AMU-R areas should be pedestrian-oriented, have access to multiple modes of transportation, and should be located outside of the Airport’s 55 DNL contour.” Axon’s proposed World Headquarters Campus has been thoughtfully designed to incorporate a variety of compatible uses that include the corporate office and industrial space (approved in 2020) as well as a hotel, multi-family residential, and ground floor commercial space within the multi-family residential buildings.

Axon's proposed World Headquarters Campus is designed with pedestrian connectivity throughout with enhanced open spaces between the hotel and office/industrial portions as well as a multi-use trail that spans the perimeter of the property. As part of its development plans, Axon will reconfigure Axon Way (formerly Mayo Boulevard) and Hayden Road to include additional lanes of traffic and dedicated bicycle lanes to facilitate efficient circulation of transportation in the area. We have also realigned the roadways to divert the industrial traffic currently going through the neighborhood onto Axon Way. This diversion significantly decreases the amount of industrial traffic the neighbors have expressed concerns about. The multi-family residential portions of the site are not located within the Airport's 55 DNL contour.

Additionally, the proposed Axon World Headquarters Campus is located along a Signature Corridor (Hayden Road). Signature Corridors are defined as: "... areas with the greatest potential for activity, new development, revitalization, and enhanced multi-modal connections. In employment and aviation areas, this designation provides flexibility for support uses, such as shops, restaurants, and fitness centers. In regional tourism and mixed-use areas, it seeks to encourage active uses, such as restaurants, entertainment, and retail, on the ground floor and/or closer to the street or pedestrian ways." Because the approved portion of the World Headquarters Campus consisting of the office/industrial building will remain as an Employment designation while the supportive multi-family residential, hotel and commercial are proposed as Mixed-Use, both portions are discussed below.

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. 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, which is necessary to support the additional jobs Axon will bring. The residential component of this proposal intends, first and foremost, to serve Axon's employees, while the hotel provides opportunities for Axon to host events and visitors 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 and sits directly south of the Loop 101 and east of Hayden Road. 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. The building on the Type A portion will consist of a 3- and 4-story building. That building, at its furthest closest point, will be approximately 440 feet from the neighbors to the south. Additionally, there will be a significant landscape buffer between the neighbors to the south and Building E.

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. The new land uses being proposed are viable and necessary in serving a regional market – the Axon World Headquarters.

Goal LU7: Develop an interconnected network of Signature Corridors (See Land Use Plan Map, pg 11) to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.

Policy LU 7.1: Encourage growth along corridors with the greatest potential for activity, new development, revitalization, tourist attractions, and enhanced multi-modal connections.

Axon's proposed World Headquarters Campus is located along Hayden Road at the Loop 101. The site is located in close proximity to TPC Scottsdale, which attracts hundreds of thousands of visitors each year; however, the site itself is a vacant area with great potential to enhance the surrounding amenities. Axon is proposing to relocate and reconfigure Axon Way (formerly Mayo Boulevard but approved to the currently shown configuration) to include additional lanes of traffic and dedicated

bicycle lanes as well as enhancements to Hayden Road that include an additional lane of travel and dedicated bicycle lanes.

Hayden Road can accommodate the proposed growth and was envisioned for many years by the City and ASLD to be an area of significant expansion. Additionally, the Greater Airpark Character Area Plan envisions this specific site as an area of Higher Intensity development (Type C).

Axon's proposed World Headquarters Campus helps further LU Goal 7 through this policy by locating growth along an area that has tourist attractions, is undergoing and planned for continued development, and includes a plan for enhanced multi-modal connections.

Policy LU 7.2: Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.

Much of the development along Hayden Road, a Signature Corridor in this area, consists of purely residential development. The proposed Axon World Headquarters Campus includes a multi-family residential component complete with ground floor commercial, a hotel and will operate as a gateway to Axon's World Headquarters building. These uses are compatible to the surrounding uses and consistent with the proposed land use designation of Mixed-Use Neighborhoods and Airpark Mixed Use-Residential.

Policy LU 7.3: Encourage and incentivize revitalization along Signature Corridors, particularly south of the Central Arizona Project Aqueduct.

The proposed Axon World Headquarters Campus is located on a currently vacant site within the Crossroads East Planned Community, a large area along the north and south sides of the Loop 101 between Scottsdale and Pima/Princess that has long been slated for significant growth. The subject site is located along Hayden Road, a Signature Corridor, that is experiencing a variety of new development along the west side of the street. Axon's World Headquarters Campus proposes to complete the Hayden Road Signature Corridor on the east side of the street to Loop 101.

Axon is requesting this rezoning, minor General Plan amendment, Greater Airpark Character Area Plan amendment and amended development standards and seeks the City's approval.

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. Axon's proposal consists of a mixed-use development, while also respecting the Greater Airpark as an aviation-based employment center. The current proposal will contain residential, hotel and commercial uses that will support the approved Axon World Headquarters.

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 training 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. Axon is also proposing water harvesting on the site. These approaches may include the reuse of condensate water, bio basins and porous pavements.

Economic Development Five-Year Strategic Plan

The Axon World Headquarters Campus helps the City further its goals, values and guiding principles set forth in the Five-Year Strategic Plan as detailed below.

Goals

Goal 1: Grow Scottsdale's existing industries to foster economic vitality. Scottsdale must support existing businesses in an effort to maintain competitiveness and foster prosperity.

- *Objective 1.2: Ready and promote commercial sites to support business expansion.*

Axon is proud to have originated and grown out of a small space in a Scottsdale garage to a leader in innovative technology and one of Scottsdale's top 10 employers. But in order to remain in Scottsdale, Axon requires a larger headquarters building and a corporate campus with housing options to attract and retain the best talent.

As the Strategic Plan notes, "... most business growth in cities like Scottsdale comes from the expansion of existing businesses...understanding their needs and supporting their growth . . . " The plan is unique in that it was created in 2021 and developed during COVID so it makes specific mention of the challenges that are presented with the way COVID has changed office and employee demands. Axon is proud to have growth that requires additional space, but is not immune to the way COVID has changed its business.

Axon's plan to create a holistic corporate campus reflects the changing employee desires to live close to work and have a variety of retail/restaurant/commercial amenities located nearby. This proposed Axon World Headquarters Campus is just a few hundred feet from its existing headquarters building and staying in this area is desirable to the company. For us to create the World Headquarters Campus we need to grow, we require the City of Scottsdale to adapt with us to the changing needs of businesses to include a campus environment with a mix of supportive uses, including a residential component.

Appendix B of the Strategic Plan notes the key items that were important in shaping the plan after receiving feedback including: making development along the 101 Corridor an economic development priority, leveraging the Airpark, establishing a

quality of place to attract headquarters, and revaluating the office in light of the COVID pandemic.

Axon's Campus meets many of the objectives of the Strategic Plan by keeping an existing business in Scottsdale while promoting development within the Airpark and along the Loop 101 Corridor. Creating a corporate headquarters campus makes Axon an attractive employer to future employees who are looking for high quality, flexible jobs in areas that provide a diverse set of activities in close proximity.

Goal 2: Attract investment to diversify Scottsdale's economy. Scottsdale must attract new investment into the local economy to ensure resiliency.

- *Objective 2.1: Execute a site-selector engagement strategy for Scottsdale's core industries.*

This objective aims to attract businesses with an emphasis on global headquarters and working with the Greater Phoenix Economic Council to bring desirable employers to the City. Axon has been working with GPEC to create a World Headquarters Campus on this site within the City of Scottsdale and Axon's desire is to remain in Scottsdale. Without the corporate campus in Scottsdale, however, Axon will likely turn to locations outside of Arizona to develop.

- *Objective 2.2: Lead, in partnership with Experience Scottsdale, Canada Arizona Business Council, and others, a robust effort to attract high-value regional and national HQs.*

Axon is a publicly traded S&P 500 company expected to generate \$1.88 to \$1.94 billion in 2024 – a 20% to 24% annual growth. Axon is a desirable company to have as a local employer and keeping Axon's headquarters in Scottsdale and providing it the opportunity to grow into a world headquarters within a corporate campus environment fulfills this objective and keeps a high-value employer in the City.

Goal 4: Make inclusion and diversity an economic development priority. Scottsdale must ensure that all residences and businesses have the opportunity to thrive.

- *Objective 4.1: Evaluate the needs of Scottsdale's diverse businesses.*

This objective encourages the City to engage with businesses to understand their needs and what the City can do to help these businesses grow. Axon has let the City know about the challenges in attracting and retaining high-quality employees, and Axon is proposing to create a mixed-use campus to complement its new headquarters to remain competitive in hiring skilled workers. Scottsdale has diverse businesses and Axon is committed to continue contributing to that diversity.

- *Objective 4.2: Advance, in concert with local partners, an initiative to support Scottsdale's diverse businesses.*

Axon values diversity and strives to create an inclusive environment and is proud to provide a workplace in Arizona that far exceeds industry norms for women in tech. For example, according to Deloitte, women comprise approximately 33% of employees at technology companies whereas more than 41% of Axon's employees in Arizona are female.

Goal 5: Build the premier destination for talent in the Southwest. Scottsdale's economic development success today hinges on talent attraction and retention.

- *Objective 5.3: Develop a remote worker campaign to draw tech-savvy and skilled talent to Scottsdale.*

While we will continue to allow remote work where we can, much of our work is based in law enforcement or research and design which can't be done from home. Axon's unique needs require a protected office environment. However, we are proposing a residential component to the World Headquarters Campus to help provide for the desire many employees have to work near home.

- *Objective 5.4: Invest in placemaking efforts to enhance Scottsdale as an inviting destination for local talent.*

This objective most accurately captures the importance of creating a corporate campus environment for Axon. Axon has outgrown its current headquarters and needs a bigger space where it can continue to expand its operations. With the competitive nature of the job market – particularly in the tech industry – potential future employees are increasingly seeking employment opportunities that come with lifestyle amenities nearby.

By establishing Axon's World Headquarters Campus with a variety of mixed-uses that are located close to many of Scottsdale's most desirable amenities, Axon is able to make itself a more attractive employer and bring new residents to Scottsdale to be a part of its growth. The proposed World Headquarters Campus is a placemaking effort that aims to establish Scottsdale as a destination for local talent and encourage new residents to call Scottsdale home while building up the City's diverse employment base.

Goal 6: Enhance the Scottsdale brand for business, capital and talent. Scottsdale must broaden its reputation as a city to grow a business and launch a career.

- *Objective 6.1: Develop a competitive identity/marketing campaign to support Scottsdale's economic development efforts.*

Providing an opportunity for Axon to remain in Scottsdale and grow its operations with the World Headquarters Campus creates an opportunity for the City to establish itself as a competitive destination for employers and employees.

- *Objective 6.2: Ensure that community collaborators, and economic development partners utilize consistent messages about investment and talent attraction.*

Axon worked with the City's Economic Development Department for several years to find opportunities for Axon to remain in Scottsdale while continuing to grow. Axon's ability to attract and retain employees includes the desirability of Scottsdale as a place to live, work and play, and the City's messaging about its flexibility to encourage employers to remain in Scottsdale should include considerations about mixed-use developments given changing employee needs.

Values

Economic Prosperity for All. *The City will advance economic prosperity for all Scottsdale residents and enterprises, by supporting wealth creation and economic mobility. This can be achieved by supporting a robust business attraction and expansion effort, as well as providing support to Scottsdale entrepreneurs to grow and scale their enterprises.*

Attracting businesses to Scottsdale and ensuring that existing employers can grow in the City requires collaboration between all facets of the City government. To put this value into action, the City must consider the changing needs of employers and employees and remain flexible in its planning efforts. This flexibility demonstrates to Scottsdale entrepreneurs that the City is committed to helping them expand and adapt to changing employment environments. Providing a supportive infrastructure for employers allows for wealth creation and increased economic opportunities for employees.

Future-Defining Innovation. *Scottsdale will invest in an entrepreneurial ecosystem that solves tomorrow's most pressing challenges. Already a growing center for venture capital investment and startups, Scottsdale's startups and scaleups are helping to ensure the city's traditional industries are relevant for the future.*

We hope the City sees Axon an example of Scottsdale's tech success. Axon has grown from a small startup in a Scottsdale garage to one of the City's top 10 employers being a part of the S&P 500. Our goal is to continue to grow with the City. Axon remains committed to helping solve the challenges facing the world utilizing its state-of-the-art technology, an industry that helps diversify Scottsdale's economy and broaden its workforce.

A Healthy Economy for Tomorrow. *The City will foster resiliency through industry diversification, upskilling, talent attraction and responsible revitalization. A more resilient Scottsdale will ensure a faster economic recovery in the future.*

Axon's technology and manufacturing jobs provide economic diversity to the City that can help soften the effects of economic downturns that impact tourism and service industry jobs which have historically constituted a significant portion of the economy. Axon's highly skilled workforce provides additional diversification and upskilling to the City's employee base consistent with this value.

A Sonoran Desert Way of Life. *Economic development efforts will prioritize Scottsdale's quality of place and promote the City's authenticity, character and values. Scottsdale's high quality of place is a central offering as it looks to attract and retain skilled residents.*

The City has invested significantly in the recreational amenities surrounding Axon's proposed World Headquarters Campus including the McDowell Mountain Sonoran Preserve and the Scottsdale Sports Complex. These demonstrate Scottsdale's commitment to establishing the quality of place and Axon chose this specific site due to its proximity to the many recreational opportunities nearby that are reflective of Scottsdale's desert character. Axon's employees increasingly seek amenities close to work and offering the World Headquarters Campus is designed to attract and retain its highly skilled workforce.

Guiding Principles

Balanced Development. *Consistent with the values in the City's General Plan, Scottsdale will advance economic development initiatives that balance prosperity and livability. Staff across the City's economic development and planning departments will collaborate to develop a framework for evaluating the "highest and best" use of future redevelopment efforts.*

Axon's proposed World Headquarters Campus reflects a balance between light industrial/office uses and residential-focused mixed-use uses. The residential and commercial components of the World Headquarters Campus buffer the more intense industrial and office uses from the nearby residential while creating a harmonious and cohesive development within the campus. A more in-depth discussion of how the Axon World Headquarters Campus furthers the values in the General Plan is located on page 25 of this narrative.

Export Industry-Driven. *Scottsdale will pursue a data-driven export industry approach to drive economic diversification. Research shows that growing sectors that sell goods and services outside of the city accelerate job creation.*

Axon's operations include design, engineering and manufacturing of advanced hardware (such as the TASER and Axon body worn cameras) as well as development and maintenance

of software solutions (such as the Axon Evidence platform). Much of Axon's sales come from outside of the state and country while manufacturing, engineering, and other jobs remain in Scottsdale. However, Axon has far outgrown its current headquarters and needs to create a holistic World Headquarters Campus to remain in the City.

Existing Businesses First. *The City will focus on business expansion and retention to grow Scottsdale's economic base and attract investment. Generally, more than 70% of the new jobs created in a city come from existing businesses.*

Axon is a local success story and proud to be one of the City's top 10 employers after its humble beginnings in a Scottsdale garage over 30 years ago. Axon desires to stay in Scottsdale and continue to grow, but it is constrained by its current facilities. The World Headquarters Campus will allow Axon to remain in the City with a major investment that will provide additional jobs and increase the City's economic base with commercial and hotel components.

If Axon is approved to build its World Headquarters Campus, Axon's impact on the local economy is projected to increase by roughly 600%, as the company expands from 800 to 5,000 employees. This growth is anticipated to result in an annual net-gain of \$9,500,000 in additional tax revenue for the City of Scottsdale – 13x more than what the current net-revenues generated by Axon each year. As an international tech leader, Axon pays its employees well above the State's average wage, generating more than \$1,000,000,000 in economic activity in 2023 alone – an impact equivalent to hosting a Super Bowl every year.

The Axon World Headquarters Campus would allow Axon to host its conferences, normally held in other cities and states, which would bring in approximately 18,200 business travelers and generating an estimated \$26,000,000 in sales at local restaurants, retailers, hotels and other travel-related businesses each year. Construction of the World Headquarters Campus would create 3,500 construction-related jobs, \$3,000,000,000 in economic activity and \$145,100,000 in state and local tax revenues.

The large labor pool of skilled workers will help attract additional high-tech businesses to Scottsdale, raising local incomes and creating a vibrant business ecosystem. The additional wealth and development of the area will also enhance the desirability of the community, enhancing the value of neighboring property.

The potential economic impact of Axon's planned expansion is significant for the local economy. Once complete and fully operational, Axon's annual day-to-day business activities and employee/business-traveler spending will support:

- 18,800 jobs with \$1,200,000,000 in labor income
- \$3,600,000,000 in economic output
- \$57,200,000 in state tax revenues
- \$17,200,000 in county taxes

- \$11,500,000 in Scottsdale tax revenues
- \$1,600,000 in commercial property tax revenues for local jurisdictions

These combined income, output and tax revenues equal \$4.88 billion dollars per year. These tax collections can be used to fund local infrastructure improvements, enhance public safety, improve the quality of education, and contribute to the overall quality of life of residents. If built, the Axon World Headquarters Campus will have an impact equivalent to hosting almost five Super Bowls per year.

Focus on Entrepreneurship. *Scottsdale will foster an inclusive startup ecosystem as a means of wealth creation for residents. A supportive startup environment is also essential for creating a more resilient, shock-resistant economy.*

While Axon is now an integral and important part of Scottsdale's economy, it was once a small startup. As Axon continues to grow, the City's supportive environment for tech industry jobs will provide additional opportunities for innovation that will diversify Scottsdale's economy to protect against challenging economic conditions.

Private Sector and Partner Engagement. *To achieve success with this plan, Scottsdale's private sector and economic development partners will be critical to advance the City's economic development priorities.*

The City must remain adaptable in order to achieve success in implementing its Economic Development Five-Year Strategic Plan. The plan was adopted in 2021 when the world was still adapting and changing as a result of the COVID-19 pandemic. A few years later, the long-term impacts of the pandemic are now more apparent – not the least of which is the shifting demands for employees. Axon's proposed World Headquarters Campus is reflective of the changing employment environment and has shared with representatives of the City the importance of flexibility in planning to accommodate continued growth within Scottsdale.

Equitable Approach. *The City will apply an equity lens to all economic development efforts, ensuring all Scottsdale residents and businesses can thrive. This is essential for attracting and retaining businesses and residents that want to operate and live in more inclusive communities.*

Axon's dedication to inclusivity is a core part of its values and Axon understands that diversity of thought provides the greatest opportunities for innovation. By providing unique mixed-use developments centered around corporate campuses and headquarters, Scottsdale can support Axon's expansion within the City while attracting the type of highly sought after tech employees Axon needs moving forward.

AMENDED DEVELOPMENT STANDARDS

Axon proposes to modify the standards of the PCP zoning district and P-C standards as shown below in legislative edit. Language proposed to be removed is noted in ~~striketrough~~ and additions are noted in **BOLD UNDERLINED CAPS**.

Section 5.4000 - Planned Airpark Core Development (PCP)

Sec. 5.4001. - Purpose.

The purpose of the PCP District is to promote, encourage, and accommodate innovatively designed and master-planned mixed-use developments within the Greater Airpark Character Area. The PCP District should:

- A. Accommodate mixed-use commerce and employment centers.
- B. Provide a dynamic complement to employment cores with support retail, service, tourism, cultural, and residential uses.
- C. Promote an efficient and safe traffic circulation system through the inclusion of a mix of complementary uses and provisions for multiple modes of travel.
- D. Promote architectural excellence and creative design through development standards that create high quality character for structures, site plans, and streetscapes.
- E. Protect adjacent neighborhoods through strict development standards while encouraging innovative site planning and environmental sensitivity throughout the PCP District.
- F. Provide an open space framework of enhanced streetscapes, functional pedestrian spaces, enhanced view corridors and other public environmental amenities.
- G. Promote environmental stewardship and sustainability through the application of recognized and established environmentally responsible building techniques and desert appropriate design approaches.

Sec. 5.4002. - Applicability.

The PCP District is only applicable to properties within the Greater Airpark Character Area Plan.

Sec. 5.4003. - Application requirements.

- A. Development Plan size requirement. Minimum: 2 acres of gross lot area.

- B. Zoning District Map Amendment Applications. An application for PCP zoning shall be accompanied by a Development Plan as required in Article VII.
- C. Development Master Plans. Developments within the PCP District that are developed in more than one phase shall submit Development Master Plans, as required in Article VII.

Sec. 5.4004. - Reserved

Sec. 5.4005. - Conformance to approved plans.

- A. A PCP District shall be developed in conformance with the approved Development Plan and other required Development Master Plans as provided in Article VII.

Sec. 5.4006. - Use Regulations.

- A. The uses allowed in the PCP District are shown in Table 5.4006.A. with additional limitations on uses as listed. The land uses that correspond for each of the land use designations in the Greater Airpark Character Area Plan are as set forth in the sub-districts below in Table 5.4006.A. The land use designations depicted on the Greater Airpark Future Land Use Plan Map are:
 - 1. Airpark Mixed Use Residential (AMU-R)
 - 2. Airpark Mixed Use (AMU)
 - 3. Employment (EMP)
 - 4. Aviation (AV), and
 - 5. Regional Tourism (RT).
- B. Drive-through and drive-in services are not allowed in the PCP-AMU-R, PCP-EMP, PCP-AV and PCP-RT sub-districts. Drive-in services are not allowed in the PCP-AMU sub-district. Only drive-through services associated with a restaurant are allowed in the PCP-AMU subdistrict.

| Table 5.4006.A. Use Table | | | | | |
|--|---------------|-------------|-------------|-------------|-------------|
| Land Uses | Sub-Districts | | | | |
| (P is a Permitted use.) | PCP-AMU-R | PCP-AMU | PCP-EMP | PCP-AV | PCP-RT |
| 1. Aeronautical use | | | | P (3) | |
| 2. Bar | P | P | | | P |
| 3. Civic and social organization | P (2) | P (2) | P (2) | | P (2) |
| 4. Cultural institution | P (2) | P (2) | P (2) | | P (2) |
| 5. Day care center | P (2, 6) | P (2, 6) | | | P (2, 6) |
| 6. Dwelling | P (2, 4, 6) | | | | P (2, 6) |
| 7. Educational service, elementary and secondary school | P (2, 6) | P (2, 6) | P (1, 2, 6) | | P (1, 2, 6) |
| 8. Educational service, other than elementary and secondary school | P (2, 6) | P (2, 6) | P (2, 6) | P (1, 2, 6) | P (2, 6) |
| 9. Financial institution | P | P | P (1) | | P (1) |
| 10. Health and fitness studio | P | P | P | | P |
| 11. Internalized Community Storage | | P | P | P | |
| 12. Light manufacturing | | P | P | P | |
| 13. Live entertainment | P | P | | | P |
| 14. Medical and diagnostic laboratory | P | P | P | | |
| 15. Medical recovery or therapy center | P (2, 4, 6) | P (2, 4, 6) | P (2, 6) | | P (1, 2, 6) |

| Table 5.4006.A. Use Table | | | | | |
|--|----------------|----------|-------------|--------|----------------|
| Land Uses | Sub-Districts | | | | |
| (P is a Permitted use.) | PCP-AMU-R | PCP-AMU | PCP-EMP | PCP-AV | PCP-RT |
| 16. Multimedia production without communication tower | P (4) | P | P | | P |
| 17. Municipal use | P | P | P | P | P |
| 18. Office | P (4) | P | P | | P |
| 19. Personal care service | P | P | P (1) | | P |
| 20. Place of worship | P (2, 6) | P (2, 6) | P (1, 2, 6) | | P (1, 2, 6) |
| 21. Recreation facility | | | | | P |
| 22. Residential health care facility | P (2, 4, 5, 6) | | | | P (1, 2, 5, 6) |
| 23. Restaurant | P | P | P (1) | | P |
| 24. Restaurant, including drive-through restaurant but excluding drive-in restaurant | | P (7) | | | |
| 25. Retail | P | P | | | P |
| 26. Scientific research and development | | P (4) | P | P | |
| 27. Sports arena | | P (1, 2) | P (1, 2) | | P (2) |
| 28. Theater | P (2, 6) | P (2, 6) | | | P (2, 6) |
| 29. Travel accommodations | P (2, 6) | P (2, 6) | P (1, 2, 6) | | P (2, 6) |
| 30. Vehicle leasing, rental, or sales | P (4) | P (1, 4) | P (1, 4) | P | P (4) |

| Table 5.4006.A. Use Table | | | | | |
|---|---------------|---------|---------|--------|--------|
| Land Uses | Sub-Districts | | | | |
| (P is a Permitted use.) | PCP-AMU-R | PCP-AMU | PCP-EMP | PCP-AV | PCP-RT |
| 31. Veterinary and pet care service | P | P | | | P |
| 32. Wholesale, warehousing and distribution | | | P | P | |
| 33. Wireless communications facility, Type 1, 2, and 3. | P | P | P | P | P |
| 34. Wireless communications facility, Type 4. | CU | CU | CU | CU | CU |

Use Limitations:

- (1) Limited to a site with frontage on a major collector or arterial street.
- (2) Limited to areas outside of the AC-3 area as described in the City's procedures for development near the Scottsdale Airport and in the Scottsdale Revised Code, Chapter 5 - Aviation, as amended.
- (3) Limited to a site with frontage onto an airport taxilane or taxiway.
- (4) Limited to a maximum of ~~50~~**58** percent of the ground floor building area of the Development Plan.
- (5) Limited to a maximum density of 40 dwelling units per acre of gross lot area of the Development Plan.
- (6) Limited to a sound transmission class of not less than 50 (45 if field tested) as provided in the International Building Code (IBC), and subject to fair disclosure requirements to notify property owners and tenants within the Airport Influence Area.
- (7) Restaurant, including drive-through restaurant but excluding drive-in restaurant, are subject to the following standards:

- a. Any drive-through lane shall be screened by a minimum four (4) foot tall solid wall or combination of wall and dense landscaping. Any drive-through lane shall have a shade canopy provided over the drive-through at the restaurant pick-up window.
- b. Any drive-through lane shall have a minimum setback of 75 feet from the street line along designated Scenic Corridors or Buffered Roadways as defined in the General Plan, or along designated Signature Corridors as defined within the Greater Airpark Character Area Plan, with a minimum 25-foot landscape buffer provided between the drive-through lane and the street line.
- c. Any drive-through lane shall have a minimum setback of 150 feet from a single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District.
- d. Any drive-through lane shall have a minimum 50-foot landscape buffer provided between any property line that abuts a residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District.

Sec. 5.4007. - Development standards.

- A. Floor area ratio. Maximum: 0.8 for the Development Plan.
- B. Building height (~~including~~ **EXCLUDING** all rooftop appurtenances).
 - 1. Maximum:
 - a. 54 feet if the Development Plan area is between 2.00 and 5.00 acres,
 - b. 62 feet if the Development Plan area is between 5.01 and 10.00 acres, and
 - c. 84 feet if the Development Plan area is more than 10.00 acres, except as provided below.
 - 2. Maximum near single family residential:
 - a. 42 feet within 300 feet of any single-family residential districts shown on Table 4.100. A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) District.3.Rooftop appurtenances. These structures including the screening of

them shall not cover more than 35 percent of the roof area of the building(s) in the Development Plan.

C. Required open space.

1. Total open space.

a. Minimum: 25 percent of net lot area of the Development Plan.

2. Parking areas and parking lot landscaping are not included in the required open space.

D. Building setbacks.

1. Front setback.

a. Minimum: 25 feet along arterial and major collector streets.

b. Minimum: 30 feet along minor collector and local streets.

2. Measuring setbacks along streets. All setbacks shall be measured from the curb line along streets.

3. Signature intersections. At the intersection of two streets, when both streets are classified as a major collector or arterial, there shall be a building setback triangle. The two equal sides of the triangle shall be 70 feet, starting from the point of intersection of the extension of the property lines at the corner. Within the triangle at least 50 percent of the area shall be shaded by structural or landscape materials.

4. Side and rear setbacks.

a. Abutting residential districts (as shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the residential districts shown on Table 4.100.A., or a Planned Residential Development (PRD) District). (See Example 5.4007.E.1.)

i. Minimum: 60 feet from any single-family residential district, and

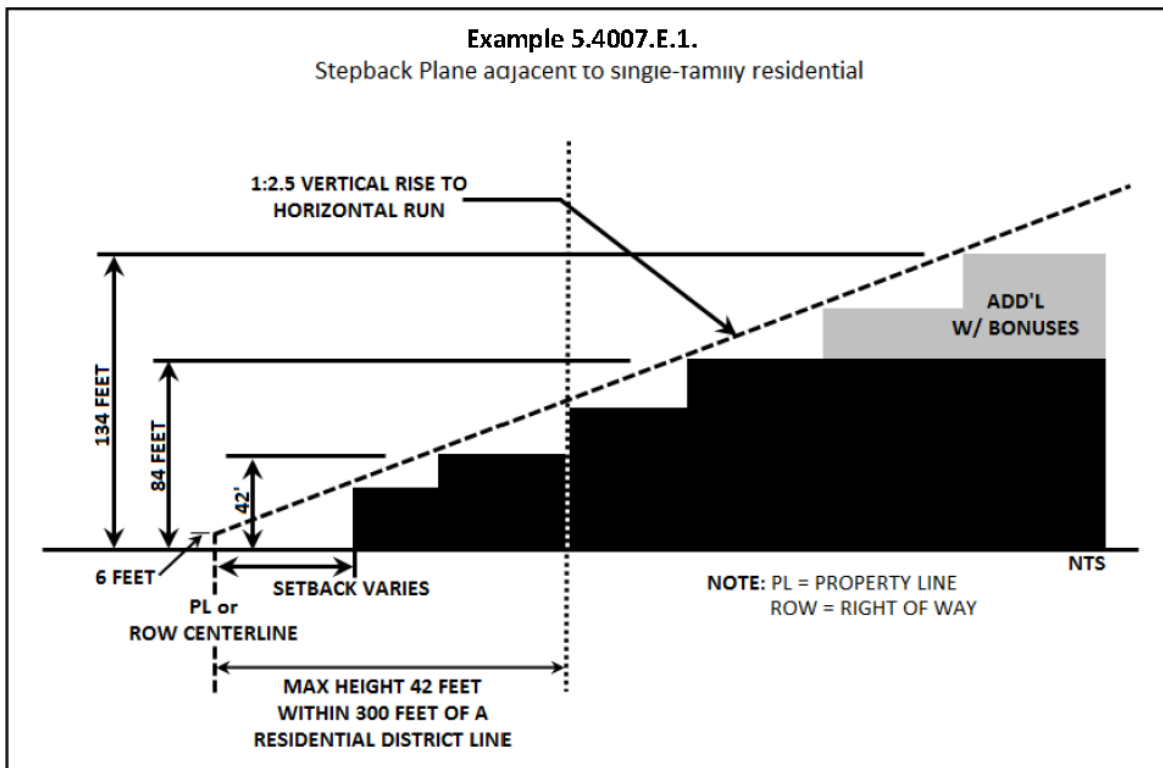
ii. Minimum: 30 feet from all other residential districts.

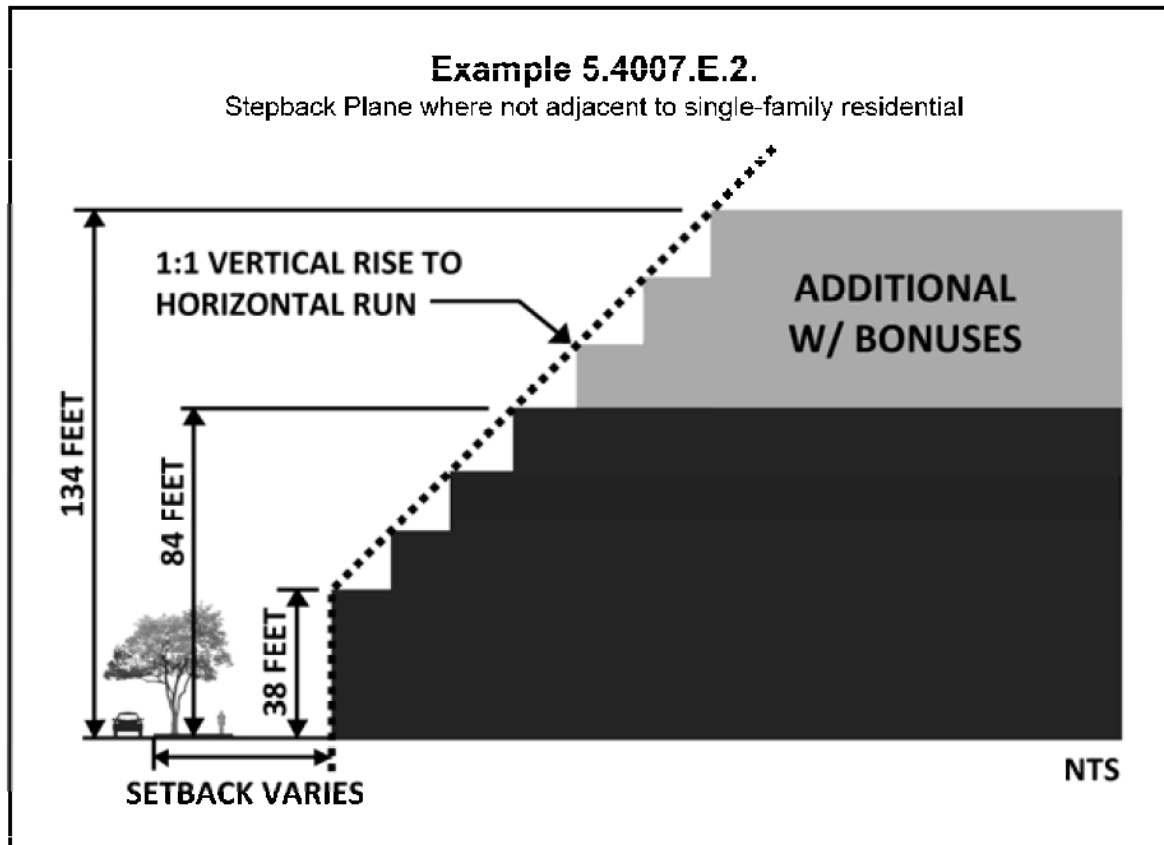
b. Abutting nonresidential districts. (See Example 5.4007.E.2)

- i. Minimum: 15 feet.

E. Stepback plane:

1. Abutting single family districts (as shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or a Planned Residential Development (PRD) District).
 - a. Vertical to horizontal ratio: 1:2.5, beginning 6 feet above the PCP District boundary. (See Example 5.4007.E.1.)
2. Other locations.
 - a. Vertical to horizontal ratio: 1:1, beginning 38 feet above the setback line. (See Example 5.4007.E.2.)





3. Minor amendments to achieve a more suitable Development Plan. Upon demonstration of significant sustainable, high-quality urban design and other features beyond those required by the City, the Zoning Administrator may approve up to a maximum of 10 percent deviation to the stepback plane requirements. Exception: Amendments cannot be applied to the requirements of Section 5.4007.E.1.

- F. Screening. All operations and storage shall be conducted within a completely enclosed building or within an area contained by a wall or fence as determined by Development Review Board approval.

Sec. 5.4008. - Bonus provisions.

- A. Applicability. The City Council may approve bonus development standards for property zoned PCP upon demonstration of noteworthy investments in sustainable, high-quality design and other features that provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Greater Airpark Character Area Plan, and City objectives, subject to the following criteria:

1. Minimum Development Plan area: 4.00 acres of gross lot area.
2. Limitations:
 - a. Bonus development standards cannot be applied to any portion of a PCP District Development Plan that is less than 300 feet from a single family district (as shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or a Planned Residential Development (PRD) District).
 - b. Bonus development standards cannot be applied to any portion of a PCP District Development Plan that is within the AC-3 area shown on Figure 1, Airport Influence Area, in the Scottsdale Revised Code, Chapter 5–Aviation, as amended.
- B. Bonus development allowances. Subject to the maximum bonus development standards as provided below, the City Council may approve an increase of the floor area ratio (FAR) and/or an increase of the building height based upon the property owner providing Special Public Improvements as identified below and/or any other community benefit(s) approved by City Council as part of a Development Plan.
- C. Maximum bonus development standards:
 1. Floor area ratio.
 - a. Maximum: 2.0 for the Development Plan.
 2. Building height (inclusive of all rooftop appurtenances).
 - a. Maximum:
 - i. Development Plan area of 4.00 to 5.00 acres of gross lot area: 92 feet.
 - ii. Development Plan area of 5.01 to 10.00 acres of gross lot area: 104 feet.
 - iii. Development Plan area of 10.01 to 15.99 acres of gross lot area: 116 feet.
 - iv. Development Plan area of 16.00 acres or more of gross lot area: 134 feet.
 - v. The total floor area(s) of any single floor above building heights greater than 92 feet shall not exceed 20% of the total ground floor building area of the Development Plan.

- b. Maximum near single-family residential. Maximum building height shall be 42 feet within 300 feet of any single-family residential district shown on Table 4.100.A., or the portion of a Planned Community (P-C) with an underlying zoning district comparable to the single-family residential districts shown on Table 4.100.A., or any Planned Residential Development (PRD) district.
- D. Allocation of bonus development standards. The Development Plan shall identify the specific allocation of bonus development standards and is subject to City Council approval.
- E. Special Public Improvements requirements. Development projects utilizing Special Public Improvements and/or other community benefit(s) to achieve bonus development standards shall comply with the Special Public Improvements requirements as outlined in Section 7.1200.
- F. Special conditions.
 - 1. Building materials: Reflective materials are limited to 60 percent of the building wall area for portions of a building located above a building height of 104 feet.
 - 2. Open Space. Minimum: 28 percent of the net lot area of the Development Plan receiving a bonus.
- G. Bonus development standards procedures.
 - 1. Any application of bonus development standards, or amendment to application of bonus development standards, shall be subject to City Council approval through a zoning district map amendment with a Development Plan. A development agreement is required with the utilization of Special Public Improvements and/or any other proposed community benefit(s).
 - a. The Development Plan shall include a development project narrative that:
 - i. Describes, in addition to other project narrative requirements, the bonus development standards sought, specifying the proposed floor area ratio and/or building height, as applicable,
 - ii. Identifies how the development project will comply with the Special Public Improvements requirements and/or an analysis of any other proposed community benefit(s), as applicable, and

- iii. Provides the method and calculations for determining the Total Construction Cost Estimate, as outlined in Section 7.1200, as applicable.
- b. The development agreement shall be in a form satisfactory to the City Attorney and include, but not be limited to, the requirements outlined in Section 7.1200.

Sec. 5.4009. - General Provisions.

Except as otherwise provided, the provisions of Article VII apply.

Sec. 5.4010. - Sign Requirements.

The provisions of Article VIII apply. In lieu of using the PCP sign standards of Article VII, the property owner may choose to use signs allowed in the Planned Regional Center (PRC) District in the PCP District.

Sec. 5.4011. - Parking and Loading Requirements.

The provisions of Article IX apply.

Sec. 5.4012. - Landscaping Requirements.

The provisions of Article X apply.

Additionally, we are working with the Arizona State Land Department to modify the Planned Community standard to remove the Hayden Core Transition prohibition on non-industrial uses 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.~~

GREATER PHOENIX METRO GREEN INFRASTRUCTURE HANDBOOK COMPLIANCE

Axon shares in the desire to incorporate low impact development into its World Headquarters Campus 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.