

250 Rio
250 W. Rio Salado Pkwy
Tempe Planning Case No. PL210130

Applicant's Letter of Explanation for:
General Plan Amendment, Zoning Map Amendment, Planned Area
Development Overlay, and Development Plan Review Applications

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Applicant and Introduction

Hines (the “Applicant”) respectfully submits these applications to accommodate the redevelopment of the approximate 1.67 net acres site located at 250 West Rio Salado Parkway in downtown Tempe, Arizona (the “Site”). See **Exhibit A** for an aerial photograph of the Site.

Founded in 1957 and headquartered in Houston, Texas, Hines is a privately owned global real estate investment, development and management firm with a presence in 240 cities in 27 countries and \$160.9 billion of assets under management. With extensive experience across all property types and a current property and asset management portfolio including 622 properties, Hines is one of the largest and most respected real estate organizations in the world. Properties owned, developed and/or managed by Hines in the Phoenix metropolitan area include:

- 100 Mill, a commercial development comprised of office and hotel towers with active street levels uses at the southwest corner of Mill Avenue and Rio Salado Parkway approximately 380 feet from the Site;
- 111 West Rio / ADP, a nine-story office building located at the southeast corner of Ash Avenue and Rio Salado Parkway just south of the Site;
- Papago Spectrum, a four-story office building at the southwest corner of N. Priest Drive and W. Washington Street in north Tempe;
- 24th At Camelback, an eight-story mixed-use building, and 24th At Camelback II, an 11-story office building, at the southwest corner of 24th Street and Camelback Road in Phoenix;
- Adeline, a future 25-story, 379-unit luxury for-rent apartment community at the northeast corner of 2nd Street and Jefferson Street in downtown Phoenix (under construction); and
- The Residences at Happy Valley, a future luxury multifamily development consisting of six three-story buildings alongside resident amenities at the northwest corner of Happy Valley Road and 35th Avenue in north Phoenix (under construction); and,
- The Offices at Chandler Viridian, a six-story office building at the northwest corner of the Loop 101 / Loop 202 interchange and adjacent to the Chandler Fashion Center in Chandler.

Applications

To accommodate the redevelopment of the Site with a high-quality commercial project within an urban, mixed-use and downtown environment, the Applicant is submitting General Plan Amendment (“GPA”), zoning amendment (“ZON”), planned area development (“PAD”) overlay and development plan review (“DPR”) applications (collectively, the “Applications”). As part of the DPR application, the Applicant is also requesting an administrative finding that the proposed development’s design, while not meeting all literal standards of the Transportation Overlay District’s (“TOD”), generally conforms to the intent of the TOD. A separate letter detailing the administrative general conformance finding request is included as part of the Applications submittal package.

The Applicant's redevelopment proposal for the Site is a 14-story Class A, office development consisting of six (6) levels of parking (with 549 vehicle parking spaces), eight (8) levels of office space (totaling 216,000 square feet), active street-level commercial use space and substantial landscape (soft and hardscape) improvements to enhance the Site's pedestrian realm and create a pedestrian connection from Rio Salado Parkway to Tempe Town Lake (the "Project" or "250 Rio"). The Applicant's proposal also includes working in partnership with the City to address the historic Ash Avenue Bridge Abutment and developing the second phase of the Veteran's Memorial, adjacent to the Site.

The Site is currently improved with a vacant one-story building (formerly the Arizona Pennysaver building) and a surface parking lot. The Site is an incredible opportunity for a unique development in the Downtown Tempe District. Bound by Tempe Beach Park to the north and east and Rio Salado Parkway to the south and west, the Project will develop one of the last remaining parcels at the core of Tempe Town Lake. In addition, unique adjacencies, such as the historic Ash Avenue roadbed, the historic Ash Avenue Bridge Abutment and Veterans' Memorial within Tempe Beach Park, and the terraced bleachers built of river cobbles at Tempe Beach Stadium to the east and northeast, provide opportunities for celebration and activation of Tempe landmarks.

The Site is currently zoned R1-6 (Single-Family Residence) and GID (General Industrial District) and is located within multiple overlay districts, including the Rio Salado Overlay District (RSOD), General Industrial Overlay District (GIOD) and Transportation Overlay District (TOD). Within walking distance of the Site are several public transit options, including a future Tempe streetcar stop on Rio Salado Parkway to the east, the light rail station at 3rd Street and Mill Avenue to the southeast, and a future Tempe streetcar stop on Ash Avenue to the southwest.

The Project represents an opportunity to make a significant statement along Rio Salado Parkway (a main gateway into downtown Tempe) with the introduction of a modern, high-quality office tower that will increase the commercial office and retail /restaurant mix within the Downtown Tempe District while celebrating and activating the Site's adjacent historical landmarks at the same time.

The Applicant anticipates strong and sustainable demand for Class A commercial office space at this location. The Applications are representative of emerging development patterns in downtown Tempe and the private and public investment continuing to occur within the Downtown Tempe District and along Tempe Town Lake.

Site Area

The Site is approximately 1.81 net acres in size. Located just south of Tempe Town Lake, the Site is bound by Tempe Beach Park to the north and east and Rio Salado Parkway to the south and west. A legal description for the Site is included as part of the Applications submittal package.

Area Context

As noted above, the Site is located within the Downtown Tempe District. Existing and approved uses and features in the immediate area surrounding the Site include:

- The historic Ash Avenue roadbed to the east;
- Tempe Beach Park to the north and east;
- The historic Ash Avenue Bridge Abutment and Veterans' Memorial within Tempe Beach Park to the northeast;
- Tempe Beach Park stadium beyond the Ash Avenue roadbed to the east;
- A city-owned surface parking lot serving Tempe Beach Park followed by Tempe Town Lake to the north;
- The future Tempe streetcar line along the Site's Rio Salado Parkway frontage to the south;
- The Valley Metro light rail and Union Pacific Railroad lines to the west across Rio Salado Parkway ;
- The approved 100 Mill commercial development under construction to the southeast at the southwest corner of Mill Avenue and Rio Salado Parkway;
- The Tempe Center for the Arts to the west along Tempe Town Lake; and,
- The Regatta Pointe condominiums to the west across from Rio Salado Parkway.

Other existing and approved uses and features in the surrounding downtown and lakefront areas include a variety of employment, commercial, residential and mixed-use developments. See **Exhibit B** for an aerial photograph depicting the location of existing and approved uses and features in the surrounding area. The Applicant envisions the Project will provide additional office, active commercial use, and amenity spaces for the area. In addition, the Project will also provide an opportunity to develop the second phase of the Veterans' Memorial.

Planning Context

As shown by the maps provided in **Exhibits C** and **D**, the General Plan 2040 (the "General Plan") land use map currently projects the vast majority of the Site for mixed-use development, which is consistent with the proposed commercial development. The General Plan also projects a small portion of the Site's eastern perimeter approximately 18 feet in width abutting the historic Ash Avenue roadbed for public open space use. In order to be consistent with the proposed Project, the Applicant is requesting to change the land use and density designations for the noted small portion of the Site projected for public open space and no residential density to mixed-use and high-density urban core (more than 65 units per acre). See **Exhibits E** and **F** for the proposed General Plan land use and density designations for the Site.

The requested land use and density designations simply serve to unify the use and density designations for the Site so that the entire Site may be redeveloped in accordance with the Project. A detailed discussion of the amendment request is provided in the General Plan amendment analysis section below.

According to the General Plan, the mixed-use land use category is designed to accommodate a mixture of commercial and residential uses. The mixed-use category encourages creatively designed developments that create a living environment which reflect a "village" concept where there is an opportunity to live, work and play within one development or area. The Project, which will provide commercial office space along with active commercial use space, in combination with the existing and planned residential, commercial, entertainment and recreational

uses throughout the Downtown Tempe District and along Tempe Town Lake will provide opportunities to live, stay, work, eat, shop and play within one area—namely, the Downtown Tempe District. The Project will add to the mix of uses envisioned for the area by the General Plan. Furthermore, the Site’s pedestrian improvements, including an active commercial use space located along and oriented toward the historic Ash Avenue roadbed and significant landscaping along the Site’s street frontage, will energize historic Ash Avenue and Tempe Beach Park while enhancing the pedestrian environment in the Downtown Tempe District as whole.

The Site is also located within the boundaries of several area policy plans. A brief description of these area policy plans as well as the Project’s compliance with many of their policies and goals is provided below.

Downtown Tempe/Rio Salado/ASU/NW Neighborhoods Character Area Plan

In order to further the goals and implement General Plan 2040, the City of Tempe adopted a character area plan for the downtown Tempe, Rio Salado, ASU and Northwest Neighborhoods areas (the “Character Area 3 Plan”). The Site is located within the Character Area 3 Plan’s boundaries. The general vision of the Character Area 3 Plan is to create a seamless patchwork of destinations that meld downtown Tempe, the Rio Salado corridor / Town Lake, ASU / Novus Innovation Corridor, and Tempe’s Northwest Neighborhoods by connecting people to places through active, walkable, and transit-oriented environments. The Project is designed within the context of the Character Area 3 Plan’s design guidelines and place-making principles. Specifically, the Project will further the following performance measures associated with the Character Area 3 Plan’s design guidelines and place-making principles:

- Increase the number of employees in downtown Tempe and the TOD;
- Connect people to places for living, employment, education, transportation hubs, open space, cultural and recreation, restaurant and retail through well-designed streetscapes, shade and active ground floors;
- Support human health, economic development, and livability through the creation of a walkable, bikeable and transit-oriented environment;
- Improve the quality, accessibility and connectivity of redevelopment and infill projects; and,
- Foster economic development throughout the area through an engaging pedestrian realm.

Downtown/Mill Avenue District Community Design Principles

The Site is located in the Downtown / Mill Avenue District (the “Downtown Tempe District” or “District”) planning area. In April 2006, design principles were accepted for the Downtown Tempe District with the intent of encouraging the ongoing redevelopment of this portion of the community toward the achievement of a high quality built environment with a special sense of place. The foundation of the design principles includes encouraging mixed-use designs, focal points, pedestrian movement, architecture that will withstand changes in style and economy, responding to climatic factors and human comfort, and the provision of opportunities for interaction and observation.

The Project represents a substantial reinvestment in the Downtown Tempe District with an office and commercial use tower that will further foster an enjoyable and vibrant environment within the District while also celebrating and activating adjacent historic landmarks. The proposed development will fit well into the physical environment, create visual interest and provide a secure environment that will stand the test of time. The Project's design encourages pedestrian movement by orienting commercial uses towards historic Ash Avenue and activating the pedestrian walkway between Rio Salado Parkway and Tempe Town Lake with enhanced landscaping (both soft and hardscape) that will provide a comfortable pedestrian experience. The Project's design and pedestrian elements will activate the historic Ash Avenue roadbed and connect pedestrians to/from Tempe Beach Park, Tempe Town Lake and the downtown. The Project is the exact type of product and design envisioned for the Downtown Tempe District.

Mill & Lake District Streetscape Principles & Guidelines

The Site is located in the Mill & Lake District. In 2011, the City adopted streetscape principles & guidelines ("Streetscape Guidelines") for public right-of-way within the Mill & Lake District to guide future redevelopment in the district in a manner that, among other things, promotes human interaction, enhances streetscape infrastructure, encourages reinvestment and provides an interconnected streetscape in the district with a diverse continuity.

The Streetscape Guidelines designate the Site's Rio Salado Parkway frontages as an external connector/transit street. As stated in the Streetscape Guidelines, the purpose of external connector/transit streets is to connect the internal core of the district with adjoining neighborhoods or other connectors, including current or planned transit routes. The external connector/transit streets convey much of the character of Mill Avenue into the rest of the district and beyond. As shown on the landscape plan included with the Applications, the Project's streetscape materials and other elements have been intentionally selected in accordance with the spirit of the Streetscape Guidelines applicable to external connector/transit streets. As noted above, one of the primary intents of the Project is to enhance pedestrian connections in the Downtown Tempe District by providing a pleasant streetscape environment.

Town Lake Design Document

The Site is subject to the Town Lake Design document adopted by the City. This document provides a policy framework to guide new development located near Tempe Town Lake. The Project has been designed within the context of the Town Lake Design document's principles for new development. Specifically, the principles listed below for office and mixed-use developments are those within the Town Lake Design document that most closely align with the vision of the Project:

Office

- *"Buildings continue a contemporary design approach with a sense of permanence while responding to desert-specific climate conditions"*
- *"Podium level is human-scaled with pedestrian amenities and different finishing treatments"*

Mixed-use

- *“Provide vertical mix of uses [residential and/or commercial, office, retail, etc.] designed with integrated public meeting spaces and gathering spots”*
- *“Ground-floor space programming energizes the pedestrian realm . . .”*

Analysis

The Project is a commercial office tower with active commercial use space that has been thoughtfully designed to engage the pedestrian realm along and enhance activation of the historic Ash Avenue roadbed and surrounding area. Specifically, the Project includes active commercial use space oriented toward the Ash Avenue roadbed to energize the pedestrian walkway connecting Rio Salado Parkway to Tempe Beach Park. A variety of landscaping, including street trees, has been thoughtfully selected and placed throughout the Project’s pedestrian realm to provide a comfortable pedestrian experience at street and pedestrian levels. Furthermore, the Project’s garage podium has been intentionally designed to distinguish it from the office levels above with distinct materials, form and articulation and incorporates pedestrian amenities, including commercial use space, to enhance the Site’s pedestrian realm.

Current & Proposed Zoning

The Site is currently zoned both GID and R1-6 and is located within multiple overlay districts, including the Rio Salado Overlay District (RIOD), General Industrial Overlay District (GIOD) and Transportation Overlay District (TOD) (Corridor Area). Zoning maps identifying the current and proposed zoning classifications for the Site are included in **Exhibits G and H**.

The Applications request to rezone the entire Site to City Center (CC) with a PAD overlay and to remove the Site from the GIOD. If approved, the Property will be zoned CC/PAD/RSOD/TOD (Corridor Area). The requested zoning is consistent with the existing zoning and uses for surrounding properties and will accommodate the Site’s redevelopment with a modern, high-quality Class A office tower with active commercial use space that will increase the commercial office and retail / restaurant mix within the Downtown Tempe District while also activating the historic Ash Avenue roadbed providing a pedestrian walkway between Rio Salado Parkway and Tempe Town Lake.

The CC district permits a wide variety of uses, including offices, restaurants and retail shops. According to Tempe’s Zoning and Development Code (“ZDC”), the CC district “fosters employment and livability in Tempe’s city center by providing retail, office, moderate and high-density residential uses, entertainment, civic uses, and cultural exchange in a mixed-use environment that supports the public investment in public transit and other public facilities and services.” The Project’s provision of high quality, Class A office space combined with street-level commercial uses and improvements that will activate the Site and support surrounding uses is consistent with the CC district.

As to the TOD, the Site is located within the corridor area of the TOD, which contains particular zoning and development standards that modify the Site’s underlying zoning. According to Tempe’s ZDC, the purpose of the TOD “is to encourage appropriate land development and

redevelopment that is consistent with and complementary to the community’s focused investment in transit, bicycle and pedestrian infrastructure in certain geographic areas of the City.” As described above, consistent with the purpose and objectives of the TOD, the Project includes specific design elements, including significant landscape enhancements and active commercial use space to create a more walkable and pedestrian-friendly environment in the area that will support walking, bicycling and nearby public transit.

See the zoning amendment analysis section provided below for a more detailed discussion of the rezoning request.

Project Description

As explained above, the Project is a 14-story Class A, office development consisting of:

- The rehabilitation of the historic Ash Avenue roadbed along the Site’s eastern perimeter;
- Eight (8) floors providing approximately 216,000 square feet of commercial office space, including approximately 3,500 square feet of lobby space;
- An integrated six-level parking structure providing 549 vehicle parking spaces;
- Approximately 4,500 square feet of flex commercial (restaurant / retail / creative office) use space adjoining and oriented towards the historic Ash Avenue roadbed;
- 32 bicycle spaces;
- Redesigned ADA access to the adjacent and historic Ash Avenue Bridge Abutment; and
- Substantial landscape (soft and hardscape) improvements to enhance the Site’s pedestrian realm and activate the Site’s frontages.

As noted above, the Site’s unique location provides an incredible opportunity for a unique development in the Downtown Tempe District. Unique adjacencies, such as the adjoining Ash Avenue roadbed, Ash Avenue Bridge Abutment and Veterans’ Memorial, and terraced bleachers built of river cobbles at Tempe Beach Park Stadium, provide opportunities for celebration and activation of historic Tempe landmarks. With these adjacencies in mind, the Project has been designed as if the historic Ash Avenue roadbed was the Site’s primary frontage with the intent that the Project. The siting of the building allows for pedestrian access along the historic Ash Avenue roadbed providing a pedestrian connection from Rio Salado Parkway to Tempe Beach Park and encouraging foot traffic to and from Mill Avenue. The Project will also provide an iconic backdrop to Tempe Beach Park. A two-sided, two level lobby at the northeast corner of the Site provides main entrances for visitors arriving at the vehicular entrance to the north as well as pedestrians arriving to the Site from the south along Rio Salado Parkway.

In terms of design concept, the building itself is conceived of as a jewel on Tempe Tow Lake (the “Lake”). The office tower is a subtly canted and folded form composed of glass and metal panels. Taking inspiration from regional gemstones and mineral formations, a composition using shades of blue and violet for the glass and metal panel facade will provide a backdrop for painted desert skies. The façade is designed to maximize views to the north and east toward the Lake and to minimize solar exposure at the south and west. The office tower sits above an integrated parking structure that is screened with stretched fabric facade panels. This screening of the garage podium with stretched fabric panels provides a unique articulation of the facade that shifts and changes depending on a pedestrian’s view angle as they move in and around the Project.

As shown by the street level elevations and renderings included with the Applications submittal, the office tower and parking structure base are articulated in such a way that evokes a sense of movement.

Below are the conceptual design principles that have served as a principle guide in shaping the design of the Project:

Conceptual principles

- **CELEBRATE** Historic Ash Avenue roadbed and Bridge Abutment
- **ACTIVATE** Historic Ash Avenue roadbed
- **MAXIMIZE VIEWS** To Tempe Beach Park, Tempe Town Lake & Mountains
- **CONNECT** To Tempe Beach Park & Downtown Tempe
- **CREATE** Shade

Landscape Design

As shown on the landscape plan included with the Applications, the Project's landscape design places the building in a bosque of shade trees. Trees are placed to provide shade and promote canopy growth along and above the areas designed for pedestrian circulation. The hardscape incorporates forms and geometry from the building architecture while at the same time taking material queues from adjacent context. Along the historic Ash Avenue roadbed, the historically significant berm of the existing roadbed is maintained and highlighted with complimentary desert landscaping. Pedestrian connections bridge the gap between the Project and roadbed where elevations align. A shaded pocket park at the south end of the Project provides a waypoint for pedestrians traveling to or through the Site. At the north, a grand staircase connects the vehicular drop off and ground floor lobby with the top of the Ash Avenue roadbed and the 2nd floor lobby overlooking Tempe Beach Park. A redesigned ADA ramp provides accessible access to the adjoining Ash Avenue Bridge Abutment using walls of steel and concrete.

Site Circulation and Parking

There are two points of vehicular entry and exit along the Site's Rio Salado Parkway frontage to the west: an existing shared entry at a midblock point and a proposed off-site shared entry to the north of the adjacent City surface parking lot. Primary vehicular entry to the Site is to be provided at the midblock point. An on-site driveway providing access for solid waste collection is located along the Site's Rio Salado frontage to the south of the midblock entrance. Office parking is housed in a screened parking garage below the office tower. The off-site northern entry / egress is primarily for egress to alleviate any traffic congestion at peak usage as well as improve Tempe Beach Park access for events and staging. To the north of the Site is an existing City of Tempe owned and operated surface parking lot that will continue to serve Tempe Beach Park. A minor Development Plan Review application will be submitted to accommodate the noted off-site access improvements and associated landscape enhancements.

Minor General Plan Amendment ("GPA") Analysis

As discussed above, the General Plan's projected land use and projected residential density maps currently designate the vast majority of the Site for mixed-use and high-density urban core development. However, as shown by the maps in **Exhibits C and D**, a small portion of the Site's

eastern perimeter abutting the historic Ash Avenue roadbed is designated for public open space and no residential density. In order to accommodate the development of the entire Site with the Project, the Applicant is proposing a minor amendment to the General Plan's land use and residential density maps to change the projected land use and residential density for the portion of the Site designated for public open space and no residential density to mixed-use and high-density urban core (more than 65 units per acre).

The requested amendment simply serves to unify the General Plan's land use and density projections for the entire Site so that it may be redeveloped in accordance with the Project. With the exception of the Tempe Beach Park to the north and east, the General Plan already designates almost all of the properties within the immediate surrounding area for mixed-use and high-density urban core development. This GPA is consistent with the goals and policies of the General Plan and will not have any negative impacts on surrounding uses. Instead, it will accommodate the redevelopment of the Site with the Project, which will activate the historic Ash Avenue roadbed and surrounding area and enhance the pedestrian environment.

In addition, the GPA submittal checklist requires that an application to amend the General Plan's projected land use map address the following approval criteria:

Written justification for the amendment should consider long-term and short-term public benefit and how the amendment, considering Land Use Principles, will help the city attain applicable objectives of the General Plan.

The GPA will benefit the public in several ways. The GPA will accommodate the development of an aesthetically pleasing, modern office tower with active commercial use space that will increase the commercial office and retail / restaurant mix within the Downtown Tempe District while also activating the historic Ash Avenue roadbed and creating a pedestrian-friendly walkway between Rio Salado Parkway and Tempe Town Lake. In consideration of the Site's downtown location and immediate access to multiple modes of public transportation, including Tempe streetcar and Valley metro light rail and bus, the Project will provide opportunities to walk, bike and/or ride public transit to and from work and the variety of recreational and commercial uses in downtown Tempe, including those located in proximity of the Site. In turn, the Project will help to reduce traffic congestion and air pollution.

Furthermore, as demonstrated in the planning context section of this letter, the GPA will accommodate the development of the Project, which is consistent with the principles of the City's area policy plans applicable to the Site, including the Downtown Tempe/Rio Salado/ASU/NW Neighborhoods Character Area Plan, the Downtown/Mill Avenue District Community Design Principles, Mill & Lake District Streetscape Principles & Guidelines and Town Lake Design Document. The GPA will therefore help to achieve the objectives envisioned by the General Plan for this area.

If the proposed amendment impacts the General Plan's Projected Land Use Map, there should be objective discussion of the amendment's impact on the projected land use within a minimum of a half-mile of the property.

As noted above, with the exception of Tempe Beach Park and City-owned open space areas located along Tempe Town Lake, the General Plan designates almost all other properties within the Downtown Tempe District for mixed-use development. The vast majority of the Site is also already designated for mixed-use development. The requested GPA will therefore have little impact, if any, on the projected land use within a half-mile of the Site. Rather, it will accommodate the development of the Project, which, as explained above, will further the goals and policies of the General Plan and will support the ongoing private and public investments within the Downtown Tempe District and along Tempe Town Lake.

With a proposed amendment to the General Plan Projected Land Use Map, the applicant/developer's written discussion of the proposed amendment should respond to the Land Use Principles in the Land Use Element of the General Plan. These principles are presented below, in a generalized request/response format:

- a. Describe the public benefit of the proposed amendment in terms of increase/decrease in intensity and its impact on adjacent land uses versus the impact of the present land use designation.

The proposed GPA will benefit the public by accommodating a modern, high-quality office tower with active commercial use areas on an underutilized property in a prime location for redevelopment, which in turn will provide additional commercial office and retail / restaurant uses within the Downtown Tempe District. Furthermore, the GPA will further activate the adjacent Tempe Beach Park and surrounding area and transform the historic Ash Avenue roadbed as a point of interest that provides a pedestrian connection from Rio Salado Parkway to Tempe Town Lake.

- b. Describe the public benefit of the proposed amendment in terms of impact on the city's infrastructure (i.e. water, sewer, utilities, streets, in terms of anticipated traffic generation, projected carrying capacity, projected volume, availability of transit, need for additional access, or city services such as fire and police staffing and response times, etc.) versus the impact of the present land use designation.

The GPA will not have an adverse impact on the City's infrastructure. The GPA affects only a small portion of the Site and unifies the General Plan land use designation for the entire Site. Furthermore, the proposed GPA will allow for better utilization of the Site with an appropriate designed commercial office tower development.

- c. Describe the proposed development quality of life in terms of how its components reflect unique site design, building design, landscaping and parking; integrate or provide access between varied uses; deal creatively with multi-modal transportation; and reduce/eliminate physical barriers, as well as provide residential, employment, shopping and local services.

As described above, the Project is representative of emerging development patterns in downtown Tempe and the private and public investment continuing to occur within the Downtown Tempe District and along Tempe Town Lake. The Project provides an opportunity to make a significant statement along Rio Salado Parkway with a commercial

development that will activate the historic Ash Avenue roadbed and the surrounding area. The Project integrates office with active commercial use spaces that are oriented towards Ash Avenue to energize the pedestrian walkway connecting Rio Salado Parkway to Tempe Town Lake. In addition, the Project includes a variety of streetscape improvements along the Site's Rio Salado Parkway frontages to the south and west. As such, the Project will enhance pedestrian connections in the Downtown Tempe District in a variety of ways, including to adjacent public transportation options, to Tempe Beach Park, to Tempe Town Lake and to Mill Avenue.

- d. Describe the use of open space, parks or green belts, and how the development separates, as well as links, residential and nonresidential components, if the proposed development incorporates a residential component. If applicable, describe how the proposed development impacts existing parks.

The Project does not include a residential component. That said, the Project has been designed to incorporate and promote the unique location of the Site, including to the adjacent Tempe Beach Park to the north/east and Tempe Town Lake to the north. The provision of commercial use space along the historic Ash Avenue roadbed coupled with significant landscaping will activate and shade the pedestrian experience along the pedestrian walkway between Rio Salado Parkway and Tempe Town Lake. These design elements will further activate Tempe Beach Park and transform the historic Ash Avenue roadbed as a point of interest that will encourage foot traffic between Rio Salado Parkway and Tempe Beach Park and Town Lake.

- e. Describe the proposed development in terms of supporting regional and local transit objectives for arterial streets; implementing the goals and objectives of the transit plan; describe the internal street system in terms of supporting the above goals and objectives and incorporating uniquely designed transit facilities along the arterial streets.

One of the components of the development plans for the Project is to provide a more attractive and pedestrian-friendly streetscape environment that encourages transportation by foot, bicycle, light rail, streetcar or bus, which in turn will improve traffic flow in the surrounding area. The Site's location in downtown Tempe, coupled with convenient and immediate access to a variety of multi-modal transportation options, will encourage persons working in the Project's offices or visiting the Project's commercial uses to choose public and/or non-vehicular transportation options. That said and as explained above, the Project also includes design and landscape enhancements that will create a more walkable and pedestrian-friendly environment throughout the Project's pedestrian realm, including an enhanced pedestrian connection along the historic Ash Avenue roadbed from Rio Salado Parkway to Tempe Town Lake.

- f. Describe the proposed amendment in terms of effects on the school districts (enrollments and facilities).

The Project does not contain a residential component and, as such, will not directly add school aged children to the area. Furthermore, as noted above, most of the properties within the Downtown Tempe District (including most of the Site) are already designated by the General Plan for mixed-use. The approval of the GPA combined with the approval of the associated Project will not affect school district enrollment and facilities.

g. Identify additional quality of life components of the proposal to justify an Amendment.

This GPA will provide the opportunity to improve an underutilized property in a unique location with a modern, Class A office tower that will increase the commercial office and retail /restaurant mix within the Downtown Tempe District while also celebrating and activating adjacent historical landmarks.

In addition, the letter must also explain how the proposed amendment will substantially conform to the following standards of Zoning & Development Code Criteria Section 6-302(D):

1. Appropriate short and long-term public benefits;

As detailed above, the GPA will benefit the public in several ways. The GPA will accommodate the development of an aesthetically pleasing, modern office development with ground floor commercial use space that will increase the commercial office and retail / restaurant mix within the Downtown Tempe District, activate the historic Ash Avenue roadbed, and establish additional pedestrian connections between surrounding uses in downtown Tempe. In consideration of the Site's immediate access to a variety of public transportation options and location next to Tempe Town Lake, Tempe Beach Park, the Tempe Center for the Arts and the variety of commercial uses in downtown Tempe, the provision of Class A offices at this Site will provide opportunities to walk, bike and/or ride public transit to and from the mix of recreational, entertainment and commercial uses within downtown Tempe, thereby reducing traffic congestion and air pollution.

2. Mitigate impacts on land use, water infrastructure or transportation;

As explained above, approval of the GPA will not have an adverse impact on the City's infrastructure. Most of the properties within the Downtown Tempe District (including the vast majority of the Site) are already designed for mixed-use development. Changing the land use designation for a small portion of the Site will not adversely impact the City's infrastructure. Rather, it will allow for better utilization of the Site.

3. Helps the city attain applicable objectives of the General Plan;

As demonstrated in the planning context section of this letter, the GPA will accommodate the development of the Project, which is consistent with many of the goals and policies of the City's area policy plans applicable to this Site. The GPA will therefore help to achieve the objectives envisioned by the General Plan for this area.

4. Provides rights-of-way, transit facilities, open space, recreational amenities or public art;

The GPA will allow for a Project that will enhance existing rights-of-way, support multi-modal transportation and recreational amenities, and provide public art. With respect to rights-of-way and transit facilities, as explained above, the Project will include specific design elements and improvements to create a more walkable and pedestrian-friendly environment along the Ash Avenue roadbed and the Site's Rio Salado Parkway frontages, through the provision of significant landscaping. To encourage bicycle travel, the Project will provide 32 bicycle spaces. For open space, the Project has been intentionally designed to incorporate and further activate Tempe Beach Park and Tempe Town Lake by providing an enhanced pedestrian connection along the Ash Avenue roadbed extending into Tempe Beach Park, active commercial use space and landscaping, including shade and art installations.

5. Potentially negative influences are mitigated and deemed acceptable by the City Council; and

The approval of the GPA and associated Project will not adversely affect the surrounding area. The Site, of which the vast majority is already designated by the General Plan for mixed-use development, is located within the Downtown Tempe District in a built-up area of the City that includes a variety of existing mixed-use and commercial developments.

6. Judgment of the appropriateness of the amendment with regard to market demands, and impacts on surrounding area, service, fiscal, traffic, historic properties, utilities and public facilities.

The Applicant anticipates strong and sustainable demand for Class A commercial office space at this location. The Applications and associated Project are representative of emerging development patterns in downtown Tempe and the private and public investment continuing to occur within the Downtown Tempe District and along Tempe Town Lake. The Site's unique location is a prime opportunity for redevelopment. It also represents an opportunity to celebrate and activate the historic Ash Avenue roadbed.

Furthermore, the letter of explanation must address how the proposal supports any applicable area policy plans

As demonstrated in the planning context section of this letter, the GPA will accommodate the development of the Project, which is consistent with the goals and policies of the City's area policy plans applicable to the Site. The GPA will therefore help to achieve the objectives envisioned by the General Plan for this area.

Zoning Amendment – General Plan Elements Analysis

To accommodate the development of the Project, the Applications include a proposed zoning amendment to rezone the Site from GID/R1-6/RSOD/GIOD/TOD (Corridor Area) to CC/PAD/RSOD/TOD (Corridor Area). As detailed below, the proposed zoning amendment supports the goals and objectives of the land use and development, economic development, circulation, conservation, open space, recreation and cultural amenities, and public facilities and services elements of the General Plan.

Land Use and Development — Land Use Element

Land Use Goal:

- “Foster quality development through land use that provides sustainable growth and enhances the quality of life where people live, learn, work and play”

Land Use Objectives:

- “Establish development of multiple hubs with higher density cores serving the surrounding neighborhoods as its mixed-use urban activity center”
- “Promote land use patterns that encourage long-term sustainability”
- “Encourage a balanced community with a diversity of uses and employment opportunities”
- “Encourage preservation of significant historic and archeological resources”
- “Ensure that new development will be consistent with general plan goals and objectives”

Land Use Strategies:

- “Utilize street patterns and facilities to provide multi-modal connections with the neighborhood and connect to other hubs within the city”
- “Celebrate and recognize important historic buildings and sites within hubs”
- “Create pedestrian and bicycle connection to . . . parks from hubs”
- “Identify vacant or underdeveloped commercial and industrial land to target for employment-related development”
- “Encourage commercial or industrial uses that support the city’s employment and tax-base”
- “Develop sustainable land uses in development patterns that . . . facilitate pedestrian travel and access to transit”
- “Locate future development on . . . Sites with current or anticipated infrastructure capacity for additional development . . . Sites adjacent or with access to existing street connectivity . . . Sites near transit . . . Sites convenient to neighborhood commercial uses.”
- “Create an appealing street environment to promote walking”

Land Use Analysis:

The Site is in an ideal location for reinvestment and redevelopment. The area surrounding the Site includes a mix of commercial, residential and recreational open space uses. Considering the Site’s location in the Downtown Tempe District and proximity to Tempe Beach Park and Tempe Town lake, the Site is underutilized and in need of reinvestment and redevelopment. The

Project represents an opportunity to improve the Site with a modern, office development with street-level commercial uses that will increase the commercial office and retail / restaurant mix within the Downtown Tempe District while also activating the historic Ash Avenue roadbed and enhancing pedestrian connections in downtown Tempe.

The Project will create an appealing, active and pedestrian friendly streetscape environment, particularly within the pedestrian connection along the historic Ash Avenue roadbed that will encourage foot traffic to and from the Project and surrounding uses. As explained above, the Project has been intentionally designed to connect nearby uses, including Tempe Town Lake, Tempe Beach Park and the surrounding uses in the Downtown Tempe District with an appealing pedestrian realm that promotes walking.

Furthermore, as discussed above, the Project includes specific design elements along Ash Avenue that will celebrate and activate the historic roadbed and transform it as a point of interest.

Economic Development — Growth Area Element

Rio Salado Growth Area Goals:

- “Develop a regional destination for employment, residents, cultural amenities and recreational opportunities”

Rio Salado Growth Area Objectives:

- “Attract distinct development to Rio Salado”
- “Position Town Lake to obtain a maximum return on investment and be fiscally sustainable for the City of Tempe”
- “Establish Town Lake as a regional centerpiece and national destination for recreation and culture”

Rio Salado Growth Area Strategies:

- “Promote high quality architecture and landscape design in private and public spaces”
- “Facilitate development of a streetcar line along Rio Salado Parkway from downtown Tempe”
- “Encourage vertical mixed-use development to maximize land use within the urban core”

Rail Corridor Growth Area Goals:

- “Attract mixed use development along the rail corridor and create a dynamic and eclectic urban environment to maximize public investment”
- “Support development of City and Valley-based employment centers in the rail”
- “Continue investment in improvements to make the Downtown a financial, civic, cultural and professional hub of the region”

Rail Corridor Growth Area Objectives:

- “Create a walkable community enhanced by rail transit”
- “Encourage land use and development that creates a sense of community and place”

- “Preserve historic structures and buildings of significance”
- “Revitalize underutilized areas for employment”

Rail Corridor Growth Area Strategies:

- “Prioritize pedestrian and bicycle access”
- “Provide shade opportunities”
- “Support adaptive re-use of significant buildings and sites”
- “Preserve and promote the historic and cultural significance of the downtown area”

Analysis

The Project implements many of the strategies within the General Plan to meet the goals and objectives of the Rio Salado and Rail Corridor growth areas. The Project will improve an underutilized property in a unique location in Downtown with a modern, Class A office tower development featuring high quality architecture and active commercial use space that will support commercial office opportunities and the restaurant / retail mix within downtown Tempe. Further, the Project incorporates specific design elements that will activate the historic Ash Avenue roadbed and enhance the pedestrian environment within the Site and surrounding area, including the pedestrian walkway along the historic Ash Avenue roadbed extending into Tempe Town Beach Park from Rio Salado Parkway. These design elements will both further activate Tempe Beach Park and transform the historic Ash Avenue roadbed as a point of interest. In turn, the Project will continue to attract public and private investment to Tempe Town Lake and the Downtown Tempe District.

Circulation — Pedestrian, Bikeway & Travelways and Transit Elements

Pedestrian Network Goal:

- “Develop safe, comfortable walking environments and pedestrian connections to encourage pedestrian travel”

Bikeways Goal:

- “Expand and enhance bicycle travel within the City”

Travelways Network Goal:

- “Encourage redevelopment of the street network that balances the needs for various types of travelers and more fully serves all modes of transportation safely and efficiently”

Transit Goal:

- “Coordinate and produce efficient, safe, convenient and interconnected transit options to increase ridership”

Pedestrian Network Objective:

- “Provide convenient and safe pedestrian access to destinations to promote neighborhood sustainability”

Bikeways Objective:

- “Provide safe and convenient access between neighborhoods and schools, parks, shopping, transit, employment and other destinations”

Transit Objective:

- “Increase transit modes and services that support ridership increases and an expanded transit mode share”

Pedestrian Network Strategies:

- “Encourage development patterns and site configurations that maximize pedestrian access and circulation”

Bikeways Strategies:

- “Encourage planning that provides a diversity of land uses (employment, shopping, businesses, services, parks, schools) within a 20-minute bike ride for all Tempe residents”

Travelways Strategies:

- “Increase street tree plantings and landscaping . . . to facilitate pedestrian and bicycle usage”
- “Develop and implement projects that offer and promote alternative transportation choices (such as walking, bicycling, transit) within the street network projects”

Pedestrian Network, Bikeways and Travelways Analysis:

One of the integral components of the development plans for the Project is to provide a more attractive and pedestrian-friendly environment along Rio Salado Parkway and the historic Ash Avenue roadbed that encourages transportation by foot, bicycle, light rail, streetcar and bus, which in turn improves traffic flow and enhances the pedestrian network within the Downtown Tempe District. The Project includes specific design elements, including significant landscape enhancements and active commercial use space to create a more walkable and pedestrian-friendly environment that will support walking, bicycling and the use public transit in the area. Furthermore, to encourage bicycle travel, the Project will provide 32 bicycle spaces.

Conservation — Energy Resources Element

Energy Resources Goal:

- “Increase energy efficiency and renewable energy to sustain economic growth, social equity and environmental preservation”

Energy Resources Objective:

- “Encourage energy and resource conservation as part of all development”

Energy Resources Strategies:

- “Encourage use of alternative modes of transportation to facilitate energy savings”
- “Reduce the urban heat island, improve air quality and promote walking and bicycling by shading hard surfaces, such as sidewalks, bike lanes, parking lots and streets”

Energy Resources Analysis

The Applicant strongly believes in the incorporation of environmentally responsible design practices into its projects. The Project will provide a high quality, Class A office development that will be energy efficient. The Project’s building has been rotated and canted to respond to solar orientation and the street-level will include overhanging canopies and shade trees to reduce the urban heat island. Furthermore, the Project’s pedestrian realm enhancements described above, combined with the provision of bicycle spaces, will further encourage walking and bicycling in downtown Tempe. The Project also provides an appropriate amount of vehicle parking within a covered parking garage that is integrated into the base of the building to help reduce the urban heat island effect.

Conservation — Environmental Planning: Air Quality Improvement, Noise Reduction and Ambient Temperature Elements

Goals:

- “Improve regional air quality through regulatory compliance, policies and programs that minimize air pollution”
- “Minimize heat island impacts to maintain a comfortable year-round outdoor environment and reduce energy consumption”

Objectives:

- “Meet or exceed air quality regulatory standards in Tempe”
- “Promote land use and building design buffers that mitigate noise”

Strategies:

- “Encourage transit oriented and mixed-use development that reduces vehicle miles traveled (VMT)”
- “Incorporate landscape strategies to reduce heat reflection and massing”

Environmental Planning Analysis:

The Project will meet or exceed all air quality regulations. The Site’s downtown location with convenient access to multiple public transportation options will encourage persons traveling to/from the Project to choose public and/or non-vehicular travel options. This will reduce the number of vehicle trips by persons working in the Project’s offices or otherwise visiting the Project. Furthermore, the provision of overhanging canopies and tree plantings will shade the

Project’s pedestrian realm, reducing heat reflection and encouraging pedestrian movement to/from the Site and the surrounding uses in downtown Tempe.

Open Space, Recreation, and Cultural Amenities — Open Space, Recreation Elements and Public Art Elements

Open Space Goal:

- “Provide a variety of natural and landscaped open spaces and parks that serve the diverse and changing needs of an urban community”

Recreation Goal:

- “Promote health, physical fitness, leisure, creativity and entertainment with programs serving a diverse range of abilities and interests”

Public Art and Cultural Amenities Goal:

- “Enhance and promote Tempe as a diverse, stimulating cultural, library and arts community where cultural amenities inspire and enrich people’s lives and experiences”

Open Space Objectives:

- “Create a system of linked open space and parks throughout the City”

Public Art and Cultural Amenities Objectives:

- “Encourage incorporation of public art into major public and private projects to enhance the city’s community character as well as the built environment”

Analysis:

The Project has been intentionally designed to further activate the adjacent Tempe Beach Park and historic Ash Avenue roadbed and to increase pedestrian connections to/from Tempe Beach Park and Tempe Town Lake. In particular, the Project will redevelop an underutilized property adjacent to Tempe Beach Park with a high-quality development that includes active commercial use space along and oriented towards the historic Ash Avenue roadbed and significant pedestrian realm enhancements, including shade canopies, landscaping (both hard and softscape) and art installations that will activate both the historic Ash Avenue roadbed and Tempe Beach Park, as well as enhance pedestrian connections from Rio Salado Parkway to both Tempe Beach Park and Tempe Town Lake.

Public Facilities and Services — Safety Element

Public Safety/Law Enforcement Goal:

- “Enhance and promote the safety of the community and suppress crime”

Public Safety/Law Enforcement Objective:

- “Fight crime and enhance public safety”

Public Safety/Law Enforcement Strategy:

- “Enhance proactive policing”

Public Safety/Fire Operations Goal:

- “Plan and provide for public safety and welfare of the public through preservation of life and protection of property from fire and hazardous materials”

Public Safety/Fire Operations Objective:

- “Prevention of fires and other emergencies through an effective fire code development and management program”

Public Safety/Law Enforcement and Public Safety/Fire Operations Analysis:

The requested zoning amendment will not compromise public safety. Instead, the approval of the amendment will provide an opportunity to enhance public safety by redeveloping the Site in manner that complies with Crime Prevention through Environmental Design Guidelines. The Project will provide active commercial use space and multiple floors of office space overlooking the Site’s frontages, Tempe Beach Park and Tempe Town Lake, which will provide new “eyes on the street” to enhance safety. The Project will also comply with all applicable fire and building safety codes.

Planned Area Development — Approval Criteria

Pursuant to Zoning and Development Code (“ZDC”) Section 6-305, the Applicant is requesting a PAD overlay to establish site specific development standards to accommodate the development of the Project.

As discussed above, the Project is consistent with and will fulfill the goals and objectives envisioned for the Site and surrounding area by the General Plan and the area policy plans applicable to the Site, including the Downtown Tempe/Rio Salado/ASU/NW Neighborhoods Character Area Plan, the Downtown/Mill Avenue District Community Design Principles, Mill & Lake District Streetscape Principles & Guidelines and Town Lake Design Document.

As discussed below, the Project satisfies the formal PAD overlay approval criteria specified by ZDC Section 6-305.D:

1. The development fulfills certain goals and objectives in the General Plan, and the principles and guidelines of other area policy plans. Performance considerations are established to fulfill those objectives.

As discussed in detail in the planning context and GPA sections of this letter, the Project is consistent with the objectives of General Plan 2040 and area policy plans applicable to the Site.

2. Standards requested through the PAD Overlay District shall take into consideration the location and context for the site for which the project is proposed.

The Project’s building and landscape elements and associated standards have taken into consideration the context of the area. The Project is of an appropriate scale and design in the context of:

- The adjacent historic Ash Avenue roadbed and Ash Avenue Bridge Abutment;
- Tempe Beach Park to the east and north;
- Tempe Town Lake to the north;
- The future Tempe streetcar line along the Site's Rio Salado Parkway frontage to the south;
- The future Tempe streetcar stop on Rio Salado Parkway to the east;
- The Valley Metro light rail line to the west across Rio Salado Parkway;
- The Mill Avenue / 3rd Street light rail station to the southeast;
- The approved Tempe Depot (17-story office tower and 18-story hotel) development to the southwest at the northwest and southwest corners of Ash Avenue and 3rd Street alignment;
- The approved 229-foot tall 100 Mill commercial development at the southwest corner of Mill Avenue and Rio Salado Parkway; and
- The 144-foot tall 111 West Rio / ADP office building located southeast of the Site across Rio Salado Parkway; and
- The multitude of employment, commercial, residential, hospitality, educational and transportation uses in proximity to the Site.

3. The development appropriately mitigates transitional impacts on the immediate surroundings.

The Project's design appropriately mitigates transitional impacts on immediate surroundings, as:

- The building and landscape elements have been designed in the context of:
 - The adjacent historic Ash Avenue roadbed and Ash Avenue Bridge Abutment;
 - Tempe Beach Park to the east and north;
 - Tempe Town Lake to the north;
 - The future Tempe streetcar line along the Site's Rio Salado Parkway frontage to the south;
 - The future Tempe streetcar stop on Rio Salado Parkway to the east;
 - The Valley Metro light rail line to the west across Rio Salado Parkway;
 - The Mill Avenue / 3rd Street light rail station to the southeast;
 - The approved Tempe Depot (17-story office tower and 18-story hotel) development to the southwest at the northwest and southwest corners of Ash Avenue and 3rd Street alignment;
 - The approved 229-foot tall 100 Mill commercial development at the southwest corner of Mill Avenue and Rio Salado Parkway; and
 - The 144-foot tall 111 West Rio / ADP office building located southeast of the Site across Rio Salado Parkway; and
 - The multitude of employment, commercial, residential, hospitality, educational and transportation uses in proximity to the Site

- The lighting will be compatible with adjoining and nearby uses;
- The vehicular circulation has been designed to minimize conflicts between pedestrians and vehicle movements to the extent possible; and
- The Project's provision of integrated structured parking will minimize the asphalt area on-site, which in return will significantly reduce the typical heat-island effect that could otherwise occur on surrounding properties.

Development Plan Review (DPR) Approval Criteria

Pursuant to Zoning and Development Code 6-306, the Applicant is requesting DPR approval for the architectural drawings, including site and landscape plans, building elevations and building materials, associated with the Project. As discussed below, the Project is an appropriately scaled and aesthetically pleasing design that will encourage, protect, and enhance the functional and attractive appearance of the Site and surrounding area.

1. *Placement, form, and articulation of buildings and structures provide variety in the streetscape*

The form and articulation of both the Project's parking structure base and office tower provide a varied experience as users circulate around, in, and through the Site. From a distance, the building form presents a dramatic and iconic silhouette. Upon closer approach, the base provides a permeable perimeter with activated uses at the north and east.

2. *Building design and orientation, together with landscape, combine to mitigate heat gain/retention while providing shade for energy conservation and human comfort*

The building form itself has been rotated and canted to respond to solar orientation. The Project's ground plane is treated with overhanging canopies and shade trees that will provide a shaded, desirable and comfortable experience for pedestrians. The placement and overall height of vision glass for the office tower has been designed in a gradient pattern emanating from the southwest corner of the tower. This design puts the least amount of vision glass at the southwest corner and gradually transitions to provide more vision glass at the north and east. Activated, shaded outdoor space is provide along the historic Ash Avenue roadbed to encourage pedestrian use of this area adjacent to Tempe Beach Park.

3. *Materials are of a superior quality, providing detail appropriate with their location and function while complementing the surroundings*

The office levels consist of a high-performance facade of energy efficient glass and metal panels that provide a best in class building enclosure for Class A office space. The high performance glazing will not only provide views of downtown Tempe, Tempe Town Lake, Tempe Beach Park and the landscape beyond, but will also allow for energy conversation. The provision of durable materials at the garage provide a resilient and articulated base.

4. *Buildings, structures, and landscape elements are appropriately scaled, relative to the site and surroundings*

The Site is located within an urban downtown environment that consists of a mix of existing and planned uses of varying building heights and intensities, including existing buildings up to 144 feet in height (the 111 West Rio / ADP office building) and approved buildings up to 244 feet in height (Tempe Depot) in the immediate surrounding area. As described above, the Project's buildings and landscape elements are designed with the context of the area in mind, including the existing and approved developments in the downtown Tempe and lakefront areas.

The provision of approximately 18 percent of landscape coverage at the Project's ground level is more than appropriate for an urban downtown environment. The proposed landscape palette will also further establish and contribute to a pedestrian friendly environment along both Rio Salado Parkway and the historic Ash Avenue roadbed.

5. *Large building masses are sufficiently articulated so as to relieve monotony and create a sense of movement, resulting in a well-defined base and top, featuring an enhanced pedestrian experience at and near street level*

The building is designed as a sculpted glass tower floating above a low garage podium providing a clearly defined base (podium) and top (office tower). Furthermore, the Project's garage has been intentionally designed to distinguish it from the office levels above with distinct materials, form and articulation and with commercial use space to enhance the Site's pedestrian realm.

6. *Building facades provide architectural detail and interest overall with visibility at street level (in particular, special treatment of windows, entries and walkways with particular attention to proportionality, scale, materials, rhythm, etc.) while responding to varying climatic and contextual conditions*

The varying design of the office and garage podium facades will delineate the different uses within the Project, reduce the overall scale of the development into smaller components and provide architectural detail and interest. Activated frontage at the north and east provide a rhythm of columns and glazing with overhanging canopies and trees inserted for shade and architectural relief. The building form and facade articulation steps to match the grade change of the Ash Avenue roadbed as it ramps up to the north.

7. *Plans take into account pleasant and convenient access to multi-modal transportation options and support the potential for transit patronage*

One of the integral components of the development plans for the Project is to provide a more attractive and pedestrian-friendly environment along Rio Salado Parkway and the historic Ash Avenue roadbed that encourages transportation by foot, bicycle, light rail, streetcar and bus, which in turn improves traffic flow and enhances the pedestrian network within the Downtown Tempe District. As noted above, within walking distance of

the Site are several public transit options, including the future Tempe streetcar stop on Rio Salado Parkway to the east, the light rail station at 3rd Street and Mill Avenue to the southeast and the Valley Metro bus stop at Ash Avenue and Rio Salado Parkway to the southwest.

Considering the Site's proximity to multiple public transit options and the proximity of Tempe Beach Park and Tempe Town Lake, the surrounding area will continue to see significant increases in pedestrian traffic. To enhance the pedestrian environment and multi-modal transportation usage, the Project will energize the Site's pedestrian realm through the provision of active commercial use space oriented toward the Ash Avenue roadbed and Tempe Beach Park, along with significant landscape improvements, including tree plantings along both historic Ash Avenue and the Site's Rio Salado Parkway frontages.

The Project will also provide 32 bicycle spaces for use by tenants and patrons to further encourage the use of the vast array of transportation options available within downtown Tempe.

8. *Vehicular circulation is designed to minimize conflicts with pedestrian access and circulation, and with surrounding residential uses*

As detailed within the site circulation and parking section provided above, the Project's vehicular circulation has been designed to minimize conflicts with pedestrian access and circulation to the extent possible. Vehicular ingress and egress points, which will be shared with the City's surface parking lot for Tempe Beach Park, are both appropriately placed and spaced. The pedestrian access along the historic Ash Avenue roadbed provides a pedestrian-only, vehicle-free means with which to approach the Project.

9. *Plans appropriately integrate Crime Prevention Through Environmental Design principles such as territoriality, natural surveillance, access control, activity support, and maintenance*

The Project's development plan is organized to have strong visibility and natural surveillance from the office levels. Furthermore, the activated function of the office lobby and commercial use spaces combined with the Project's landscape improvements within the pedestrian realm will enhance activity and natural surveillance at Site's ground level.

10. *Landscape accents and provides delineation from parking, buildings, driveways and pathways*

The Project's landscape design provides shaded and detached walkways where possible. A tree lined walk along the Site's Rio Salado Parkway frontage provides shade from the elements and separation from the roadway. Trees and shade canopies also provide relief along the historic Ash Avenue roadbed. Hardscape treatments provide clear delineation between vehicular and pedestrian zones.

11. Signs have design, scale, proportion, location and color compatible with the design, colors, orientation and materials of the building or site on which they are located

The Project's sign package is not included as part of the Applications submittal. A sign package will be prepared and processed for the Project at later date. The sign package will ensure that the design, scale, proportions, location and color of signage to be provided is compatible with the Project's design and uses, as well as adjoining and nearby uses.

12. Lighting is compatible with the proposed building(s) and adjoining buildings and uses, and does not create negative effects

As detailed by the lighting plan included as part of the Applications submittal, the proposed lighting will be compatible with the proposed commercial office development, as well as nearby uses. Specifically, site and building lighting is proposed to provide adequate and safe lighting at the ground plane while at the same time providing subtle highlights to the building architecture that showcases the dynamic form throughout the day and into the evening.

Conclusion

The Applicant is proposing to redevelop the Site with a modern, 14-story Class A office development with active commercial use space and substantial landscape improvements. The Project will provide additional commercial office options in downtown Tempe, celebrate and activate the adjacent historic Ash Avenue roadbed, enhance the pedestrian environment and establish appropriate relationships with both the urban street environment and adjoining and nearby properties. The Project is consistent with the mix of existing and future uses envisioned for the downtown and lakefront areas and is consistent with General Plan 2040 and the City's area policy plans applicable to the Site. Ultimately, the Project will contribute to the mix of employment and commercial uses envisioned for downtown. We look forward to discussing the requests for this exciting Project with you in the near future and respectfully request your approval.