

# *CENTERPOINT*

Southeast corner of Cardinals Way and Loop 101 Freeway  
A PLANNED AREA DEVELOPMENT  
Case Number: ZON19-13  
Land Use and Development Standards

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## **1. Regulatory Provisions**

The **CENTERPOINT** PAD has been prepared pursuant to Section 5.900-PAD-Planned Area Development of the Zoning Ordinance of the City of Glendale in order to establish the regulatory framework for this master plan that will emerge and develop over the next decade or more. This PAD is intended to be a stand-alone document comprised of zoning regulations, including permitted uses, development standards and design guidelines for the entire approximate 63-acre property. The PAD includes background information to illustrate the intent and scope of the development. All images included in the PAD are conceptual representations of the character and quality of the development. Future plans and documents with specific designs for the future development will be processed through the City's process in accordance with Section 3.600-Design Review. Provisions not specifically regulated by the **CENTERPOINT** PAD are governed by the City's zoning ordinance. This PAD only modifies zoning ordinance regulations and does not modify other City Codes or requirements.

## **2. Zoning Ordinance Applicability**

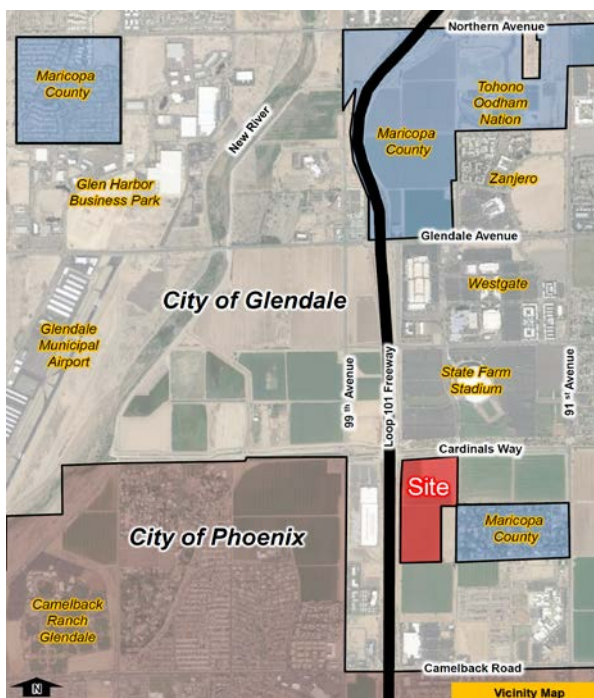
Unless a use or standard for development is specifically revised herein, the Zoning Ordinance of the City of Glendale, Arizona as adopted and periodically amended, is applicable to the **CENTERPOINT** PAD ("Zoning Ordinance"). That said, it is the intent and purpose of this PAD to establish the permitted uses, development standards and amended provisions of the Zoning Ordinance that will govern this development. In the event of a conflict between a use, a development standard, or described development procedure between the Zoning Ordinance and this PAD, the PAD shall govern. And correspondingly, where the PAD narrative is silent on a requirement, the applicable Zoning Ordinance provision shall control.

## A. EXECUTIVE SUMMARY

On behalf of the property owners, Kent Circle Partners, we are pleased to submit this Rezoning application and supporting documents for the approximately 63 acres located at the southeast corner of Cardinals Way and the Agua Fria Freeway (“Loop 101”) (“Property”). The property being planned for a mix of potential commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment and multi-family in accordance with this PAD document.

The purpose of the proposed Planned Area Development (“PAD”) is to create specific standards to guide the development of the overall property of approximate 63-acres. This subject property extends from Cardinals Way (Bethany Home Road) on the north to Missouri Avenue (alignment) on the south and from the Loop 101 Freeway on the west over to 95<sup>th</sup> Avenue on the east. The property enjoys approximately 1/2 mile of the Loop 101 freeway frontage and full visibility from the Freeway. This request seeks to rezone the property from the existing approved PAD (relating to the former CBD101 master plan) to a new PAD zoning to allow for the development of a different style of high-quality mixed-use development, which implements the greater vision of the City of Glendale’s vision for development along the Loop 101 Freeway corridor. The project has been named **CENTERPOINT** PAD.

Over the past decade, there has been tremendous growth in the City of Glendale along the Loop 101 Freeway corridor and near the Westgate Entertainment Center. The area has evolved from mostly suburban neighborhoods with corresponding suburban style retail centers and employers in to a dynamic, vibrant mixed use area featuring professional sports and entertainment venues, retail stores, restaurants, and other regional commercial and employment uses, including: State Farm Stadium, Gila River Arena, Topgolf, Camelback Ranch Glendale, Tanger Outlets and the major retail/entertainment venues in Westgate Center.



In 2008, the City Council approved a General Plan Amendment for this property, which designated the site as “CCC” (Corporate Commerce Center) with corresponding approved PAD for the ultra-high density CBD101 project. This earlier PAD zoning remains in place on the Property. However, at that time, now more than a decade later,

the objective of CBD101 was to create an “edge city” for the West Valley is no longer consistent with the City’s vision. As earlier stated, the CBD101 plan called for an ultra-high-intensity, mixed-use development that included up to 4.6 million square feet of office, hotels, commercial retail space, and residential. The building heights approved ranged from 40-feet to 400-feet. No portion of that project has materialized.

Thus, this request now seeks to rezone the Property to a different style and somewhat less intense PAD still dedicated to high quality and design but better tailored to allow market flexibility in uses through a master development. More specifically, this PAD creates a unique mixed-use environment for a wide variety of land uses including but not limited to commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment, and/or multi-family residential uses within the context of circulation and common landscape themes. A companion administrative Design Review application is being submitted and seeks approval for the first development within **CENTERPOINT**, which is a multifamily Residential parcel (approximately 15-acres) located on the southern portion of the overall 63 acres. The other elements of this master development, Area A (on the northern 2/3’s of the overall property), will be subject to separate administrative Design Review submittals and administrative approvals at a later time when this area is ready for development.



Representative Example of the Overall Master Plan

While this request seeks the same zoning category, as what is currently on the subject property, it slightly reduces the intensity of the overall development. As noted earlier, it continues to seek commercial retail, restaurants, entertainment, office, medical, Healthcare, employment, and high-density residential uses, but at a somewhat less intense scale to be complimentary to the area along this stretch of the Loop 101 Freeway. The proposed zoning will help support the nearby sports, entertainment, restaurant, and shopping venues. **CENTERPOINT** is a mixed-use project; however, in order to provide the greatest potential to capture a wide spectrum of compatible uses, the PAD specifically allows commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, and/or employment uses the opportunity to expand into all or part of the overall site in addition to the potential for planned multi-family residential uses. This flexible land use approach is similar to the scope of uses within the current CBD101 PAD on the Property, just more in harmony with the other existing uses along the Loop 101 Freeway.

Thus, as noted, the potential mix of uses for **CENTERPOINT** could include regional scale commercial retail, office space for all types of tenants and building heights from “Class A” corporate headquarters to smaller, single use tenants who are looking for freeway accessibility and visibility; lodging opportunities to capitalize on the nearby shopping and entertainment area of Gila River arena, Westgate, and the State Farm Stadium; retail commercial to support the proposed office, businesses, travel industry in the surrounding area, as well as medical healthcare user and suburban and urban style multi-family residential in a variety of potential combinations.

## **B. SITE LOCATION and CONTEXT**

### 1. Site, Location and Acreage

The property is an irregular shaped undeveloped site currently in agricultural use. The site consists of approximately 63 gross acres and is bounded by Cardinals Way on the north, 95<sup>th</sup> Avenue on the east, Missouri Avenue (alignment) on the south, and Loop 101 (Agua Fria Freeway) on the west.

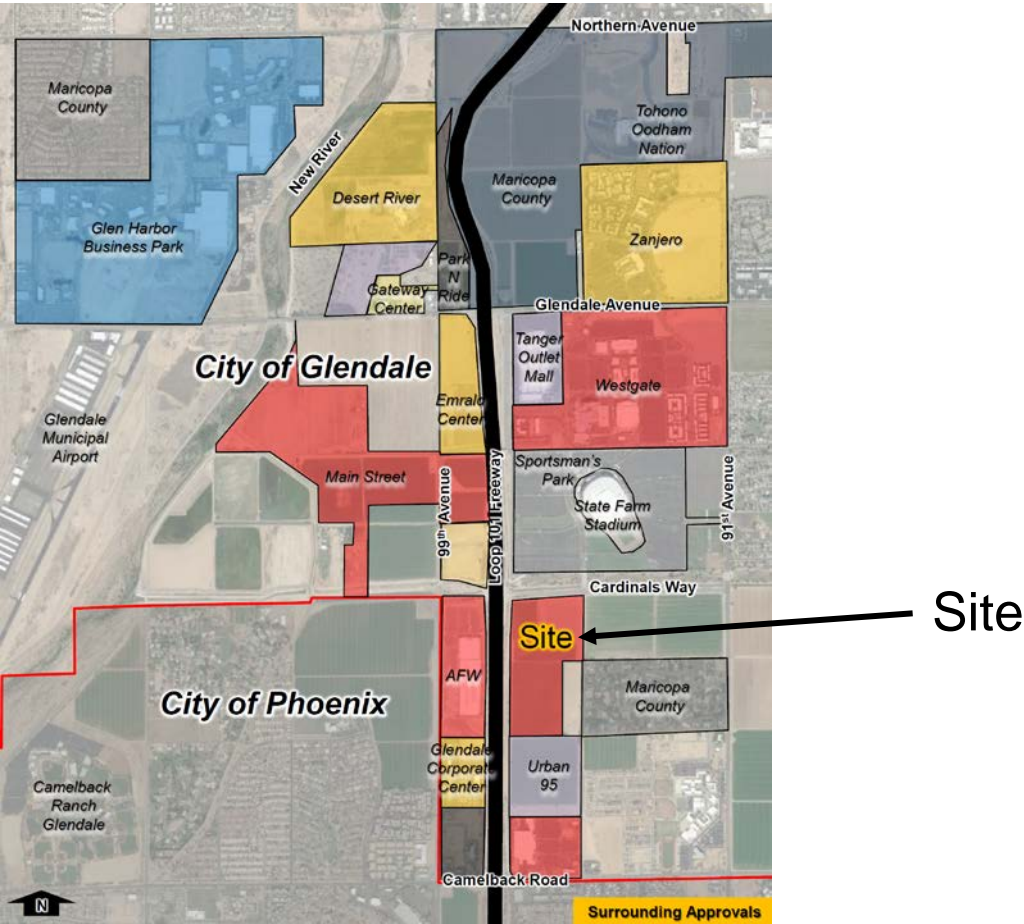
The site enjoys excellent regional access due to its strategic location just off the Loop 101 Freeway and on the south of Cardinals Way. The subject property will also enjoy several points of access to the new 95<sup>th</sup> Avenue connecting the site to Cardinals Way/Bethany Home Road on the north to Camelback Road on the south. The site is therefore strategically positioned to capitalize on to convenient access to several major arterial roadways as well as several interchanges on the adjacent 101 Freeway.

2. Topography and Natural Features

The existing property topography is relatively flat with a slight slope from the northeast to southwest and with no natural features. The property has several small irrigation ditches and dirt roads within and surrounding the overall property that are currently serving the current farming operations on the property. These irrigation ditches and farm roads will be removed at the time of development for that particular phase.

3. Surrounding Context

As noted above, the subject property is located on the east side of the Loop 101 Freeway at the southeast corner of Cardinals Way and Loop 101 Freeway. Freeway interchanges already exist at Cardinals Way/Bethany Home Road, Glendale Avenue and Camelback Road with an HOV interchange at Loop 101 and Maryland Avenue. The uniquely shaped property enjoys the close proximity of Westgate entertainment center, nearby Tanger Outlets Mall, shopping, offices, major sport venues and numerous restaurants. The property is situated in an area of the City which includes a wide spectrum of complimentary uses, including both multi-family and single-family residential uses.



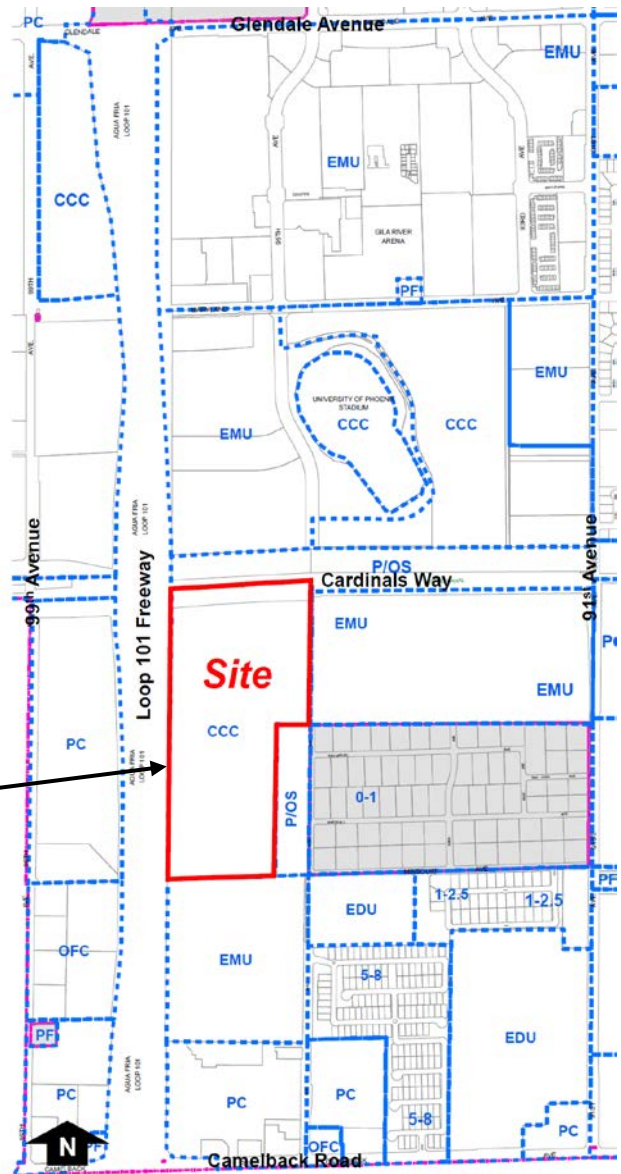
**C. CONFORMANCE with GENERAL PLAN**

Glendale’s General Plan land use designation on the entire Property is “CCC” (Corporate Commerce Center). This proposed mixed-use project fits within this existing “CCC” designation, so no Amendment to Glendale General Plan is necessary. The CCC designation allows for a mixed-use center with complimentary community and specialty retail, hotels, restaurants, major medical facilities, entertainment and destination uses serving the region, urban housing and employment. The final identification of uses is defined by the overall Mixed-Use project itself.

The proposed PAD zoning request is also compatible with the existing and emerging development in the surrounding area that includes an existing Westgate City Center, Tanger Outlets Mall, Zanjero, Main Street, Glendale Corporate Center, Sportsman Park, State Farm Stadium, Gila River Arena, all along the Loop 101 Freeway including the City’s municipal airport.

This PAD provides an excellent opportunity for a variety of users (large and small) with freeway frontage and good Freeway and arterial roadways access, especially with the opening of 95<sup>th</sup> Avenue between Cardinals Way and Camelback Road. Customers and users for the site will have numerous access options.

Site →



*Existing General Plan and Subject Site*

The General Plan Land Use Designations, Land Uses and existing Zoning for the properties surrounding the subject site are as follows:

<b>Surrounding Land Uses, General Plan and Zoning</b>			
	Land Use	General Plan	Zoning
On site	Vacant undeveloped land in agricultural use.	CCC (Corporate Commerce Center)	PAD (CBD101)
North	Cardinals Way. Beyond Cardinals Way, City of Glendale Grand Canal Linear Park.	POS (Parks and Open-Space)	A-1 (Agricultural)
South	Missouri Avenue (alignment). Beyond Missouri Avenue (alignment), vacant undeveloped land.	EMU (Entertainment Mixed-Use)	PAD (Urban 95)
East	95 <sup>th</sup> Avenue. Beyond 95 <sup>th</sup> Avenue, vacant undeveloped land in agricultural use.	EMU (Entertainment Mixed Use) and POS (Parks and Open-Space)	PAD (Centrada and Organic 101)
West	Loop101 Freeway. Beyond Loop101 Freeway, commercial-America Furniture Warehouse.	Loop 101 Freeway. Beyond Loop 101, PC (Planned Commercial)	PAD (Bethany 101)

This proposed rezoning request allows for a mix of uses with opportunities for jobs, housing, entertainment, offices, shopping, medical care and open space. Retail uses provide the City with a significant revenue structure and will reduce vehicle trips by residents for retail services that live in this part of the City. As previously mentioned, the potential mix of uses in the zoning request could include other retailers who want to be close to **CENTERPOINT**, as well as office space for all types of tenants from “Class A” corporate tenants to smaller scale employment tenants who are looking for freeway accessibility and visibility; lodging opportunities to capitalize on the near-by shopping and entertainment area; commerce park users; as well as various levels of multi-family residential. The **CENTERPOINT** PAD will help to increase the jobs ratio desired by the City.

Based upon the analysis provided above, we believe the proposed rezoning is consistent with the overall intent and goals of the City’s General Plan land use designation of CCC and will be beneficial to the surrounding area. The proposed zoning request provides for better land uses within the area than the earlier PAD and provides an appropriate opportunity for a wide variety of potential complementary uses.

## **D. REZONING REQUEST**

As noted, the site already carries the PAD zoning district. This revised PAD request involves the entire Property of approximately 63 acres and with the new version of the PAD zoning will allow for the development of a mixed-use development.

While this request seeks the same zoning category as what is currently on the subject property, it does modify the ultra-intense character of the overall development. That said, it will continue to attract high quality commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment, and high-density residential uses. The **CENTERPOINT** PAD allows for a mixture of other uses that will want to be near the City's sports/entertainment corridor with good freeway access and freeway frontage. This flexible land use approach is not new to the City and is desirable to keep the **CENTERPOINT** project competitive in the marketplace.

While this PAD will allow increased building and sign heights, it is important to note that the still current zoning on the property calls for a high-intensity, mixed-use development that included up to 4.6 million square feet of office, hotels, commercial retail space, and residential with approved building heights ranging from 40-feet to 400-feet. This **CENTERPOINT** PAD will therefore allow a decrease of intensity and building heights from the existing entitlements, when appropriate.

## **E. PAD FINDINGS**

Section 5.901 Purpose, of the City of Glendale's Zoning Ordinance states the intent of the PAD district is to:

- A. *Encourage creative and effective use of land and circulation systems to accommodate changes in land development technologies.*

**CENTERPOINT** PAD is at its core a mixed-use development that will also attract other complimentary uses over time. The adjacent entertainment corridor and freeway frontage and nearby freeway access is attractive to corporate headquarters, "Class A" office users, medical, healthcare, regional operation centers, communications, data analysis, office, hotel uses, and a wide spectrum of local, community and regional retail shopping opportunities, restaurants, entertainment venues and high density residential. This total site is large enough to accommodate a variety of such uses within a master planned setting. Cardinals Way, 95<sup>th</sup> Avenue, Loop 101 Freeway and Missouri Avenue will provide convenient, multiple, major access to the overall site.

- B. *Encourage residential development to provide a mixture of housing types and designs.*

The City has envisioned this freeway corridor as a sports/entertainment major retail mixed use corridor, which is exactly where higher intensity and density of a City Center area should occur. Multi-Family residents are often attracted to urban environments such as that proposed here, because they prefer active 24-hour living and want to live close to work with a full range of nearby open spaces, hospitality, retail, and entertainment amenities. There have been only a few multi-family developments that have been built within the immediate area, which furthers amplifies the appropriateness of high quality urban residential uses at various levels. This PAD does not change the existing up to 80 dwelling unit per acre density that is approved through the current CBD 101 zoning. A wide spectrum of suburban and urban living opportunities are important for a proper balance of land uses. We believe this PAD will help provide another excellent opportunity for residents wishing to live near one of the City's most vibrant and diverse economic engines.

*C. Encourage innovative development or redevelopment concepts for all land use types to provide a greater variety and intensity of uses.*

As noted at several points in this narrative, the proposed mix of uses for **CENTERPOINT** could include not only regional scaled commercial retail uses, but also all types of office uses from "Class A" corporate headquarters to smaller, single use tenants along with lodging opportunities to capitalize on the nearby shopping and entertainment areas. It also provides an excellent opportunity for the growing medical and healthcare field to locate adjacent to a freeway.

*D. Provide a process which relates the urban design and scale of project to the unique characteristics of the site.*

The vision for this PAD is to provide a mixed-use environment that supports the City's sports/entertainment area. The City has long wanted a commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, and employment to locate in this corridor. The PAD provides design criteria that helps support the City's vision for design. All new development is required to follow the PAD design criteria and the City's Design Review process. This will ensure City Staff sufficient review of the urban design, scale and character of each development as it comes forth with the overall project.

*E. Require the nature and intensity of development to be supported by adequate utilities, transportation, drainage, and common open spaces to serve the development and to minimize impact on existing or future adjacent development.*

As we have emphasized at several points in the narrative, the approved existing CBD101 plan on this property called for a high-intensity, mixed-use development that included up to 4.6 million square feet of office, hotels, commercial retail space, and residential. This **CENTERPOINT** PAD continues to seek the same spectrum of uses, but at a reduced overall scale. The proposed project has been reviewed by the various

City development review departments and it has been deemed that there are adequate utilities, transportation, drainage, and common open spaces to serve the development.

*F. Encourage development that is consistent with the policies and the guidelines established in any specific plan and the General Plan.*

The Property is designated as “CCC” (Corporate Commerce Center) on the City’s General Plan Land Use map the proposed rezoning is consistent with the policies and the guidelines in the General Plan.

This request seeks the same zoning category as what is currently on the subject property and continues to be consistent with the General Plan. It continues to seek the same spectrum of uses in a master planned setting but at a scale complimentary to the surrounding existing developments.

As to the multifamily residential element, the Mixed-Use designations (which CCC is part of) are designed to provide flexible guidance to allow development of projects that can meet a range of needs and accommodate land use mixes that encourage the development of exciting and innovative urban and suburban environments. Given that language of the General Plan and for the CCC land use definition does not limited density and even suggests “urban character housing,” we believe higher urban style densities are not only allowed under the CCC category but encouraged. Again, the current CBD 101 zoning allows up to 80 du/ac. A wide spectrum of suburban and urban living opportunities, and density are important to provide a proper balance of land uses.

Higher density in this area of the City is appropriate. The existing PAD allows for up to 80 dwelling units per acre and similar densities well above 50 du/ac have been approved by cities across the valley along freeway corridors, commercial or employment corridors and other high energy location. When consideration is given to the City’s overall vision for this part of the City, the nearby entertainment district, the number of restaurants and businesses in the area, the excellent access the site enjoys to both the 101 Freeway and the arterial street network, as well as the fact that no immediate single-family homes are adjacent to the site, keeping the existing 80 du/ac is appropriate for this Property. Furthermore, given the number of fairly limited football games, hockey games and special events during any given year, it is safe to assume that all of the local restaurants, businesses and retailers will benefit from a higher and consistent nearby population with disposable income.

## **F. LIST OF USES**

As noted at several point in this narrative, the intent of this PAD Zoning District is to allow the Property to develop with commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment, and/or multi-family residential uses in any combination on this property within the context of common circulation, landscape and design themes.

The following list of uses is intended to define the authorized Permitted Uses, Uses Subject to Conditions, Uses Subject to Conditional Use Permit, and Accessory Uses within the **CENTERPOINT** PAD. The Master Developer or any property owner within the **CENTERPOINT** PAD may request an interpretation of analogous use to the defined list below or the referenced Sections of the Zoning Ordinance from the City's Planning Administrator. The Planning Administrator or his designee may administratively approve a use analogous to those listed below or the referenced Sections.

Below is a description of the types of permitted uses within the **CENTERPOINT PAD**.

**1. Permitted Principal Uses:**

Uses specifically permitted below or uses analogous to those specifically permitted as may be determined by the City of Glendale Planning Administrator or his designee.

**2. Permitted Accessory Uses:**

Uses permitted as accessory to a Permitted Principal Use.

**3. Permitted Uses Subject to Performance Conditions:**

Uses specifically permitted subject to Performance Conditions as established by specific footnote number of the **CENTERPOINT PAD**. Performance Conditions are specific for each individual use as defined within this PAD.

**4. Permitted with a Conditional Use Permit:**

Uses that are permitted within the **CENTERPOINT PAD** subject to the issuance of a Conditional Use Permit by the City of Glendale Planning Commission pursuant to the procedures and requirements as set forth in Section 3.900-Conditional Use Permits of the City of Glendale Zoning Ordinance.

The following uses are allowed within the **CENTERPOINT PAD**:

Land Use	Permitted Principal Use	Permitted Accessory Use	Use Subject to Performance Conditions	Conditional Use Permit Required
<i>Agriculture Grazing, including crop production</i>	•			
<i>Amusement Park</i>	•			
<i>Animal Grooming</i>	•			
<i>Animal Kennels/Pet Resort</i>			•	
<i>Art Gallery, New &amp; Used Art</i>	•			
<i>Artist Studio, including live/work</i>	•			
<i>Assisted Living Facility</i>	•			
<i>Athletic, Health or Fitness Club</i>	•			
<i>Auditorium</i>	•			
<i>Automobile Parts &amp; Supplies (Retail or Wholesale)</i>			•	
<i>Automobile Service Station</i>				•
<i>Automatic Teller Machine</i>		•		
<i>Banks, Bank Branch Office, Trust Companies, and other financial institutions, including drive-thru service</i>	•			
<i>Bar, Lounge, or Tavern</i>	•			
<i>Barber or Beauty Salon, Shop or Spa (w/Massage services as an accessory use)</i>	•			
<i>Bowling Alleys</i>	•			
<i>Business Services</i>	•			
<i>Call Center</i>	•			
<i>Car Wash</i>				•
<i>Churches or similar places of worship</i>	•			

**CENTERPOINT *Planned Area Development***

<b>Land Use</b>	<b>Permitted Principal Use</b>	<b>Permitted Accessory Use</b>	<b>Use Subject to Performance Conditions</b>	<b>Conditional Use Permit Required</b>
<i>Cleaners</i>	•			
<i>Clinic, Medical or Dental Offices</i>	•			
<i>Commercial &amp; Private Banquet Hall</i>	•			
<i>Compressed Natural Gas (CNG) Retail Sales, as an accessory use to automobile service station and automobile sales, new &amp; Used, leasing and/or rental</i>			•	
<i>Conference Center</i>	•			
<i>Congregate Care Facilities</i>	•			
<i>Convenience Store, with Gas Station</i>				•
<i>Convenience Store, with Gasoline Pumps &amp; Automated closed Car Wash as accessory</i>				•
<i>Convention/Meeting Spaces</i>	•			
<i>Corporate suites (furnished residential apartments leased for less than thirty days)</i>	•			
<i>Dancing, Theatrical or Music Studio</i>	•			
<i>Daycare</i>	•			
<i>Day Spa</i>	•			
<i>Dependent Care Center</i>	•			
<i>Drive-Thru Facilities</i>	•			
<i>Drugstore, including Drive-thru</i>	•			
<i>Dry Cleaners &amp; Laundry</i>	•			
<i>Educational Facilities</i>	•			

<b>Land Use</b>	<b>Permitted Principal Use</b>	<b>Permitted Accessory Use</b>	<b>Use Subject to Performance Conditions</b>	<b>Conditional Use Permit Required</b>
<i>Emergency Medical Care Facility (24 Hour Service)</i>	•			
<i>Entertainment and Recreation</i>	•			
<i>Family Game Center, Indoor or Outdoor</i>	•			
<i>Farmers Market</i>				•
<i>Furniture (Retail &amp; Wholesale)</i>	•			
<i>Galleries &amp; Studios</i>	•			
<i>Grocery Store</i>	•			
<i>Gymnasium, Private or Commercial</i>	•			
<i>Hardware Store</i>	•			
<i>Health Clubs</i>	•			
<i>Home Occupations</i>	•			
<i>Hospitals</i>	•			
<i>Hotel or Motel</i>	•			
<i>Hotel / Condominium</i>	•			
<i>Independent Living Facility</i>	•			
<i>Indoor Recreational Facilities</i>	•			
<i>Limited Care Facilities</i>	•			
<i>Live Entertainment, Indoor</i>	•			
<i>Live Entertainment, Outdoor</i>	•			
<i>Live-Work Units</i>	•			
<i>Lodging</i>	•			
<i>Massage Therapy</i>	•			
<i>Medical or Clinical Laboratories</i>	•			
<i>Microbrewery, Pub</i>	•			
<i>Movie/Motion Picture Theaters</i>	•			
<i>Music Studios</i>	•			
<i>Nursing Homes</i>	•			

Land Use	Permitted Principal Use	Permitted Accessory Use	Use Subject to Performance Conditions	Conditional Use Permit Required
<i>Offices, Medical, Dental, General, Business, Professional &amp; Administrative</i>	•			
<i>Offices with Conference, Reception or Health/Recreation Facilities</i>	•			
<i>Outdoor dining &amp; alcoholic beverage consumption &amp; sales</i>	•			
<i>Outside Retail Food Sales</i>	•			
<i>Outdoor Food preparation</i>		•		
<i>Outdoor Grocery Sales</i>	•			
<i>Outdoor sales &amp; display as accessory to Retail use.</i>		•		
<i>Outdoor recreational facilities and sports courts as an accessory use to hotel, motel, office &amp; residential.</i>		•		
<i>Outdoor Garden Center as accessory to Retail use.</i>		•		
<i>Outdoor Storage</i>			•	
<i>On-site Parking Lots or Garage/Structure</i>	•			
<i>Patron Dancing</i>		•	•	
<i>Personal Services, such as beauty shops and barber shops</i>	•			
<i>Pharmacy, with Drive-Thru</i>	•			
<i>Photographic Studio, Developing and Printing</i>	•			
<i>Physical Therapy Equipment, Retail and Wholesale</i>	•			
<i>Private Schools</i>	•			
<i>Private Clubs &amp; Lounges</i>	•			
<i>Professional offices or studios, including the teaching of fine arts.</i>	•			

Land Use	Permitted Principal Use	Permitted Accessory Use	Use Subject to Performance Conditions	Conditional Use Permit Required
<i>Propane Retail Sales (accessory to service stations, grocery store, home improvement, or convenience stores)</i>			•	
<i>Public/Private Open Space</i>	•			
<i>Recreation and Social Clubs</i>	•			
<i>Residential-Multifamily Loft</i>	•			
<i>Residential-Multifamily Condominium</i>	•			
<i>Residential-Multi-family, including Accessory uses that are incident to the principle use of the property such as fences, walls, garages, and swimming pools</i>	•			
<i>Residential-Senior Housing</i>	•			
<i>Residential units above first floor commercial</i>	•			
<i>Residential - Time Share Units</i>	•			
<i>Resort Hotel</i>	•			
<i>Restaurant, Cafeterias, Bars, Lounge, Taverns, Delicatessens, self-service and takeout restaurants, including outdoor dining</i>	•			
<i>Restaurants, including restaurants integrated into employment structures</i>	•			
<i>Restaurant with Drive-Thru Facilities</i>	•			
<i>Retail, Regional</i>	•			
<i>Retail sales, new</i>	•			
<i>Retail sales, used</i>				•
<i>Retail store, in-line</i>	•			

Land Use	Permitted Principal Use	Permitted Accessory Use	Use Subject to Performance Conditions	Conditional Use Permit Required
<i>Retail store integrated into office building</i>	•			
<i>Schools (Business, Charter, Private, Professional, Public, Tech., Higher Ed)</i>	•			
<i>Seasonal sales and special events, subject to standards in Sections 7.501-Generally and 7.503-Seasonal sales and Special Events.</i>	•			
<i>Self-Storage Facility, no outdoor storage</i>			•	
<i>Single retail use that is greater than seventy-five thousand (75,000) square-feet of gross floor area.</i>	•			
<i>Skating Rinks, Indoor</i>	•			
<i>Special School or Training Institution</i>	•			
<i>Sporting Goods Store (Retail or Wholesale)</i>	•			
<i>Tanning Salon, Nail Salon, Barber/Beauty Parlor (Massage Therapy as Accessory)</i>	•			
<i>Theme Park</i>	•			
<i>Theater/music venue</i>	•			
<i>Thrift Store</i>				•
<i>Timeshare, Resort</i>	•			
<i>Urgent Care Centers</i>	•			
<i>Valet Parking Service</i>			•	
<i>Variety store</i>	•			
<i>Veterinary Clinic/Hospital</i>	•			
<i>Warehouse</i>			•	
<i>Wholesale, trade, and storage of durable and</i>	•			

<i>non-durable goods</i>				
<i>Wireless Communication Facilities</i>		•		

*Limited Care Facilities* shall be defined as a healthcare services facility that includes short-term healthcare services with primary focus on post-hospital care services. The central focus of this facility would be a rehabilitation center, which has private patient treatment/massage rooms and/or full physical, occupational and speech therapy rooms and may include skilled nursing and or memory care.

The Planning Administrator or designee shall determine if uses not expressly listed in the matrix are significantly similar or dissimilar to particular uses listed within this PAD. Any uses similar to and not more detrimental than the uses permitted herein shall be subject to Planning Administrator interpretive administrative approval. Uses that are found to be similar shall meet the same requirements as the related use listed in the matrix.

**G. PERFORMANCE CONDITIONS**

The Uses Subject to Performance Conditions as defined above, in the List of Uses, are these proposed uses allowed within the **CENTERPOINT** PAD subject to additional development performance standards to minimize potential impacts to the community from hazards, nuisance and other negative factors. To ensure that land uses are not operated in such a manner as to cause a detrimental impact on adjacent properties or ambient community environment; and to preserve and enhance the lifestyle of existing and future residents through the protection of public health, safety, and general welfare, the following restriction shall apply to the applicable use within the **CENTERPOINT** PAD.

<i>Animal Kennels/Pet Resort:</i>	
a.	They shall be so constructed and operated as to prevent objectionable noise and odor outside the walls of the building and outdoor wall area.
b.	The keeping or boarding of animals must occur within an enclosed building except between 5:30 am and 10:00 pm.
c.	Outdoor runs shall be enclosed by a minimum 8-foot high wall.

<i>Compressed Natural Gas (CNG) Retail Sales, as an accessory use to service station and automobile sales, new &amp; Used, leasing and/or rental:</i>	
Natural gas fueling equipment shall be sheltered by an enclosure constructed of non-combustible or limited combustible materials that has at least one side predominantly open and a roof designed for ventilation and dispersal of escaped gas. This facility shall be considered outdoors for PAD purposes. If the fueling equipment is not sheltered by	

such a structure. The enclosed shelter screening the natural gas fueling equipment shall be architecturally compatible with the buildings on the site.

***Outdoor Sales:***

All outdoor sales and displays shall comply with the "Performance Standards" Section for General Commercial zoning district of the Zoning Ordinance.

***Outdoor Storage:***

No exterior storage is permitted unless screened with a solid fence or continuous plantings, as approved by the Planning Division. Such storage shall be no higher than twelve feet.

***Patron Dancing:***

Accessory to Restaurant, Bar, Lounge, Nightclub, Tavern, Dance Hall, Cinema/Movie Theater, Concert Hall, Private Club, Amusement Park and Lounges or Hotel.

***Propane Retail Sales:***

a.	Comply with City of Glendale Fire Code.
b.	Site plan approval in accordance with the Design Review Approval Section of the Zoning Ordinance through the Planning Division for the purpose of assuring continuous pedestrian access to buildings and minimizing view from public streets.
c.	The public's view of the rack of propane containers shall be screened with devices such as planters, building columns, façade elements or walls as determined through the site plan review process.
d.	The propane shall be sold only in sealed steel containers with a maximum volume of 20 lbs. (4.8 gallons propane). The containers shall be in racks with an aggregate capacity of not more than 12 containers at each location.
e.	The rack of containers shall be mounted or anchored to the ground or building, the rack shall not block the view into a store window and in all events may not be more than 41 inches high.
f.	Each 20 lb. (4.8-gallon propane) container shall be fitted with a propane service valve (Type I) for safety purposes.
g.	Review by the Fire Department and compliance with all pertinent requirements of the Glendale Fire Code, the National Fire Protection Association Standard No. 58 as required by the Fire Department, and other codes and regulations.
h.	Signage shall be limited to product identification on each 20 lb. (4.8-gallon propane) container and to six (6) square feet of identification signs on the storage rack.

***Residential - Time Share Units:***

Time share, Individually-owned residential units (attached or detached) which allow someone to own a full-service permanent residence or vacation home as a fractional share of a whole. The individual owner only owns a fractional share of the air space

confined within the boundaries of the home and/or designated yard area.

***Self-Storage Facility:***

- |    |   |
|----|---|
| a. | Shall not be located within 600-feet of the Loop 101 Freeway property line. |
| b. | No outdoor storage shall be permitted.                                      |

***Thrift Store (Subject to a Conditional Use Permit):***

- |    |  |
|----|--|
| a. | The storage area must be provided for all discarded items. All storage areas for individual items, including collection receptacles, shall be entirely enclosed or screened and not visible from the public right-of-way or from adjacent residential areas. |
| b. | All collection receptacles shall be secure from public access during nonbusiness hours.  |
| c. | No material, goods, or merchandise may be stored outside of an approved collection receptacle unless it is within an approved screened area.   |

***Valet Parking Service:***

A service provided by a private company which valets patron cars while attending a business, hotel, and/or residential project. Such service can only occur as an accessory to a primary use.

***Veterinary Clinic/Hospital:***

- |    |   |
|----|---|
| a. | The keeping or boarding of animals must occur within an enclosed building at all times.   |
| b. | The average noise level, measured at the property line, shall not exceed fifty-five DB (one LDN) when measured on an "A weighted" sound level meter and according to the procedures of the Environmental Protection Agency. |

***Warehouse:***

- |    |  |
|----|--|
| a. | Warehouse must be an ancillary to a primary use.   |
| b. | At least 20% of the building must be dedicated to office, retail, wholesale, or showroom.  |
| c. | No exterior storage is permitted unless screened with a solid fence or continuous plantings, as approved by the Planning Division. Such storage shall be no higher than twelve feet. |

**H. PROHIBITED USES**

- a. Adult Oriented Businesses.
- b. Automobile Sales or Storage.
- c. Checking Cashing Facilities.
- d. Fortune-tellers/Palm Readers.

- e. Medical Marijuana establishments.
- f. Pawn Shops.
- g. Swap meet.

## **I. DEVELOPMENT STANDARDS**

The purpose and intent of these provisions defined within the **CENTERPOINT** PAD is to promote the development of unique mixed-use development that will provide opportunities for a spectrum of land uses. The **CENTERPOINT** PAD will fully comply with the Design Review criteria set forth in Section 3.600-Design Review of the Glendale Zoning Ordinance or as amended herein. This PAD also provides additional supplement design principles, which are included in the development and landscape standards.

The attached “Conceptual Representations” are illustrations of how the southern multifamily residential portion of the site plan may be developed. It is anticipated that the project will be developed in phases. Each phase will be subject to the City’s normal Design Review process. At the time development is proposed on each Area that development proposal shall be proposed through the City’s Administrative Design Review process for that phase and show how the proposed development fits compatibly within the balance of the overall Property.

As previously mentioned, the Property is an irregular shaped parcel, with no single-family residential homes immediately adjacent to the site and it is situated between the Loop 101 Freeway right-of-way and 95<sup>th</sup> Avenue. The requested development standards are intended to allow this Property to bring together the **CENTERPOINT PAD**, with compatible employment, office, medical, healthcare, other retail commercial, hotel uses and/or with a multi-family residential element in a cohesively planned setting.

Since no residential homes exist next to this site the need for large building setbacks is not necessary to provide compatibility between uses. The existing perimeter streets and freeway act as appropriate separation between existing and proposed uses and already provides large building setbacks from any other adjacent development. Density and intensity in urbanized areas, near employment and retail centers on a major freeway, is typical, appropriate, and desirable.

This PAD proposes a 220-foot building height limit for **CENTERPOINT** and proposes a height limit for freeway monument signs of up to 55-foot in order to have unobstructed visibility to and from the freeway. The requested height also provides the ability for hotels, executive office buildings and multi-level multi-family projects. It also allows for greater flexibility in the selection of structural systems and telecommunications infrastructure required by today’s retail, hotel and office, and multi-family users.

This PAD proposes the following Development Standards:

<b>Development Standards</b>	
<b>Min. Area</b>	N/A for Non-Residential 43,560 for Multi-Family Residential
<b>Min. Width</b>	N/A
<b>Min. Depth</b>	N/A
<b>Max. Density/Gross Ac.</b>	80 du/ac for Residential
<b>Max. F.A.R</b>	1.00 or less
<b>Min. % Open Space*</b>	10% for Non-Residential 20% for Multi-Family Residential
<b>Min. Front Building Setback (Cardinals Way)</b>	0-feet
<b>Min. Street Side Building Setback</b>	
95 <sup>th</sup> Avenue	0-feet
Missouri Avenue	0-feet
Loop 101 Freeway	0-feet
<b>Min. Interior Setback</b>	Per Building Code
<b>Distance Between Structures</b>	Building Separation shall be per the Building Code.
<b>Percentage of Lot Coverage per parcel</b>	Up to 55% for Multi-Family Residential
<b>Max. Building Height**</b>	220 feet subject to FAA Clearance
<b>Min. Landscape Setbacks</b>	
Cardinals Way	20-feet
95 <sup>th</sup> Avenue	20-feet
Missouri Avenue	10-feet
Loop 101 Freeway	0-feet
<b>Max Height for Freeway Monument Sign</b>	55-feet
<b>Minimum patio or balcony area per unit</b>	40 sq. ft.
<b>Residential Garage Parking Spaces</b>	Minimum 20% of total residential units
<b>Parking Space Dimensions</b>	Minimum 9' x 18'
<b>Minimum # of Parking Space for Home Furnishings, Major Appliances and similar uses</b>	1:500 sq. ft. – No Maximum # of spaces. Up to 15% total parking spaces reduction subject to approval by the Planning Administrator or his/her designee.

*\* Open Space is defined as: An area that is intended to provide light and air and is designed for either environmental, scenic, or recreational purposes. Open space includes, but is not limited to lawns, decorative planting, walkways, active and passive recreation areas, playgrounds, fountains, swimming pools, wooded areas, water courses, perimeter landscaping, plazas and rooftop amenities.*

*\*\*Prior to the City's issuance of permit(s) for vertical construction of building(s), the developer shall submit FAA form 7460-1 to the FAA Regional Office for the FAA's determination of whether such building(s) height would be a hazard to aviation and what additional conditions (if any) are recommended by the FAA. Building heights must comply with any terms required in the "No Hazard Determination" such as installing and maintaining any required lighting.*

**Parking.** Parking shall conform to City of Glendale Zoning Ordinance, Section 7.400, except as otherwise noted within the Centerpoint PAD. A "Shared Parking Model" analysis may be submitted by the owner for administrative approval by the City for a reduction in parking at the time of Design Review to determine parking needs.

Shared parking model report. The shared parking model report can be used as a basis for predicting the parking demand for a particular mix of uses on a site as an alternative to the parking requirements table in the Zoning Ordinance. The Zoning Ordinance assumes that every separate use will need the full amount of parking that is called for in the parking requirements at some point during the day (called the "peak" period for that use). Where different uses need parking at different times of the day, there is an opportunity for them to share parking. The total number of parking spaces needed to serve a mixed-use site (the parking demand) may be significantly less than the number of stalls that would have to be built if each of the uses had to provide parking on its own. The report must demonstrate that the site has enough parking to accommodate the mixed of uses.

## **J. DESIGN GUIDELINES**

All buildings shall be designed with 4-sided architecture. The building architecture and site design for the **CENTERPOINT** Area B is being provided with this PAD application. The architecture and site designs for Area A will be filed in the future at the time of development.

The provisions of this section seek to create a foundation for design that will ensure development of an attractive, high quality mixture of architectural styles. Buildings will feature creative applications of materials, colors and textures. The design of each building within the overall development will be complementary, so as to create a harmonious blend of styles. This will be accomplished through the use of compatible materials and colors, while creating a strong individual design identity consistent with each building's individual use and purpose. The design guidelines and standards proposed herein are intended to provide an overall vision for the character of the project. As earlier noted, all future employment/office, medical, healthcare, retail, hotel and/or multi-residence uses are subject to separate Design Review approval as outlined in the "Design Review" Section of the Zoning Ordinance.

The attached “Conceptual Representation of the Overall Site Plan”. While the applicant may submit elevations, which differ in some ways from the representations shown in this PAD submittal, the intent of the submittal exhibits is to establish a level of foundational quality. This PAD shall conform to the following design guidelines indicated below:

**Area A**

The proposed **CENTERPOINT** Area A encompasses approximately 48-acres on the northern portion of the overall 63-acre parcel with frontage on both Cardinals Way and 95<sup>th</sup> Avenue. Area A can accommodate commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment, and/or high-density residential uses.

**ARCHITETURAL DESIGN PARAMETERS:**

<b>Building Design</b>	<p>The visual impact of a building depends not only on its size, but also on the relationship between its height, length, and width including such features as prominent entries, windows, color and materials. Articulation of the façade on all four building sides.</p> <p>Building wall articulation shall be required on buildings with appropriate details and elements to recognize the pedestrian scale environment and a sense of place. Acceptable modes of articulation may include per building facade:</p> <ul style="list-style-type: none"><li>• Changes in the horizontal wall plane.</li><li>• Changes in the vertical wall plane.</li><li>• Variation in the roof lines and form.</li><li>• Introduction of significant signage elements.</li><li>• Use of balconies.</li><li>• Use of ground level arcaded and covered areas.</li><li>• Use of protected and recessed entries.</li><li>• Use of vertical elements on or in front of expansive blank walls.</li><li>• Use of pronounced wall plane offsets and projects.</li><li>• Use of vertical accents and focal points.</li><li>• Change in use of materials or color to provide a clear distinction between roof, body and base of a building.</li><li>• Variation in storefront windows and material differentiation.</li><li>• Changes in predominant material use.</li><li>• Other form of building façade articulation as approved by Planning Division.</li></ul>
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<b>Roofs</b>	<p>Any pitched roof structure shall use concrete tiles or “pre-finished” metal roofing or other acceptable material as approved by Planning Division. Flat roofs shall be non-reflective material (minimum SRI of 78 for non-occupiable roof patios).</p> <p>Variation in roof lines, architectural elements, change in materials, parapets and/or other significant roof or canopy form, or other form of architectural treatment as approved by the Planning Division is encouraged to reduce the scale of buildings. Roof size, shape, material, color and slope should be coordinated with the scale and theme of the building. Parapets will be used for concealing flat roof. Three-dimensional cornice treatment (where appropriate) or other similar detail that enhance the building architecture is encouraged.</p> <p>All roof mounted mechanical, elevator equipment and satellite dishes will be screened from public view on the adjacent public streets of Cardinals Way and 95<sup>th</sup> Avenue. It is understood that it is not possible to screen such roof mounted equipment from some level of public view on the adjacent 101 Freeway, however, reasonable efforts will be made to minimize the level of visual impact from the Loop 101 through screening, painting, color or other acceptable measures.</p>
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<b>Entrances</b>	<p>All buildings shall have a minimum of one clearly defined main entrance which incorporates a minimum of 2 of the following elements:</p> <ul style="list-style-type: none"><li>• Arches</li><li>• Overhangs</li><li>• Canopies or porticos</li><li>• Recesses/projections</li><li>• Raised parapets</li><li>• Peaked roof forms</li><li>• Signage</li><li>• Entrances framed by outdoor pedestrian features or enhanced landscaping</li><li>• Architectural features such as tile work and moldings integrated into the building structure to frame the entryway.</li><li>• Other acceptable architectural element as approved by the Planning Division.</li></ul>
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<b>Materials</b>	<p>There will be a mix of architectural materials throughout the project. No metal pre-fabricated buildings shall be allowed unless as approved by the Planning Division during Design Review.</p>
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	<p>Approved exterior wall materials include the following list, unless otherwise expanded with approved by the Planning Division:</p> <ul style="list-style-type: none"><li>• Common clay brick</li><li>• Granite</li><li>• Marble, or other natural stone</li><li>• Tile cladding</li><li>• Concrete masonry unit (provided that surfaces are integrally colored, painted, stained or have attractive exposed aggregate which must be approved as to color and texture)</li><li>• Architectural metal</li><li>• Stucco or plaster (synthetic systems simulating stucco or plaster are permitted)</li><li>• Concrete, pre-cast or poured in place</li><li>• Glass</li><li>• Metal panels and/or trim</li><li>• Metal and composite panels</li><li>• Metals (polished and rusted)</li><li>• Perforated metals and meshes</li><li>• Stucco</li><li>• Exposed finished structural steel</li><li>• Stone</li><li>• Masonry</li><li>• Green-Screen or Green walls including trellises to reduce excessive radiant heat in pedestrian areas.</li></ul>
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<b><i>Paving Materials Design</i></b>	<p>Pedestrian crossing area shall have a different color, texture or material to define these areas with one of the following methods:</p> <ul style="list-style-type: none"><li>• Stamped concrete or asphalt</li><li>• Interlocking concrete pavers</li><li>• Stained concrete</li><li>• Integral colored concrete.</li><li>• Or other acceptable method as approved by the Planning Division.</li></ul>
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<b><i>Walls/Fences</i></b>	<p>Thematic walls and fences shall be utilized to provide a cohesive project as approved by the Planning Division. Up to 8-feet tall walls are permitted. Approved wall materials include the following list, unless otherwise approved by the Planning Division:</p> <ul style="list-style-type: none"><li>• Metals, wrought iron, view fencing, steel tube (polished and rusted).</li><li>• Architectural masonry products as cmu, integral color cmu, textured cmu.</li></ul>
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	<ul style="list-style-type: none"><li>• Architectural masonry bricks and veneers.</li><li>• Architectural metal works, stand alone or integrated into masonry walls.</li><li>• Stucco or synthetic applied to all exposed surfaces of masonry cmu.</li><li>• Poured in place concrete works.</li></ul>
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<b>Lighting Design</b>	<p>All lighting shall comply with Section 26.5 Outdoor Lighting Controls of the City of Glendale’s Municipal Code.</p> <p>All exterior lighting on the site is to be shielded from view of the light source off-site to the extent feasible. Parking lot fixtures and wall lights shall not exceed 25-feet in height.</p>
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<b>Main Project Entry Points</b>	<p>Main project entry points shall be created to convey the identity of the development. The main project entry points shall be designed as part of the overall entry plan which locates driveway locations, driveway widths, landscaping and paving details and shall be part of the Design Review application when that portion of the overall property is submitted to the City for review and approval.</p>
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**Area A or B MULTI-FAMILY RESIDENTIAL ARCHITETURAL DESIGN PARAMETERS:**

<b>Building Design</b>	<p>All multi-family residential developments will conform to the City of Glendale’s Residential Development and Design Manual, except as modified by this PAD.</p> <p>The attached “Conceptual Representation of the Area B Site Plan” and the “Conceptual Representative Example” are representations intended for Area B only which illustrate and establish a level of quality which will be the benchmark against Design Review for Area B only. While the applicant may submit elevations, which differ in some ways from the representations shown in this PAD submittal, the intent of the submittal exhibits is to establish a level of foundational quality.</p>
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<b>Materials</b>	<p>A. Approved exterior wall materials include the following list, unless otherwise expanded with approved by the Planning Division:</p> <ul style="list-style-type: none"><li>• Common clay brick</li><li>• Granite</li></ul>
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	<ul style="list-style-type: none"><li>• Marble, or other natural stone</li><li>• Tile cladding</li><li>• Concrete masonry unit (provided that surfaces are integrally colored, painted, stained or have attractive exposed aggregate which must be approved as to color and texture)</li><li>• Architectural metal</li><li>• Stucco or plaster (synthetic systems simulating stucco or plaster are permitted)</li><li>• Concrete, pre-cast or poured in place</li><li>• Glass</li><li>• Metal panels and/or trim</li><li>• Metal and composite panels</li><li>• Metals (polished and rusted)</li><li>• Perforated metals and meshes</li><li>• Stucco</li><li>• Exposed finished structural steel</li><li>• Stone</li><li>• Masonry</li></ul> <p>Green-Screen or Green walls including trellises to reduce excessive radiant heat in pedestrian areas.</p> <p>B. Covered Parking Canopies Finishes.</p> <ol style="list-style-type: none"><li>1. Roof, Sloped: Metal roof deck with metal eaves</li><li>2. Steel Elements (columns): Paint to match building main color.</li></ol> <p>C. Any pitched roof structure shall use concrete tiles or “pre-finished” metal roofing or other acceptable material as approved by Planning Division. Flat roofs shall be non-reflective material (minimum SRI of 78 for non-occupiable roof patios).</p>
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<b>Amenities</b>	<p>Any multi-family residential development must provide a minimum of four (4) types of exterior amenities, such as, but not limited to the following:</p> <ul style="list-style-type: none"><li>• Pool</li><li>• Club house</li><li>• Fitness facility</li><li>• Community kitchen for gathering</li><li>• Barbeque</li><li>• Cabana</li><li>• Spa</li><li>• Ramada</li></ul>
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	<ul style="list-style-type: none"><li>• Dog Park</li><li>• Grassed Activity Area with Seating</li><li>• Other form of amenity as approved by the Planning Division.</li></ul>
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<b>Private Resident Space</b>	Balconies shall be provided for all residential units 2 <sup>nd</sup> floor and higher. Patios shall be provided for all ground floor residential units. There shall be an 80 square feet minimum patio or balcony area per unit in Area B.
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<b>Paving Materials Design</b>	<p>Pedestrian crossing area shall have a different color, texture or material to define these areas with one of the following methods:</p> <ul style="list-style-type: none"><li>• Stamped concrete or asphalt</li><li>• Interlocking concrete pavers</li><li>• Stained concrete</li><li>• Integral colored concrete.</li><li>• Or other acceptable method as approved by the Planning Division.</li><li>• All materials within the Pedestrian crossing shall meet ADA requirements and may not create a significant noise issue with vehicle traffic.</li></ul>
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<b>Walls/Fences</b>	<p>Thematic walls and fences shall be utilized to provide a cohesive project as approved by the Planning Division. Up to 8-feet tall wall is permitted. Approved wall materials include the following list, unless otherwise approved by the Planning Division:</p> <ul style="list-style-type: none"><li>• Metals, wrought iron, view fencing, steel tube (polished and rusted).</li><li>• Perforated metals and meshes.</li><li>• Architectural masonry products as cmu, integral color cmu, textured cmu.</li><li>• Architectural masonry bricks and veneers.</li><li>• Architectural metal works, stand alone or integrated into masonry walls.</li><li>• Stucco or synthetic applied to all exposed surfaces of masonry cmu.</li><li>• Poured in place concrete works.</li></ul>
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<b>Lighting Design</b>	<p>All lighting shall comply with Section 26.5 Outdoor Lighting Controls of the City of Glendale's Municipal Code.</p> <p>All exterior lighting on the site is to be shielded from view of the light source off-site to the extent feasible. Parking lot fixtures and wall lights shall not exceed 25-feet in height.</p>
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**Main Project  
Entry Point**

Main project entry point shall be created to convey the identity of the development. The main project entry point shall be designed as part of the overall development and shall be part of the Design Review application when that portion of the property is submitted to the City for review and approval.

**K. LANDSCAPE and DESIGN**

These landscape guidelines are intended to provide the framework for the development of the overall landscape character for **CENTERPOINT Glendale**. The guidelines include all areas of the site including perimeter treatments, open spaces and parking areas. The objective of these guidelines is to unify the project.

**Specific Perimeter Treatments**

The perimeter shall be developed to have a consistent look. The perimeter shall have a themed street tree landscape appearance. The perimeter of the site shall incorporate the use of flowering desert shrubs and groundcovers that will provide a sense of identity and be compatible with the environmental conditions of the area. Drought tolerant shade trees and ground cover shall be incorporated along all site edges.

**Site Entrances**

The entries into the site shall be clearly identified as project entry points with the use of landscape materials. These may include increased plant massing, themed plant species as well as site walls consistent with the project. These may include native trees, with shrub accent and groundcover plantings, landscaped mounds, site walls and directional signage.

**Landscaped Area Along Street Frontage**

Landscaped areas along street frontages shall be contoured or bermed to provide variations in grade, visual relief, parking lot screening, and more pleasing aesthetic value. All on-site parking area shall be screened from street view by a landscaped berm or decorative wall not less than three (3) in height. The required height of the berm or wall shall be measured from the highest finished grade of the adjacent on-site parking area or adjacent finished grade of the street, whichever is greater. Tree spacing shall not exceed a maximum distance of 30-feet.

**Parking Lot Landscaping**

On-site parking areas for all applicable development projects shall contain as least one (1) landscaped planter, not less than one hundred (100) square feet in area with a minimum width of five (5) measured from back of curb to back of curb, for every ten (10) parking spaces provided on the site, except if a photovoltaic system is used in a parking

field. If such photovoltaic system is used in a parking field, then no landscape planter or plantings shall be required underneath the photovoltaic covered area. Shrubs within the planter island of an on-site parking area shall be maintained to a height no greater than three (3) feet, and all trees within such planters shall maintain a minimum clearance of five (5) feet from the lowest branch to the adjacent grade elevation. The required number of landscape planters shall be distributed or located within the parking areas to enhance the proposed development project. The landscaped area within these planters may be used to satisfy, to the extent provided, the landscape area requirements set forth in Section 19-62.

### ***Hardscape***

A mixture of different hardscape and paving materials shall be integrated into the site to emphasize key focus areas. These areas may include major vehicular entrances, pedestrian crossings, and/or pedestrian plazas. Architecturally themed signage, screen walls and decorative elements will be selected to integrate with the overall character of the development.

## **L. SIGNS**

Signs shall conform to all provisions defined by Sections 7.100-Signs through Section 7.110-Digital Billboard Signs of the City of Glendale Zoning Ordinance, as amended over time, except as outlined in this section of the PAD. All signs must be located on the subject property. No signs shall be allowed within public right-of-way, unless authorized in writing by the City of Glendale.

A general framework is provided in this PAD to ensure that the designs are appropriate for the project as a whole. Signage should not only include text that identifies the name of the business, but also incorporates the use of graphics and forms that provide identity, where appropriate, for commercial clients.

Signage will be a vital and integral tool in creating and framing the environment for **Centerpoint**. The proposed additional signage standards are a tool that will not only enhance the experience of the overall project but also play a key sustainability role. A unique signage package is proposed that allows business identification, on and off-site advertising, art, graphics and freestanding signs to tie into the building architectural landscape of **Centerpoint**. It will provide excellent freeway visibility, gives unique opportunity for corporate headquarters, major businesses, entertainment related uses, manufacturing, the signage necessary to provide identity, name recognition, corporate branding and visual advertisement. Digital Billboard Signs will also be an important part of this signage hierarchy to generate interest and excitement for future businesses and the master plan itself.

At the perimeter of the site, signs shall be designed to be easily read from both adjacent freeways and arterial streets. Signs along the 101 freeway may advertise both on-site

and off-site uses and shall therefore conform to the requirements of Section 7.110 of the Glendale Zoning Ordinance (as currently in effect), except where modified by the regulations contained herein.

All signs shall be regulated by the Signage Design Guidelines set forth in this PAD under the governance of the Master Developer and/or its Assignee and the construction rules as adopted by the City of Glendale. All signs may face the freeway. Specific signage for individual building(s) and final sign locations will be part of the Design Review process.

***Allowable Signs***

These provisions are also meant to ensure an overall consistency in signage that protects the properties within the development and the unique identities of the uses and tenants.

The following signs, as well as signs otherwise permitted by Sections 7.100-Signs through Section 7.110-Digital Billboard Signs of the City of Glendale Zoning Ordinance, shall be permitted in this PAD.

- Banners - site, street and project
- Blade Sign
- Building or Tenant Wall Signs
- Digital Billboards in accordance with Section 7.110-Digital Billboard Signs of the City of Glendale Zoning Ordinance.
- Electronic (Digital) Message Displays
- Freeway Monument Sign
- Hotel Identification
- Project Monument Signs

***Photo Examples of Sign Types***



**Blade signs**



**Building or Tenant Wall Signs**



**Digital Billboard**



**Electronic (Digital) Message Displays**



**Freeway Monument Sign**



**Hotel Identification**



**Primary Project Monument Signs**



Blade Sign

- Blade signs are permitted on all applicable elevations with sign sizes differing depending on exposure and legibility.
- The signs height shall not exceed half of the vertical height of the building.
- The signs width shall not exceed 3-feet.
- Total sign area shall not exceed more than 60 square foot per sign.

Building or Tenant Wall Signs facing the Freeway

- Building sign size will be determined by lineal footage criteria (2 s.f. per lineal foot of frontage not to exceed 300 s.f. per sign) are permitted on all applicable elevations.
- Tenant signs may be identified at each primary entrance that provides pedestrian access to the main lobby.

- Tenant sign size will be determined by lineal footage criteria (2 s.f. per lineal foot of frontage not to exceed 300 s.f. per sign).
- The sign should be limited to the company or corporate names and may include the company logo or trademark.
- Upper stories may be used to identify the tenant or building. Signs are permitted on all applicable elevations with sign sizes differing depending on exposure and legibility.
- The signs should not exceed 15-feet in height and total not more than 300 square foot per sign. All wall signs can utilize internally illuminated or non-illuminated pan channel, reverse channel or cut-out dimension letters. Illumination can be neon or LED. Logo types can be fabricated using free-formed cabinets that are illuminated with florescent or other forms of internal illumination.

#### Freeway Monument Sign

- The maximum sign area shall not exceed five hundred forty (540) square feet. Sign area shall be defined as the area within a box that encompasses all logos, print, wording, images, messaging, or lighted area. Sign area does not include sign material, columns or architectural features.
- Maximum height, including any supporting structures, shall not exceed 55-feet.
- Base of the sign shall be at least 50% of the width.
- Freeway monument sign must be located within 300-feet of freeway right-of-way.
- Can not be located within 330-feet of either the north or south property lines of the overall PAD.
- A maximum of 2 Freeway Monument Signs shall be permitted along freeway frontage for the entire PAD, provided all other provisions are met.
- Any proposed freeway monument sign shall not be located within a 330-foot distance from any other freeway signage (billboard or monument) on the site or an adjacent property.
- An electronic message board may be allowed for on-site advertisement only.
- Up to a maximum of 10 tenants may be displayed on each side of the freeway monument sign.

#### Project Monument Signs

- Up to 2 shall be permitted along Cardinals Way street frontage.
- Up to 3 shall be permitted along 95<sup>th</sup> Avenue street frontage.
- Project Primary monument sign must be located within 50-feet of the property line.
- Maximum sign area shall not exceed two hundred fifty (250) square feet.
- Maximum height, including any supporting structures, shall not exceed 18-feet.
- Base of the sign shall be at least 50% of the width.
- There shall be a minimum distance of three hundred thirty (330) feet between all Project Monument Signs.
- An electronic message board may be allowed.

- Up to 10 tenants may be displayed in each individual sign.

#### Hotel Identification

- Signs may be positioned at the building entry or façade.
- Sign size will be determined by lineal footage criteria (3 s.f. per lineal foot of frontage not to exceed 300 s.f. per sign).
- Auxiliary signs such as Spa, Ballroom, Meeting Room, Main Entrance signs, etc. can also be mounted to outside of building.
- Upper stories may be used to identify the structure/hotel. Signs are permitted on all applicable elevations with sign sizes differing depending on exposure and legibility. The signs should not exceed 15-feet in height and total not more than 300 square foot per sign.
- All Hotel wall signs can utilize internally illuminated or non-illuminated pan channel, reverse channel or cut-out dimension letters. Illumination can be neon or LED. Logo types can be fabricated using free-formed cabinets that are illuminated with florescent or other forms of internal illumination.
- Up to 1 Hotel freestanding monument sign shall be permitted per hotel and must be located within 50-feet of the property line.
- Maximum sign area shall not exceeds one hundred (100) square feet.
- Maximum height, including any supporting structures, shall not exceed 10-feet.
- Base of the sign shall be at least 50% of the width.
- An electronic message board may be allowed.

## **M. INFRASTRUCTURE**

#### **Transportation:**

**CENTERPOINT** is located at a major intersection of two significant arterials; Cardinals Way and 95<sup>th</sup> Avenue. When combined with convenient freeway access at Cardinals Way, as well as Camelback Road, this development is very accessible for the general public both regionally and locally. This is certainly a great asset to the success of **CENTERPOINT**. The arterial street and freeway network already exist in the area. The pedestrian sidewalk framework exists on both sides of 95<sup>th</sup> Avenue adjacent to overall property. No sidewalk exists along the south side of Cardinals Way adjacent to the overall property. Sidewalk and required street improvements for the south half of Cardinals Way will be done when development adjacent to Cardinals Way occurs. Internal pedestrian walkway and connections to the City's street sidewalk network and final half-street improvements which may include streetlights, deceleration and driveway locations will be submitted when that portion of the property is submitted to the City for Design Review.

#### **Grading and Drainage:**

Will be submitted as part of the Design Review submittal for each individual development.

**Water and Wastewater:**

Water and wastewater infrastructure requirements will be determined at the time of the Design Review for each individual development, when the final land-uses and urban design of the property in question have been clearly identified and proposed water demands and wastewater generation and infrastructure locations established. The project site is by existing City of Glendale water and wastewater systems. Future infrastructure improvements may be required to provide service beyond individual parcels. Any such improvements will be designed and constructed in accordance with City Design Standards and Policies.

**N. PHASING**

It is anticipated that the project will be developed in phases. Each phase will be subject to the City’s normal Design Review process. At the time individual development is proposed that development proposal shall be processed through the City’s Administrative Design Review process for that phase and show how the proposed development fits compatibly within the balance of the overall Property. Individual phases will build necessary site work, parking and infrastructure to accommodate that phase of development. It is anticipated the southern 15 acres will be the first to develop for a high-quality multi-family residential development.

**O. AMENDMENTS**

The following provisions are intended to provide criteria for Administrative Interpretations and for the determination of a Major Amendment or Minor Amendment.

**Administrative Interpretations**

On occasion, it may be necessary to request a formal or informal interpretation from the City of Glendale Planning Administrator related to the implementation and/or interpretation of the project intent, use, or development standards as may be applicable to the interpretation of the provisions of the City of Glendale Zoning Ordinance or to the interpretation of the intent of narrative descriptions/statements contained in this PAD application. Such requests for interpretation to these provisions will be made in written form to the City of Glendale Planning Administrator, or his/her designee, by the Master Developer or the property owner.

**Major Amendments**

- A Major change is a substantial alteration to the “List of Uses” of the Property as

set forth in this PAD, as deemed to be substantial by the Planning Administrator or his/her designee. Major Changes shall comply with the procedural/public hearing requirements set forth in City of Glendale Zoning Ordinance and State Statute.

### **Minor Amendments**

The City of Glendale Planning Administrator or his/her designee may allow minor changes to the PAD, provided that such proposed changes do not rise to the level of a major change as outlined above. Minor Amendment shall be acted upon administratively by the Planning Administrator, or his/her designee. Unless otherwise required by law, those changes determined to be minor by the City shall not require public notice or public hearings. The following items shall be considered as minor changes to the PAD:

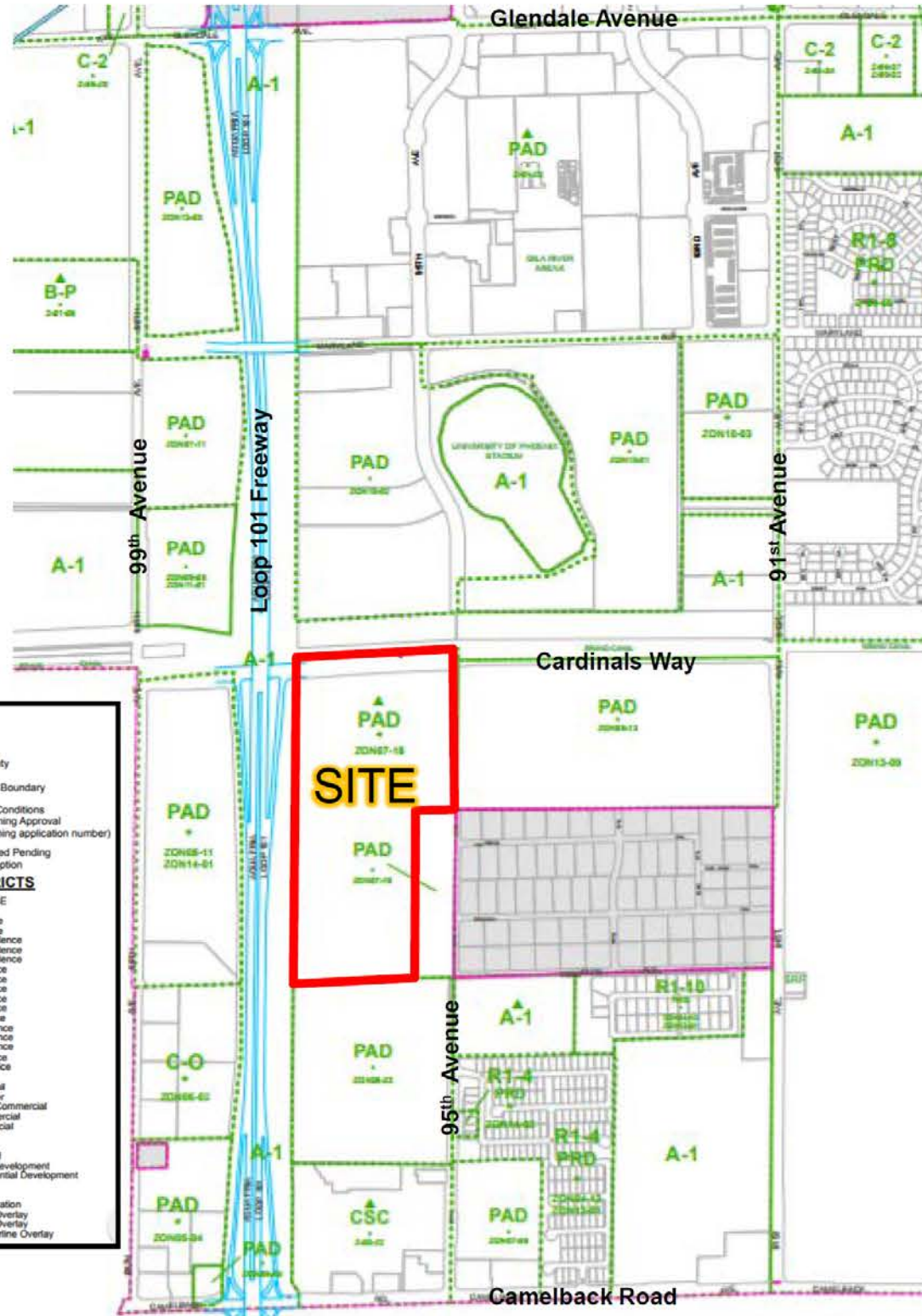
- Changes in configuration of individual development parcels to include modifications to boundaries as long as there is no net loss of open space allowable within the PAD;
- Any alterations to the PAD narrative which does not directly impact the health, safety and welfare for any adjacent property owner or that of the general public as determined by the Planning Administrator, or his/her designee;
- Changes or modifications in setbacks by less than 15% of the required development standard in order to accommodate for unique circumstances or specific site constraints, so long as the change does not conflict with the City of Glendale Building Code;
- Any analogous interpretations of the List of Uses of the property as set forth in the PAD, as determined by the Planning Administrator or his/her designee;
- Minor modifications or adjustment to internal driveway alignments and/or parcel configuration so long as the proposed modification does not change the overall intent of the PAD;
- Changes or modifications to the CENTERPOINT Comprehensive Sign Plan;
- Changes or modifications to the CENTERPOINT Wall Signs and/or Panels in the Comprehensive Sign Plan as long as the overall signage area per elevation face does not exceed 15% of that total elevation area;
- Other changes not identified above, but deemed appropriate by the Planning Administrator, or his/her designee, as long as the change does not impact the general health, safety, and welfare of the residents of the City of Glendale and

does not impact the overall intent of the approved PAD.

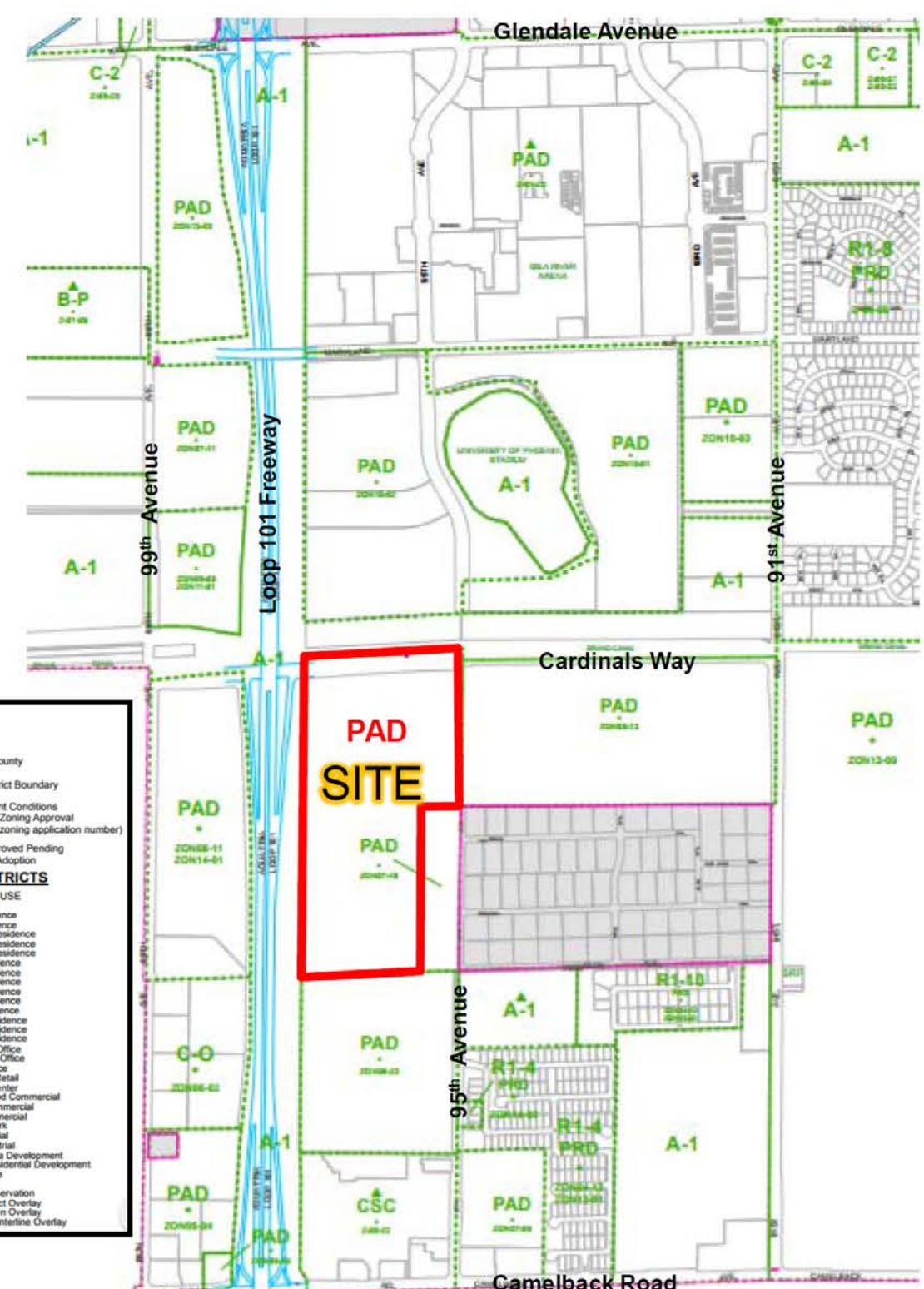
Upon the approval of any proposed amendment to the Planned Area Development (PAD), the amendment shall be attached to the PAD as an addendum and shall become a part thereof.

## **P. CONCLUSION**

This proposal embraces the City's vision for this area adjacent to the 101 Freeway to attract a broad range of complimentary, vibrant uses. The proposed **CENTERPOINT** PAD will provide an exceptional opportunity for the City to capture a variety of uses within a mixed-use project that continues to seek other complimentary commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment and high-density residential uses. With a half mile of freeway frontage along with significant frontage along both Cardinals Way and the new 95th Avenue, **CENTERPOINT** is well positioned to present high-quality commercial retail, restaurants, entertainment, hospitality, office, medical, healthcare, employment and high-density residential elements with innovative site designs, buildings, landscape buffers along the arterial streets, clear and prominent entries, in a master planned setting. The proposed request will positively impact the City's economic vitality and the livability of the area. We believe this PAD is consistent with the overall intent and goals of the City of Glendale General Plan which sets forth objectives and expectations for this area.



Existing Zoning



Proposed Zoning



*Representative Example of the Overall Master Plan*



ACERO GLENDALE

Overall Site Plan

plan scale 1:40  
date: 10.30.19

andersonbaron  
plan · design · achieve  
50 N. WASHINGTON STREET, SUITE 100  
CHANDLER, ARIZONA 85226  
PH: 480.699.7956 FAX: 480.699.7868

*Representative Example of Southern 15 acres Multifamily Site Plan*



*Representative Example of the Multifamily Rendering – Area B*



*Representative Example of the Multifamily Rendering – Area B*



*Representative Example of the Multifamily Rendering – Area B*



*Representative Example of Pool Area and Seating*



*Representative Example of Dual Side Fireplace*



*Representative Example of Garden Area*

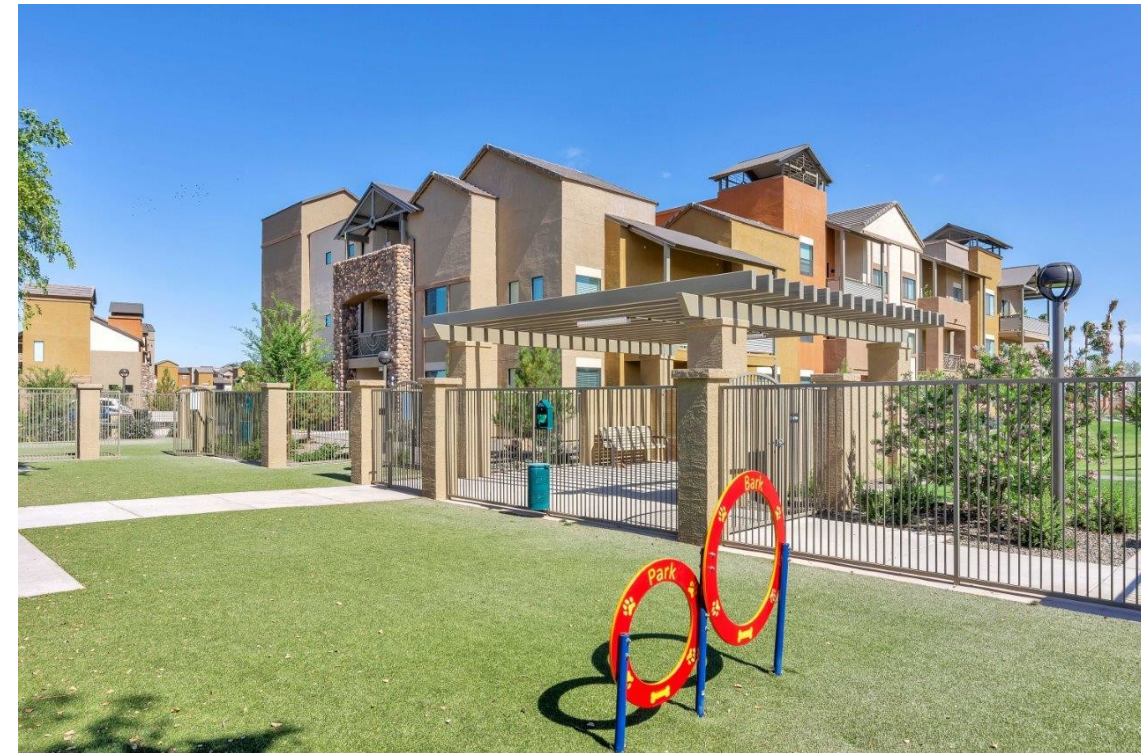


*Representative Example of Pool*

*Representative Examples of the Multifamily Amenities*



*Representative Example of Integrated Shade and Landscape to the Pool Environment*



*Representative Example of Dog Park*

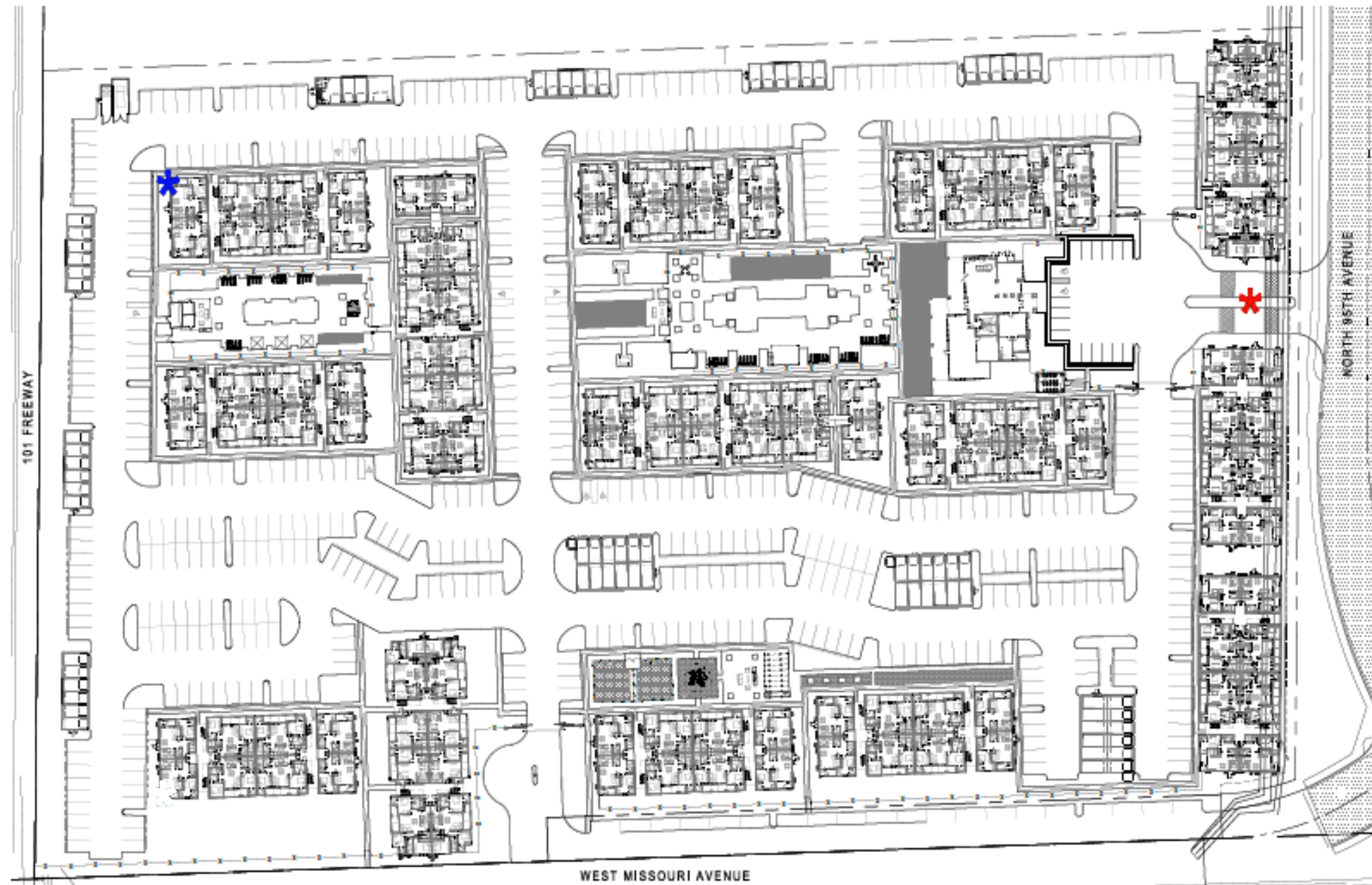


*Representative Example of Tot Lot*



*Representative Example of Exercise Room*

*Representative Examples of the Multifamily Amenities*



SIGNAGE LEGEND



Option A



Option B

\* SIGN A



\* SIGN B

\* DESIGN INTENT IMAGES PROVIDED FOR REFERENCE ONLY AND DOES NOT REFLECT ACTUAL DESIGN. \*

ACERO GLENDALE

Signage Master Plan

plan scale: 1:40  
date: 10.30.19

andersonbaron  
plan - design - achieve  
12 N. WOODSTOCK DRIVE, SUITE 1  
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