

Replace #8

MAY 8 2014



**MEMORANDUM**

**Planning Division – CC Memo No. 14-050**

**DATE:** MAY 8, 2014

**TO:** MAYOR AND COUNCIL

**THRU:** RICH DLUGAS, CITY MANAGER  
MARSHA REED, ASSISTANT CITY MANAGER  
JEFF KURTZ, PLANNING ADMINISTRATOR

**FROM:** KEVIN MAYO, PLANNING MANAGER

**SUBJECT:** DVR13-0032 ALLRED PARK PLACE  
Introduction and Tentative Adoption of Ordinance No. 4541

**Request:** Rezoning from Planned Area Development (PAD) for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to Planned Area Development (PAD) for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, with Preliminary Development Plan (PDP) approval for site design and building architecture

**Location:** Northeast and southwest corners of Price and Willis roads

**Applicant:** Michael Curley  
Earl, Curley & Lagarde P.C.

**Project Info:** Approximately 73-acres total site

**RECOMMENDATION**

Upon finding the request to be consistent with the General Plan, Planning Commission and Planning Staff recommend approval subject to conditions.

**BACKGROUND**

The subject site, comprised of three properties, totals approximately 73 acres and is located at the northeast and southwest corners of Price and Willis roads, south of the Santan Loop 202 and Price 101 freeways interchange. The first property, known as Area 1, is located east of Price

Road, between the Loop 202 Santan Freeway and Spectrum Boulevard. The second property, known as Area 2, is located east of Price Road, between Spectrum Boulevard and Willis Road. The third property, known as Area 3, is located west of Price Road, between Willis Road and Armstrong Place. Areas 1 and 2 received Planned Area Development (PAD) zoning in 1989 as part of the larger 156-acre Gateway Park master plan, previously known as Spectrum, now identified as Park Place. The PAD zoning, revised in 2001, extended in June of 2005, most recently revised in 2008, identifies the subject two properties for commercial land uses with the purpose of providing a mix of office, employment, retail and service commercial uses to support the campus environment. Additionally, Area 1, and a portion of Area 2 include a Mid-Rise Overlay for buildings up to 85-feet in height. Area 3 received PAD zoning in April 2013, for business park uses as identified within the South Price Road Employment Corridor (SPREC) accommodating a wide range of uses including corporate office headquarters, high-tech manufacturing, and knowledge intensive employers.

The General Plan designates the subject site as Employment allowing major employers, knowledge-intensive employers, industrial/business parks, and industrial support uses. Additionally, the General Plan identifies the subject site as falling within the South Price Road Employment Corridor (SPREC). This corridor, recognized as the City of Chandler's premier employment corridor, generally encompasses the property located on the west and east sides of Price Road, starting at Willis Road at the north, ending at the Chandler Heights Road alignment just north of Sun Lakes. Visually, the corridor starts at the southern edge of the Loop 101/202 freeway interchange, however historically the City has recognized Willis Road as the northern border as the property located north of Willis Road received zoning approval prior to the General Plan's SPREC designation.

The request is to rezone the 3 properties bringing them under a single PAD district, effectively amending the zoning from PAD for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to PAD for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, with Preliminary Development Plan (PDP) approval for site design and building architecture. Although a single PAD zoning designation is sought, for purposes of land-use entitlement, the rezoning request maintains a delineation of Areas 1, 2 and 3 and the permitted uses within. The changes in land use entitlements are in fact minimal from what is currently permitted. Area 1 will include hotel uses in addition to the currently entitled office, business park, employment, limited light industrial, and service retail commercial uses. Area 2 remains virtually unchanged and includes office, business park, and employment uses with limited light industrial and limited service retail commercial uses. Area 3 will now include a conference center hotel land use in addition to the business park uses as identified within the SPREC language accommodating a wide range of uses including corporate office headquarters, high-tech manufacturing, and knowledge intensive employers. The attached exhibits, although conceptual, depict a single-user campus for the subject 29-acre Area 3. It should be noted that due to the conceptual nature of the request, and lack of specific end user at this time, the request seeks authority to permit up to two individual single-user buildings, one user per building. Finally, the request includes approval of a Mid-Rise Overlay for buildings up to 150-feet in height for all three properties. The rezoning request is consistent with the General Plan.

The request seeks to establish a cohesive business park high-quality campus atmosphere with a strong landscaping theme and high level of required architectural quality. The site provides multiple access points from Price Road and the three adjacent collector streets as well as strong boulevard entrances off Price Road. The landscape theme includes a 'radial' design at major intersection points that is carried through the campus with terraced landscaped treatments that include a layering effect of backdrop trees including date palms. Even the ultimate building design and parking layout will include a relationship to the radial theme at the boulevard entrances furthering the campus concept. The applicant continues to control the property adjacent to Price Road at the southeast corner of Price and Willis roads, as evidenced by the ghosted out plans contained within the booklet. It is anticipated that the highly articulated landscape theme proposed along Price Road will be implemented on the east side at the time a development proposal is brought forward.

The architectural exhibits, imagery and representations contained within the attached Development Booklet establish the 'bar' or level of quality expected for the future campus. While the final ultimate design and location of buildings may alter, the exhibits depict a close representation of how the campus will develop. Exhibits are provided for the proposed 8-story Drury Inn & Suites building located at the northern end of Area 1 and for the two 3-4 story office buildings and parking garage within Area 2. As well, exhibits are provided for the 8-story conference center and knowledge intensive employment buildings within Area 3. Additional exhibits provide more detailed architectural imagery that further defines the level of quality expected within the Allred Park Place campus.

The request includes a comprehensive sign package that includes building mounted signage, campus identification monumentation and freestanding single-tenant and multi-tenant monument signage. Building mounted signage can include pan channel, reverse pan channel or flat cut out pin mounted lettering at the discretion of the end user. The campus identification monument signage design includes opposing triangular 20-foot tall elements clad in 18-inch travertine tiles providing 5 tenant panels per side. Lighting will include both halo and grown illumination. These campus identification/multi-tenant monument signs are set at the intersection corners and main boulevard entrance points placed within a circular flower bed backed by the radial terraced landscaped features. The signage represents a very high level of quality that provides a strong statement for the Price Corridor as well as creates a unified image for the campus.

#### **DESIGN REVIEW COMMITTEE UPDATE**

The request was continued from the March 19<sup>th</sup> 2014, Planning Commission meeting to address several questions raised by nearby property owners regarding items such as traffic along Armstrong Place, represented building architecture, difference between a hotel and a conference center, and Planning Staff's administrative leeway in terms of the represented buildings.

To address the traffic question, the applicant revisited the traffic study, which ultimately concluded the signal on Armstrong Place to be warranted with the proposed uses and square-footage within Area 3 (defined below). This resulted in the addition of Condition 6 of the PDP requiring the traffic signal to be installed prior to or commencing with the start of construction

within Area 3. To clarify the difference between a hotel and the proposed conference center in Area 3, the applicant has represented the conference center to encompass approximately 300 rooms and 50,000 square-feet of meeting space as detailed in Stipulation #8 to the PDP motion below.

Following the March 19<sup>th</sup> continuance, the applicant began meeting with a nearby business owner to review the proposed building architecture and architectural imagery. It became apparent that the discussions and architectural evolution could influence the larger Price Road Corridor especially in light of the fact that this request is the first to come forward following the completion of the South Price Road Employment Corridor Study. Ultimately, Planning Staff recommended the request be forwarded to the Design Review Committee for an additional level of consideration.

The applicant presented the revised building elevations for Area 2 and Area 3 (Imagery i7 and i8 in the Development Booklet) and overall campus plan to the Design Review Committee on April 8, 2014. The buildings now included a significantly greater use of glass on the Area 2 office concepts, as well as additional glass, façade scoring, and metal banding accent materials on the flex office/industrial buildings for Area 3. Discussion occurred regarding the designs presented. One Committee member indicated a desire for slightly more facade plane variation on the Area 2 office buildings, which resulted in a group discussion of architectural ‘ginger breading’ vs. simplicity of building form. The meeting concluded with a statement going forward that the request taken in totality, represented a superb campus plan in terms of site design, landscape design and building architecture that will provide a strong ‘front door’ for the Price Road Corridor.

The final question regarding Planning Staff’s administrative discretion can be answered as this. The attached Development Booklet including the building elevations, architectural imagery, and narrative, as well as this memo establish the intent for the Allred Park Place campus plan, effectively setting the ‘bar’ in terms of quality and design. The renewed focus on the South Price Road Employment Corridor through the Corridor Study, this rezoning request, the Design Review Committee hearing, additional PDP conditions, and public hearing going forward have served to more clearly define Planning Staff’s administrative authority while narrowing the degree of final development plan malleability.

### **DISCUSSION**

Planning Staff supports the request. Price Road has been the subject of much recent discussion most recently culminating in the presentation of the South Price Road Employment Corridor Study provided by the Maguire Company to City Council in November of 2013. This request represents the first development proposal to come forward following the study. While the majority of the property included with this request does not fall within the area generally accepted as the start of the corridor, it does represent a strong example of the implementation of the first recommendation within the study which states, ‘the campus-like environment of the Corridor should be preserved and actively enhanced’. The exhibits establish a campus environment with exceptional quality that continues throughout the site design, landscaped theming, and ultimately to the comprehensive sign package.

The proposal is consistent with the General Plan in terms of the proposed land uses and Mid-Rise Overlay for buildings up to 150-feet in height, as well as the single-employment nature of future buildings within the campus for Area 3 south of Willis Road. The addition of the Conference Center within Area 3 will provide a much needed amenity to serve the South Price Road Employment Corridor as well as the balance of Chandler. The proposal will provide a strong statement for the visual beginning of Price Corridor that will serve as an example for future development proposals within the corridor.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- Neighborhood meetings were held on 12/02/2013 and 12/05/2013 at Hampton Inn & Suites on Spectrum Boulevard. 5 neighboring property owners attended the first meeting, and 3 neighboring property owners attended the second. Many questions were asked about specific development details with the subject site as well as questions involving the adjacent Gila River Indian Community land. No one offered formal opposition at either neighborhood meeting.
- Following the neighborhood meeting, Planning Staff has received a series of phone calls from nearby residential property owners located south and east of the subject site. Concerns included the proposed building height, and long term traffic impacts along Price and Willis Roads. Planning Staff conveyed that the maximum 150-foot building height was to be located more than ¼ mile west of the nearby subdivision boundaries. As well, the ultimate design for Price Road (currently constructed) and Willis Road (future construction) is consistent with the adopted Transportation Master Plan and designed to accommodate the anticipated traffic demands for the subject site as well as the balance of the Price Road Corridor. Finally, the residents requested attention be paid to ensure sufficient pedestrian amenities be provided on-site for employees to minimize the amount of employee pedestrian activity within their neighborhoods.

At the time of this writing, Planning Staff is not aware of any formal opposition to this request.

### **RECOMMENDED ACTION**

#### **Rezoning**

Upon finding consistency with the General Plan and South Price Road Employment Corridor, Planning Commission and Planning Staff recommend approval of the Rezoning from Planned Area Development (PAD) for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to Planned Area Development (PAD) for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", revised as of May 7, 2014, kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by

condition herein. The Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels which are consist with the Development Booklet, will be reviewed and approved administratively.

2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals or as otherwise approved in a development agreement.
5. Unless otherwise included as part of the City's Capital Improvement Program, the developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
6. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner or property owners' association.
7. Approval by the Director of Transportation and Development for landscaping (open spaces and rights-of-way), perimeter walls and arterial street median landscaping is required.
8. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
9. Notwithstanding any provision of the Development Booklet or of any other conditions of the Rezoning, no data center use of any type, unless ancillary and secondary to a primary use, shall be a use permitted for the property that is the subject of this Rezoning.
10. Maximum building height shall be limited to 150-feet.

### **Preliminary Development Plan**

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend approval of the Preliminary Development Plan request subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", revised as of May 7, 2014, kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by condition herein. The Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels which are consistent with the Development Booklet, will be reviewed and approved administratively.
2. The landscaping shall be maintained at a level consistent with or better than at the time of planting.
3. All buildings shall be designed to be consistent with the level of quality, detail, building material, paint colors, architectural articulation, and the like as established in the attached Development Booklet.
4. Administrative changes to the approved building elevations shall ensure that the building elevations and massing (i) carry an architectural level of quality and detail that is as good or better than what is contained in the Development Book and (ii) are horizontally and vertically broken up through the use of color, material, texture, and varied treatment of segments of the buildings.
5. Building architecture shall promote consistent architectural character and detail on all sides of the structure.
6. The traffic signal to be located at the intersection of Price Road and Armstrong Road shall be installed before or simultaneous with the construction commencing on Area 3.
7. The applicant shall work with Planning Staff to provide additional architectural detailing such as additional use of glass and/or façade elements upon the proposed Area 1 hotel building's upper portion.
8. As represented by the applicant's representative, the Conference Center Hotel identified on the Park Place Master Plan (Page 11 of the Development Booklet) shall encompass approximately 300 rooms, and approximately 50,000 square feet of meeting space and associated components.

### **PROPOSED MOTION**

#### **Rezoning:**

Move to introduce and tentatively adopt Ordinance No. 4541 approving DVR13-0032 ALLRED PARK PLACE, rezoning from Planned Area Development (PAD) for commercial, office, and

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business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to Planned Area Development (PAD) for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, subject to the conditions as recommended by Planning Commission and Planning Staff and set forth in the attached Ordinance 4541.

**Preliminary Development Plan:**

Move to approve DVR13-0032 ALLRED PARK PLACE, Preliminary Development Plan for site design and building architecture on property totaling approximately 73 acres, subject to the conditions as set forth herein.

**Attachments**

1. Vicinity Maps
2. Ordinance No. 4541
3. Site Plan
4. Landscape Plan
5. Building Elevations
6. Signage Exhibits
7. Exhibit A, Development Booklet
8. Development Booklet Insert A

**ORDINANCE NO. 4541**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL(S) FROM PLANNED AREA DEVELOPMENT (PAD) FOR COMMERCIAL, OFFICE, AND BUSINESS PARK USES INCLUDING A MID-RISE OVERLAY FOR BUILDINGS UP TO 85-FEET IN HEIGHT, TO PLANNED AREA DEVELOPMENT (PAD) FOR BUSINESS PARK, HOTEL, CONFERENCE CENTER, AND SERVICE RETAIL USES, INCLUDING A MID-RISE OVERLAY FOR BUILDINGS UP TO 150-FEET IN HEIGHT (DVR13-0032 ALLRED PARK PLACE) LOCATED WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA.

WHEREAS, application for rezoning involving certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to said public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

**SECTION I. Legal Description of Property:**

See Attachment 'A'

Said parcel(s) are hereby rezoned from PAD for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to PAD for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", revised as of May 7, 2014, kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by condition herein. The Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels which are consist with the Development Booklet, will be

reviewed and approved administratively.

2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals or as otherwise approved in a development agreement.
5. Unless otherwise included as part of the City's Capital Improvement Program, the developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
6. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner or property owners' association.
7. Approval by the Director of Transportation and Development for landscaping (open spaces and rights-of-way), perimeter walls and arterial street median landscaping is required.
8. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
9. Notwithstanding any provision of the Development Booklet or of any other conditions of the Rezoning, no data center use of any type, unless ancillary and secondary to a primary use, shall be a use permitted for the property that is the subject of this Rezoning.
10. Maximum building height shall be limited to 150-feet.

SECTION II. Except where provided, nothing contained herein shall be construed to be an abridgment of any other ordinance of the City of Chandler.

SECTION III. The Planning Division of the City of Chandler is hereby directed to enter such

changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this ordinance.

INTRODUCED AND TENTATIVELY APPROVED by the City Council this \_\_\_\_\_ day of -----'2014.

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
MAYOR

PASSED AND ADOPTED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_ 2014.

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
MAYOR

**CERTIFICATION**

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 4541 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2014, and that a quorum was present thereat.

\_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY *(KB)* \_\_\_\_\_

PUBLISHED:



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Repl # 8

MAY 8 2014

Chandler



2010

**MEMORANDUM**

**City Manager Office - Council Memo No. 00-00**

**DATE:** May 8, 2014

**TO:** Mayor and Council

**THRU:** Rich Dlugas, City Manager *RD*

**FROM:** Marsha Reed, Assistant City Manager *MR*

**SUBJECT: DVR13-0032 Allred Park Place – Request for Continuance**

Staff recommends that this action be postponed to the next regularly scheduled City Council meeting of May 22, 2014.



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*Where Values Make The Difference*



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**DATE:**            MAY 8, 2014

**TO:**                MAYOR AND COUNCIL

**THRU:**            RICH DLUGAS, CITY MANAGER *RD*  
MARSHA REED, ASSISTANT CITY MANAGER *MR*  
JEFF KURTZ, PLANNING ADMINISTRATOR *JK*

**FROM:**            KEVIN MAYO, PLANNING MANAGER *KM*

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Following the March 19<sup>th</sup> continuance, the applicant began meeting with a nearby business owner to review the proposed building architecture and architectural imagery. It became apparent that the discussions and architectural evolution could influence the larger Price Road Corridor especially in light of the fact that this request is the first to come forward following the completion of the South Price Road Employment Corridor Study. Ultimately, Planning Staff recommended the request be forwarded to the Design Review Committee for an additional level of consideration.

The applicant presented the revised building elevations for Area 2 and Area 3 (Imagery i7 and i8 in the Development Booklet) and overall campus plan to the Design Review Committee on April 8, 2014. The buildings now include a significantly greater use of glass on the Area 2 office concepts, as well as additional glass, façade scoring, and metal banding accent materials on the flex office/industrial buildings for Area 3. Discussion occurred regarding the designs presented. One Committee member indicated a desire for slightly more facade plane variation on the Area 2 office buildings, which resulted in a group discussion of architectural ‘ginger breading’ vs. simplicity of building form. The meeting concluded with a statement going forward that the request taken in totality, represented a superb campus plan in terms of site design, landscape design and building architecture that will provide a strong ‘front door’ for the Price Road Corridor.

The final question regarding Planning Staff’s administrative discretion can be answered as this. The attached Development Booklet including the building elevations, architectural imagery, and narrative, as well as this memo establish the intent for the Allred Park Place campus plan, effectively setting the ‘bar’ in terms of quality and design. The renewed focus on the SPREC through the Corridor Study, this rezoning request, the Design Review Committee hearing, additional PDP conditions, and public hearing going forward have served to more clearly define Planning Staff’s administrative authority while narrowing the degree of final development plan malleability.

### **DISCUSSION**

Planning Staff supports the request. Price Road has been the subject of much recent discussion most recently culminating in the presentation of the South Price Road Employment Corridor Study provided by the Maguire Company to City Council in November of 2013. This request represents the first development proposal to come forward following the study. While the majority of the property included with this request does not fall within the area generally accepted as the start of the corridor, it does represent a strong example of the implementation of the first recommendation within the study which states, ‘the campus-like environment of the Corridor should be preserved and actively enhanced’. The exhibits establish a campus environment with exceptional quality that continues throughout the site design, landscaped theming, and ultimately to the comprehensive sign package.

The proposal is consistent with the General Plan in terms of the proposed land uses and Mid-Rise Overlay for buildings up to 150-feet in height, as well as the single-employment nature of future buildings within the campus for Area 3 south of Willis Road. The addition of the Conference Center within Area 3 will provide a much needed amenity to serve the SPREC as well as the balance of Chandler. The proposal will provide a strong statement for the visual beginning of Price Corridor that will serve as an example for future development proposals within the corridor.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- Neighborhood meetings were held on 12/02/2013 and 12/05/2013 at Hampton Inn & Suites on Spectrum Boulevard. Five neighboring property owners attended the first meeting, and three neighboring property owners attended the second. Many questions were asked about specific development details with the subject site as well as questions involving the adjacent Gila River Indian Community land. No one offered formal opposition at either neighborhood meeting.
- Following the neighborhood meeting, Planning Staff has received a series of phone calls from nearby residential property owners located south and east of the subject site. Concerns included the proposed building height and long term traffic impacts along Price and Willis Roads. Planning Staff conveyed that the maximum 150-foot building height was to be located more than ¼ mile west of the nearby subdivision boundaries. As well, the ultimate design for Price Road (currently constructed) and Willis Road (future construction) is consistent with the adopted Transportation Master Plan and designed to accommodate the anticipated traffic demands for the subject site as well as the balance of the Price Road Corridor. Finally, the residents requested attention be paid to ensure sufficient pedestrian amenities be provided on-site for employees to minimize the amount of employee pedestrian activity within their neighborhoods.

At the time of this writing, Planning Staff is not aware of any formal opposition to this request.

### **RECOMMENDED ACTION**

#### **Rezoning**

Upon finding consistency with the General Plan and South Price Road Employment Corridor, Planning Commission and Planning Staff recommend approval of the Rezoning from Planned Area Development (PAD) for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to Planned Area Development (PAD) for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by condition herein. The

Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels, will be reviewed and approved administratively.

2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals or as otherwise approved in a development agreement.
5. Unless otherwise included as part of the City's Capital Improvement Program, the developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
6. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner or property owners' association.
7. Approval by the Planning Administrator for landscaping (open spaces and rights-of-way), and Director of Transportation and Development for perimeter walls and arterial street median landscaping is required.
8. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
9. Notwithstanding any provision of the Development Booklet or of any other conditions of the Rezoning, no data center use of any type, unless ancillary and secondary to a primary use, shall be a use permitted for the property that is the subject of this Rezoning.
10. Maximum building height shall be limited to 150-feet.

**Preliminary Development Plan**

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend approval of the Preliminary Development Plan request subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by condition herein. The Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels, will be reviewed and approved administratively.
2. The landscaping shall be maintained at a level consistent with or better than at the time of planting.
3. All buildings shall be designed to be consistent with the level of quality, detail, building material, paint colors, architectural articulation, and the like as established in the attached Development Booklet.
4. Administrative changes to the approved building elevations shall ensure that the building elevations and massing (i) carry an architectural level of quality and detail that is as good or better than what is contained in the Development Book and (ii) are horizontally and vertically broken up through the use of color, material, texture, and varied treatment of segments of the buildings.
5. Building architecture shall promote consistent architectural character and detail on all sides of the structure.
6. The traffic signal to be located at the intersection of Price Road and Armstrong Road shall be installed before or simultaneous with the construction commencing on Area 3.

**PROPOSED MOTION**

**Rezoning:**

Move to introduce and tentatively adopt Ordinance No. 4541 approving DVR13-0032 ALLRED PARK PLACE, rezoning from Planned Area Development (PAD) for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to Planned Area Development (PAD) for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, subject to the conditions as recommended by Planning Commission and Planning Staff.

**Preliminary Development Plan:**

Move to approve DVR13-0032 ALLRED PARK PLACE, Preliminary Development Plan for site design and building architecture on property totaling approximately 73 acres, subject to the conditions as recommended by Planning Commission and Planning Staff.

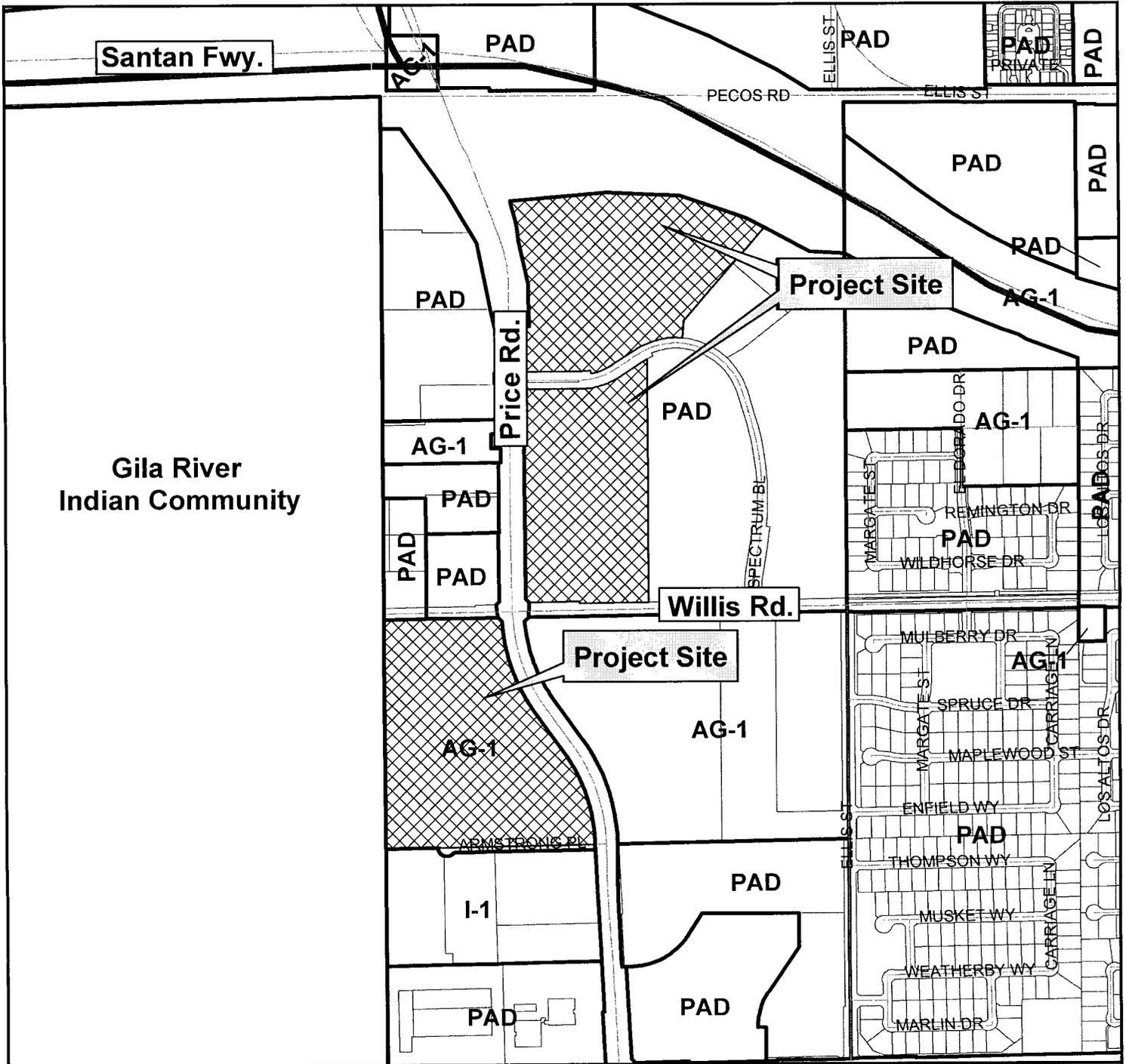
CC Memo No. 14-050

Page 8

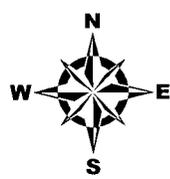
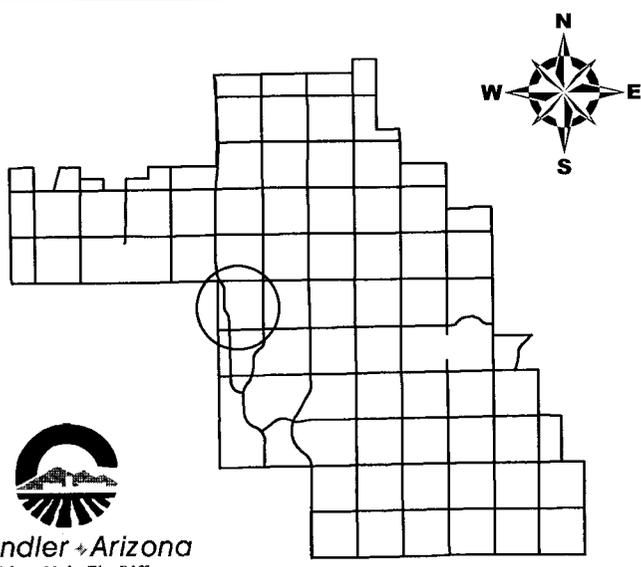
May 8, 2014

**Attachments**

1. Vicinity Maps
2. Ordinance No. 4541
3. Site Plan
4. Landscape Plan
5. Building Elevations
6. Signage Exhibits
7. Exhibit A, Development Booklet



## Vicinity Map

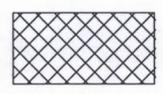
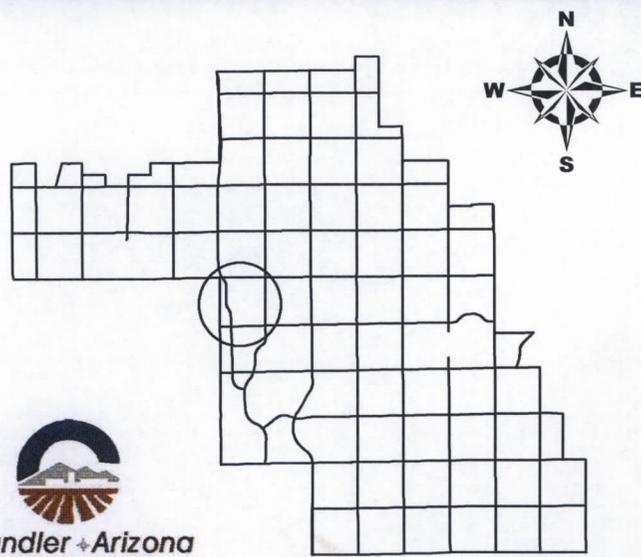


 DVR13-0032

**Allred Park Place**



## Vicinity Map



DVR13-0032

Allred Park Place

## **ORDINANCE NO. 4541**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL(S) FROM PLANNED AREA DEVELOPMENT (PAD) FOR COMMERCIAL, OFFICE, AND BUSINESS PARK USES INCLUDING A MID-RISE OVERLAY FOR BUILDINGS UP TO 85-FEET IN HEIGHT, TO PLANNED AREA DEVELOPMENT (PAD) FOR BUSINESS PARK, HOTEL, CONFERENCE CENTER, AND SERVICE RETAIL USES, INCLUDING A MID-RISE OVERLAY FOR BUILDINGS UP TO 150-FEET IN HEIGHT (DVR13-0032 ALLRED PARK PLACE) LOCATED WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA.

WHEREAS, application for rezoning involving certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to said public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

**SECTION I. Legal Description of Property:**

See Attachment 'A'

Said parcel(s) are hereby rezoned from PAD for commercial, office, and business park uses including a Mid-Rise Overlay for buildings up to 85-feet in height, to PAD for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, subject to the following conditions:

1. Development shall be in substantial conformance with the attached Development Booklet, entitled "ALLRED PARK PLACE", kept on file in the City of Chandler Planning Services Division, in File No. DVR13-0032, except as modified by condition herein. The Development Booklet provides that building layout, architecture and design for future development of individual parcels, and related onsite site layout related to such future development of individual parcels, will be reviewed and approved administratively.
2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals or as otherwise approved in a development agreement.
5. Unless otherwise included as part of the City's Capital Improvement Program, the developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
6. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner or property owners' association.
7. Approval by the Director of Transportation and Development for landscaping (open spaces and rights-of-way), perimeter walls and arterial street median landscaping is required.
8. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.



**CERTIFICATION**

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 4541 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2014, and that a quorum was present thereat.

\_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
CITY ATTORNEY GAB

PUBLISHED:

# EXHIBIT

LEGAL DESCRIPTION OF  
PROPERTY TO BE RE-ZONED AT  
WILLIS ROAD AND PRICE ROAD

That portion of the West half of Section 6, Township 2 South, Range 5 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, being more particularly described as follows:

BEGINNING at a Maricopa County brass cap in pothole marking the West quarter corner of said Section 6, from which a City of Chandler brass cap flush marking the Southwest corner of said Section 6 bears South 00 degrees 11 minutes 04 seconds East 2,680.88 feet;  
THENCE North 89 degrees 06 minutes 24 seconds East 720.28 feet along the North line of the Southwest quarter of said Section 6 and the centerline of Willis Road to a City of Chandler brass cap in handhole at the intersection of Willis Road and Price Road;  
THENCE North 00 degrees 10 minutes 31 seconds West 2,039.38 feet along the centerline of said Price Road to the beginning of a tangent curve to the left having a radius of 884.64 feet;  
THENCE continuing along said centerline of Price Road Northerly along the arc of said curve through a central angle of 19 degree 00 minutes 37 seconds an arc length of 293.52 feet;  
THENCE North 70 degrees 48 minutes 38 seconds East 60.00 feet;  
THENCE North 85 degrees 06 minutes 33 seconds East 554.94 feet;  
THENCE South 87 degrees 22 minutes 31 seconds East 424.58 feet;  
THENCE South 71 degrees 07 minutes 38 seconds East 400.44 feet;  
THENCE South 62 degrees 12 minutes 36 seconds East 112.67 feet;  
THENCE South 41 degrees 03 minutes 11 seconds West 706.17 feet;  
THENCE South 05 degrees 02 minutes 07 seconds West 130.00 feet to the centerline of Spectrum Boulevard and the beginning of a non-tangent curve to the left having a radius of 400.00 feet, the center of which bears South 05 degrees 02 minutes 05 seconds West;  
THENCE Westerly along said centerline of Spectrum Boulevard and the arc of said curve through a central angle of 32 degrees 37 minutes 54 seconds an arc length of 227.81 feet;  
THENCE South 27 degrees 35 minutes 49 seconds East 50.00 feet;  
THENCE South 00 degrees 10 minutes 45 seconds East 1,430.33 feet to the North line of said Southwest quarter and the said centerline of Willis Road;



*David S. Klein*

EXPIRES 3/31/14

**SHEET 1 OF 2**

 <p><b>SUPERIOR</b> SURVEYING SERVICES, INC.</p>	21415 N. 23rd Avenue Phoenix, AZ 85027 623-869-0223 (office) 623-869-0726 (fax) www.superiorsurveying.com info@superiorsurveying.com
	DATE: 8/2/13

# EXHIBIT

LEGAL DESCRIPTION OF  
PROPERTY TO BE RE-ZONED AT  
WILLIS ROAD AND PRICE ROAD

(Legal Description continued):

THENCE South 89 degrees 06 minutes 24 seconds West 789.06 feet along said North line and said centerline of Willis Road to a City of Chandler brass cap in handhole at the intersection of Willis Road and Price Road and the beginning of a non-tangent curve to the left having a radius of 926.43 feet, the center of which bears North 89 degrees 49 minutes 31 seconds East;

THENCE Southerly along said centerline of Price Road and the arc of said curve through a central angle of 35 degrees 53 minutes 19 seconds an arc length of 580.29 feet;

THENCE South 36 degrees 03 minutes 48 seconds East 301.73 feet along the centerline of said Price Road to the beginning of a tangent curve to the right having a radius of 1,009.55 feet;

THENCE Southerly along said centerline of Price Road and the arc of said curve through a central angle of 33 degrees 06 minutes 05 second an arc length of 583.25 feet to a City of Chandler Brass Cap in Handhole;

THENCE South 88 degrees 57 minutes 13 seconds West 1,263.35 feet to the West line of said Southwest quarter;

THENCE North 00 degrees 11 minutes 04 seconds West 1,340.44 feet along said West line to the POINT OF BEGINNING.

COMPRISING 81.313 acres or 3,542,006 square feet more or less, subject to all easements of record.

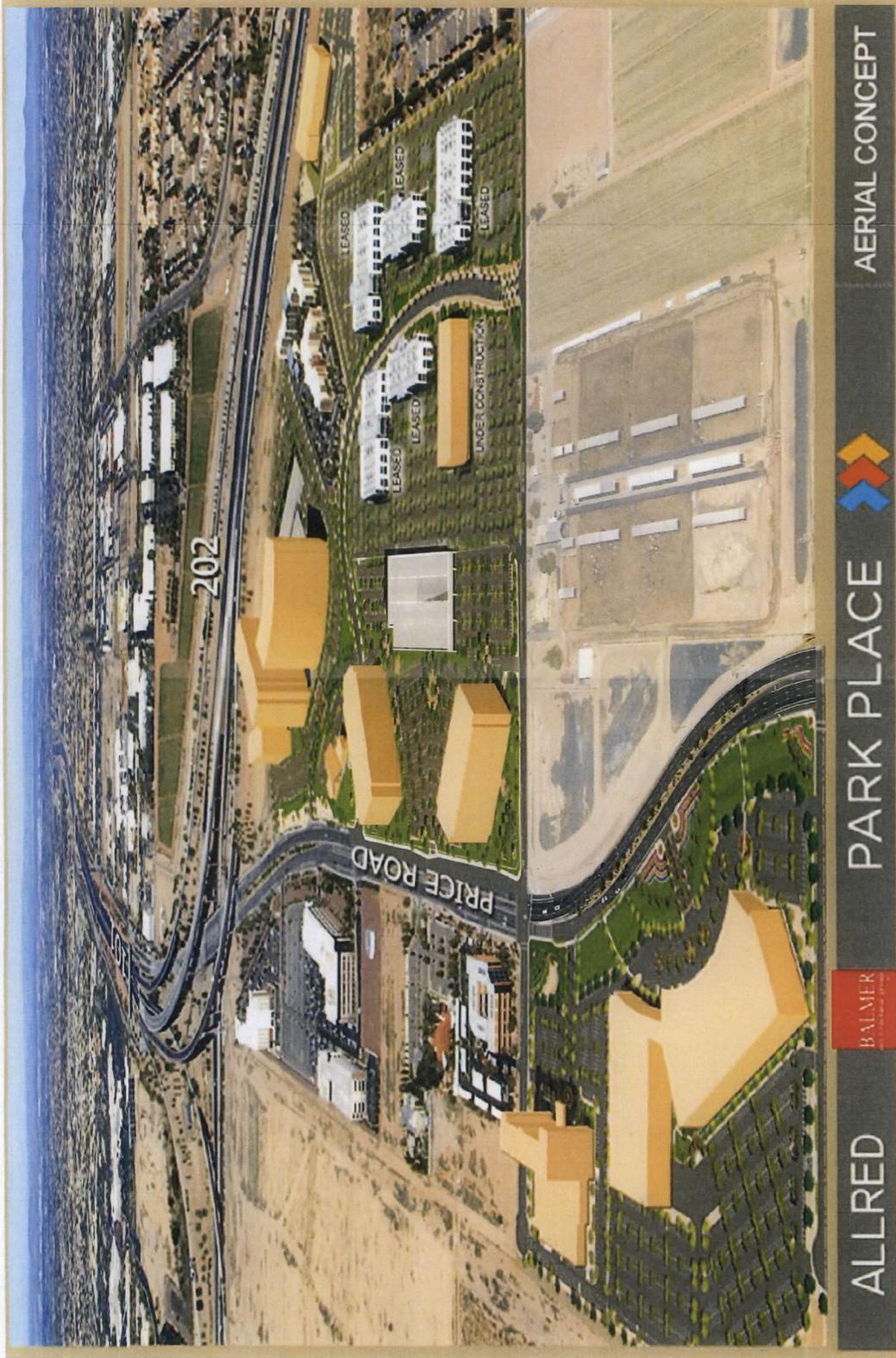


EXPIRES 3/31/14

**SHEET 2 OF 2**

 <b>SUPERIOR</b> SURVEYING SERVICES, INC.	21415 N. 23rd Avenue Phoenix, AZ 85027 623-869-0223 (office) 623-869-0726 (fax) www.superiorsurveying.com info@superiorsurveying.com
	DATE: 8/2/13







**PROPOSED PLANT LEGEND**

SYMBOL	TREE
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	TALL TREE
	SHRUB
	GRASS

**OPERATIONS**

	OPERATIONS
--	------------

**ACCENTS / FINES**

	ACCENTS / FINES
--	-----------------

**MATERIALS LEGEND**

	MATERIALS LEGEND
--	------------------

The Alfred Park Place Landscape Master Plan suggests a strong connection to the Campus and the University of the Bahamas and Eastern Barbados. The plan creates an open, visual environment and depth of landscape that will enhance the overall quality of the site. The placement will be carefully orchestrated to enhance the visual depth to the strong architectural character of the buildings. Our strategy that this concept brings of simplicity and visual connection back to the terrain. The plan includes a variety of trees, shrubs, and plants that have been selected for their long-term performance, uniformity relative to form, color, texture and growth rate. To see additional notes about this unique approach and our concept, please refer to the section of the Price Corridor with a unique sense of place in contrast with the typical street landscape.





**PROPOSED PLANT LEGEND**

SYMBOL	TYPE
	Palms
	Shrubs
	Trees

SYMBOL	TYPE
	Grass
	Paved

SYMBOL	TYPE
	Water

SYMBOL	TYPE
	Lighting

SYMBOL	TYPE
	Furniture

SYMBOL	TYPE
	Accent Lane

SYMBOL	TYPE
	Material Legend

The Abundant Park Place Landscape Master Plan... (text continues describing the plan's goals and the selection of plants and materials for the development.)





**PROPOSED PLANT LEGEND**

SYMBOL	PLANT
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	SHRUB
	GRASS

SYMBOL	PLANT
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	SHRUB
	GRASS

SYMBOL	PLANT
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	SHRUB
	GRASS

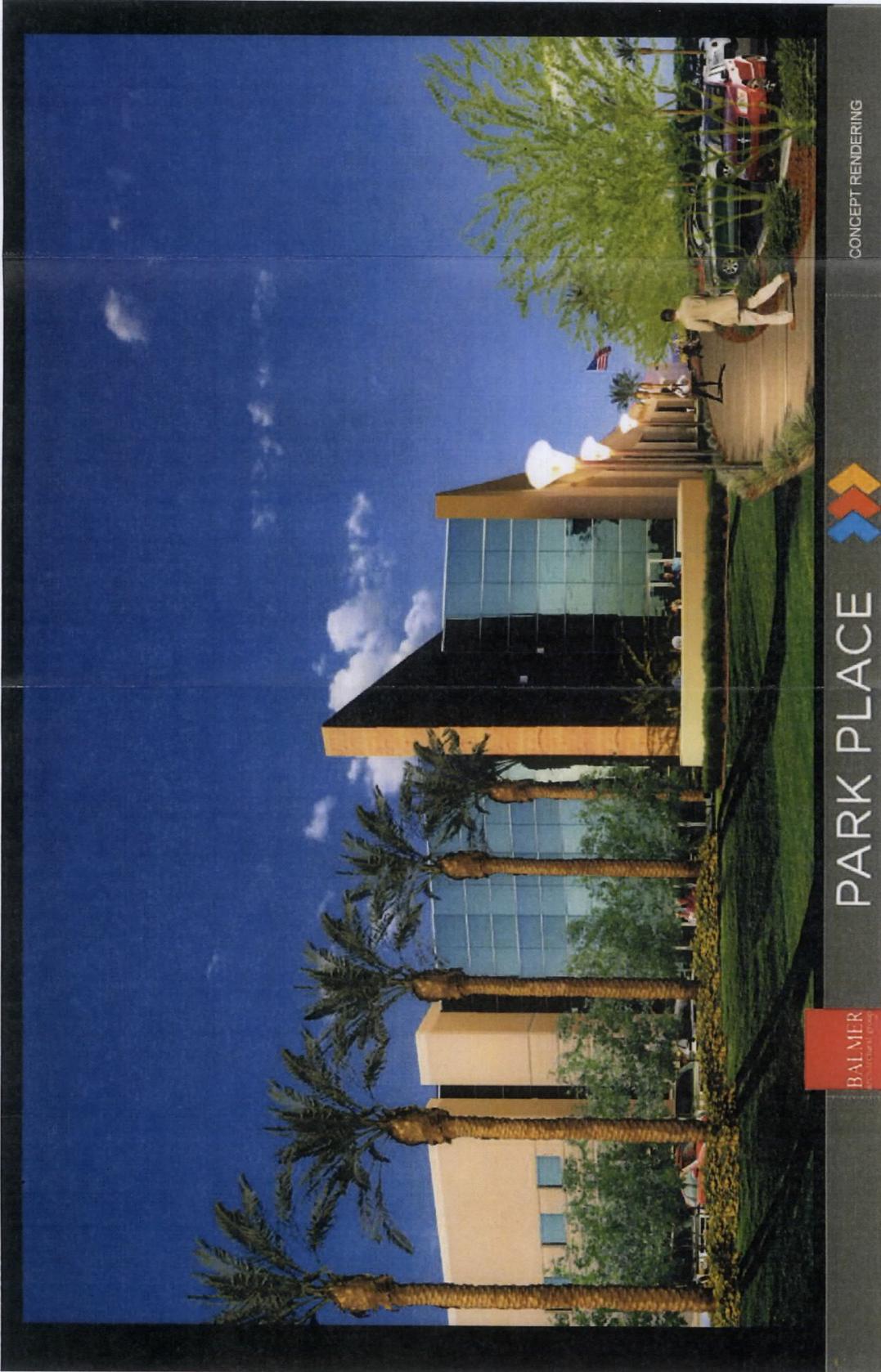
SYMBOL	PLANT
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	SHRUB
	GRASS

SYMBOL	PLANT
	DATE PALM
	SMALL TREE
	MEDIUM TREE
	LARGE TREE
	SHRUB
	GRASS

The Allied Park Place landscape master plan suggests a strong connection to the Campus for Business Park at the Regency and Customs Center. The landscape design creates an open visual environment and depth of landscape that will be maintained in the future. The tree placement allows visual depth to the strong architectural character of the buildings. Our design focuses on the use of mature and mid-size trees to provide shade and visual connection to the buildings. Trees have been placed in a variety of locations to provide an irregularity relative to form, color, texture and growth rate.

The ability to use reclaimed water allows this design to be sustainable. The design of this portion of the Park Center with a unique sense of place in contrast with the typical desert landscape.





CONCEPT RENDERING



# PARK PLACE

BALMER  
CONSTRUCTION GROUP



OFFICE CONCEPT



PARKING STRUCTURE CONCEPT



FOOD-RETAIL  
CONCEPT



IMAGERY



PARK PLACE

BALMER  
CORPORATION

i5



DRURY HOTEL IMAGERY



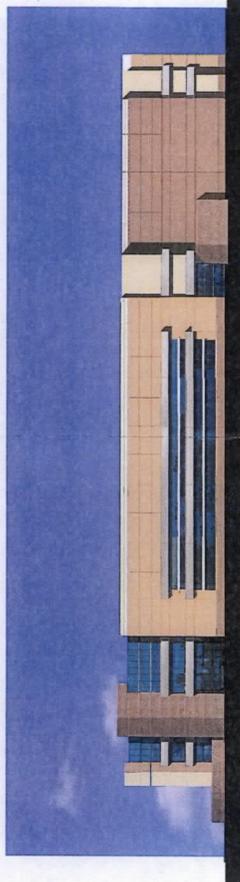
CONFERENCE CENTER IMAGERY



A



D



B



PARK PLACE



IMAGERY

i7



ENTRY ELEVATION



INTERSECTION ELEVATION



END ELEVATION-NE-SW

AREA TWO OFFICE CONCEPT



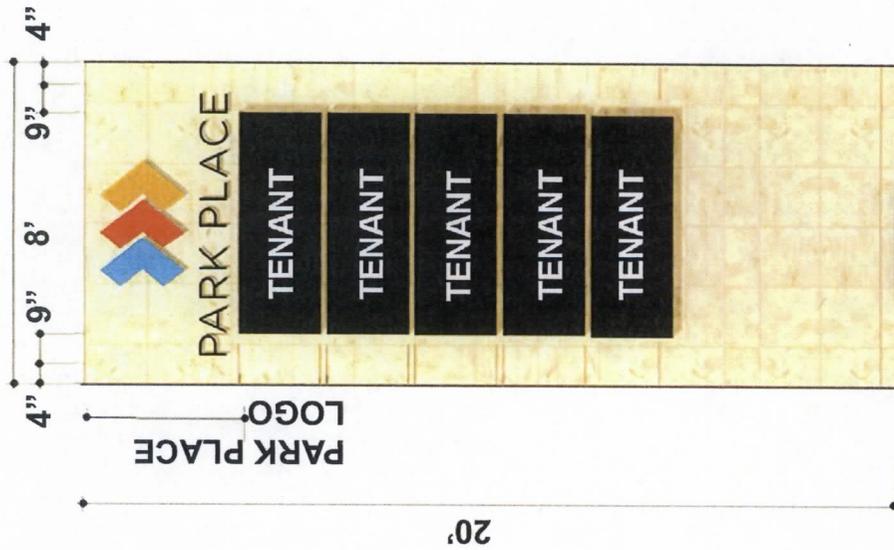
CONCEPT RENDERING  
23 AUGUST 2012

*Allred Boardwalk*

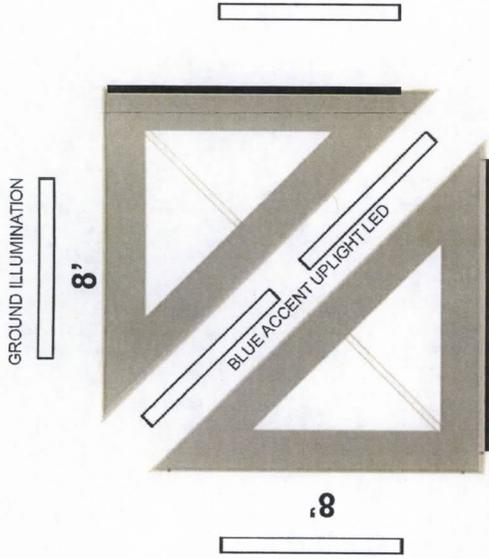
BALMER  
ARCHITECTURAL GROUP



ALLRED **BALMER**  PARK PLACE MONUMENT SIGN S1



RECESSED UPLIGHTS (4)  
20' MONUMENT SIGNAGE



MONUMENT:

STONE WORK: TRAVERTINE 18" SQ. TILE VENEER  
FONT(S): CUSTOMER SUPPLIED LOGO: CUSTOMER SUPPLIED

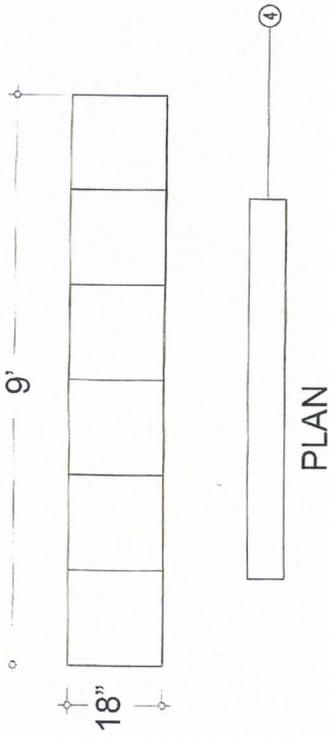
PARK PLACE COPY AND LOGO: 1" DEEP REVERSE PAN HALO ILLUMINATED LETTERS AND INTERNALLY ILLUMINATED ACRYLIC LOGO

**TENANT CABINETS:**

FACES: 2" DEEP FORMED ALUMINUM FACES W/ PAINTED COPY & GRAPHICS OR PUSH-THRU ACRYLIC COPY AND GRAPHICS WITH HALO ILLUMINATION AROUND CABINET

**COPY & GRAPHICS:** CUSTOMER SUPPLIED PER CORPORATE DESIGN STANDARD

TENANT COLORS: PER TENANT LOGO



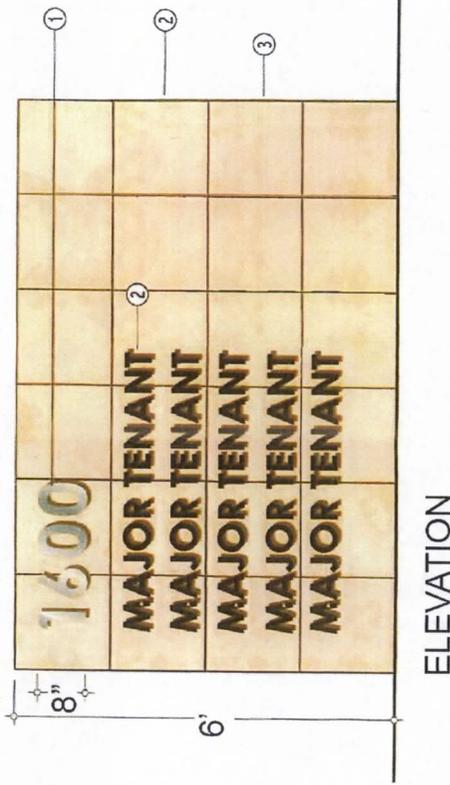
**Notes:**

① 1" Aluminum address, waterjet cut and polished  
Font: Century Gothic Bold

② 1/2" Aluminum logo & lettering,  
waterjet cut and painted  
Font: Century Gothic Bold  
Maximum Letter Height: 5"

③ 18" Square stone

④ Ground illumination



ALLRED

BALMER  
SIGNAGE

PARK PLACE



TENANT MONUMENT SIGN S2