

Section 633. High-Rise Incentive District– High-Rise and Mixed Use District.

The High-Rise Incentive District is a special district allowing greater residential building height and density within the **central corridor** of the infill area. The district, once implemented by Council adoption of a zoning map change, will permit high-rise buildings without further property owner actions and subject to approval of a site plan. The purpose of the district is to provide a stimulus to the development of residential and mixed commercial/residential projects within the central City area. This is in accord with the Phoenix Concept Plan 2000 working toward a balance between the central City employment and residential development.

The incentive district may be combined with R-4, R-4A, R-5, C-1, C-2, C-3, P-1, and P-2 districts and shall control those requirements which it sets forth.

The provisions of this section shall apply only to that area bounded by **Seventh Avenue, Thomas Road, Seventh Street, and Harrison Street (Railroad)**.

- A. Permitted uses. The permitted uses are as provided in the district with which the incentive district is combined. Only single-family and multifamily residential shall be permitted when this district is combined with the R-4 and R-4A districts. **Except between Third Avenue and Third Street and in the "Downtown Core,"** as defined in the Downtown Specific Plan, in the R-5, C-1, C-2, and C-3 districts any development shall have at least fifty percent of the total gross floor area devoted to residential use, excluding parking, except as provided in Section 633.D below. *1

SECTION 705 signs

7 Wall signs over fifty-six feet in height require comprehensive sign plan approval, shall be limited to two identification signs per building, and shall be subject to the special regulations set forth in Section 705.13.31. Requests to exceed two signs per building

up to a maximum of four signs may be considered in accordance with Section 506.83, and based on one or more of the following criteria:

1. That additional signage is necessary to provide building identification for those members of the public accessing the site from arterials or freeways;
2. That illumination from the signs will be restricted to no greater than one footcandle as measured at the property line, if greater illumination could otherwise have a negative impact on nearby residential properties;
3. That the location and/or grouping of other buildings limits or restricts the visibility of the signs;
4. That the buildings be located on the **Central Avenue Corridor (Third Avenue to Third Street, and Fillmore Avenue to Camelback Road)**, or within, abutting or adjoining a designated village core. *3

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(4) Wall signs over fifty-six feet in height require comprehensive sign plan approval, and shall be limited to either identification of the building or one occupant per building (not different tenants on different facades of the building), two identification signs per building, and shall be subject to the special regulations set forth in Section 705.D.3.i. Requests to exceed two signs per building up to a maximum of four signs may be considered in accordance with Section 506.B.3 and based on one or more of the following criteria:

- (a) That additional signage is necessary to provide building identification for those members of the public accessing the site from arterials or freeways;
- (b) That illumination from the signs will be restricted to no greater than one footcandle as measured at the property line, if greater illumination could otherwise have a negative impact on nearby residential properties;
- (c) That the location and/or grouping of other buildings limits or restricts the visibility of the signs;
- (d) **That the buildings be located on the Central Avenue Corridor (Third Avenue to Third Street, and Fillmore Avenue to**

Camelback Road), or within, abutting or adjoining a designated village core. +5

Section 622 Commercial C-1 District--Neighborhood Retail.

the Central City Village Core shall be defined as the area bounded by 7th Avenue, 7th Street, Roosevelt Street and Madison Street; 2) structures located on property which abuts Central Avenue between Camelback Road on the north and Harrison Street on the south; and 3) structures that have received rezoning approval prior to June 15, 1988, and are subject to a City Council stipulated site plan in accordance with Section 506.B and with exceptions as provided for residential uses in Section 622.E.1. *8 *10 *21