

MASTER PLAN CONFORMANCE AND PUD JUSTIFICATION

We recognize that the Comprehensive (Master) Plan is in the process of being updated. Still, our project is consistent with many of the City's recent policies that will likely be a foundation for the Plan's update. Our setting, design and features will advance some of the best national development practices for adding density where it can best be accommodated.

Our site is within walking distance to shops, entertainment, the University, employees, and other destinations. Adding residential density to the existing urban core within a network of travel choices will help advance efforts for people to walk, bicycle or use transit instead of driving.

Our energy efficient design and use of electric power will also help reduce the carbon footprint of alternative housing at a more remote location. We are also making contributions for more attainable housing and offsetting our impacts with donations toward those who need housing assistance.

We are also consistent with many of the existing Comprehensive Plan Goals:

- The Plan promotes development where there are “strong pedestrian connections, (and) access to several modes of transportation. “ (p. 27)
- Providing pedestrian, bicycle and transit connections and amenities encourage alternatives to vehicular access by increasing travel choices. (This includes) secure bicycle storage facilities such as covered parking, lockers and designing sites with an emphasis on pedestrians, bicyclists and transit riders.” (p. 29)
- Encourage developers and property owners to use innovative designs (i.e. “green construction”) and best management practices for storm water detention
- Encourage the use of public transit and non-motorized modes of transportation through land use design and incentive programs to help reduce the total number trips made by gasoline, diesel, and other air polluting vehicles, based on the following goals:
 - Encourage developers to provide on-site and off-site bicycle and pedestrian amenities to mitigate traffic impacts.
 - Allow electric and alternative fuel and recharge centers to be installed at appropriate locations.

UNIQUE SETTINGS TO SUPPORT USE OF A PUD

One of the tests of a Planned Unit Development is that we are offering features that could not be provided through a project developed under a more conventional zoning district. One of the specific PUD criterion is that we need to demonstrate our project has some unique features.

While we are including a limited amount of mixed use within the project, it is primarily a residential project. But there are many unique features compared to other locations within the City. First, our project is sandwiched between university buildings. We are adjacent to the university and in close proximity to classrooms and its facilities.

Our site is within easy walking distance to all types of stores, shopping, entertainment, and restaurants. Those businesses are very dependent upon walk-in traffic to offset internet shopping and competition. Our density can help existing businesses thrive and induce more activity in the existing commercial

districts. And we can do this without adding to the parking demands caused by visitors from outside a walkable district.

ACHIEVE ECONOMY AND EFFICIENCY IN THE USE OF LAND AND ENERGY

Adding density adjacent to the University and its commercial business districts achieves goals for an efficient use of land. Adding density outside of the City's core would increase traffic, parking demands, congestions and emissions. In contrast, our site is with a very high walk score zone, within easy walking distance of the university, commercial uses, parks, the libraries, and other urban destinations. We expect many of our residents to arrive without need for a car, and thus we have little auto parking but lots of bicycle parking. We have bus stops along our frontage, and other bus routes are just a block away. With all the travel choices provided in the vicinity, there is not need for an auto that is expensive to maintain and pollutes our air.

The Context and connections to the sidewalk and bicycle network, and proximity to transit routes, and our limited parking, will promote non-motorized trips instead of automobile travel.

OPEN SPACE

We are developing within the urban setting, but that does not mean we cannot contribute to the benefits of Open Space. Our site plan includes landscaping features on the first floor to add to the aesthetic appeal. We offer interesting landscape treatments along our south side and to help buffer views from the adjacent school. Our upper floors contain several impressively landscaped patios and seating areas as an amenity for our residents and their visitors. And we will be making contributions to the Park fund to benefit the park systems that our residents will enjoy.

In addition, we are adding some best practices for stormwater management.

WHY PUD INSTEAD OF OTHER ZONING OPTIONS

The PUD offers developers the opportunity to design a site to fit the characteristics of a particular property. In return, the City expects Public Benefits that would not be realized through development under one of the City's Zoning Districts. Many of those benefits are required, and those will be met. But if this project were not developed as a PUD, those benefits, such as affordable housing support, would not be provided. In addition, we are adding many benefits beyond what is required. Those benefits are articulated in the "Community Benefits" listed separately. Those include support for homeless households, a donation to the City's Park Fund, LEED standards, Passive Home Technology, all electric appliances, solar power to help offset our energy needs, double the EV charging stations required, and a tremendous increase in the City's tax base compared to the existing use.