DEVELOPMENT REVIEW BOARD REPORT

Meeting Date:	September 15, 2016	Item No. 7
General Plan Element:	*Character and Design*	
General Plan Goal:	*Foster quality design that enhances Scottsdale as a unique southwestern desert community.*	

ACTION

Cortesian Wall Mural
6-DR-2016#2

Location: 7749 E. Camelback Road

Request: Request approval to modify the building elevation on the west side of the apartment building located adjacent to E. Camelback Road (Units 7751 through 7757 E. Camelback Road) to add a new 12-foot-tall by 24-foot-wide painted mural.

OWNER

CH Cortesian Communities, LLC
858-490-2345

ARCHITECT/DESIGNER

Worksbureau

APPLICANT CONTACT

Troy Thomas
Colrich
619-840-6491

BACKGROUND

Zoning

This site is zoned Multiple-family Residential (R-5) district.

Context

The property is located at the southeast corner of E. Camelback Road and N. Parkway Avenue. The surrounding developments are apartments or condominiums zoned Multiple-family Residential (R-5) district. The building wall mural will be located on the west elevation of the apartment building fronting E. Camelback Road and located east of the apartment complex main entry.

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

The applicant is requesting approval of a 12-foot-tall by 24-foot-wide painted mural on the west elevation of the apartment building fronting on E. Camelback Road and east of the apartment complex main entry off of E. Camelback Road.

Action Taken _____

Neighborhood Communication

The City mailed postcards to property owners within 750 feet of the site and the site has been posted. Staff has received two e-mails and a phone call stating concerns about the proposed mural.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

This proposal is consistent with the Character and Design element of the General Plan. The mural incorporates native desert scenery with vibrant colors. The new mural adjacent to E. Camelback Road will enhance the visual experience and streetscape of E. Camelback Road as well as the pedestrian experience. No lighting is proposed with the painted mural.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Development Review Board approve the Cortesian wall mural per the attached stipulations, finding that the provisions of the Development Review Criteria have been met.

RESPONSIBLE DEPARTMENT(S)

Planning and Development Services
Current Planning Services

STAFF CONTACT(S)

Doris McClay
Planner
480-312-4214
E-mail: dmcclay@ScottsdaleAZ.gov

APPROVED BY

Doris McClay, Report Author — Date: 8/31/16

Steve Venker, Development Review Board Coordinator — Date: 8/31/16
Phone: 480-312-2831 E-mail: svenker@scottsdaleaz.gov

Randy Grant, Director — Date: 9/6/16
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

ATTACHMENTS

A. Stipulations/Zoning Ordinance Requirements
1. Applicant's Narrative
2. Context Aerial
2A. Close-Up Aerial
3. View of Building wall looking east on E. Camelback Road
4. Zoning Map
5. Combined Context Aerial and Site Plan
6. Mural
7. West Building Elevation
8. Mural Perspective
9. Citizen Correspondence
10. Artist's resume

Stipulations for the Development Review Board Application: Cortesian Wall Mural Case Number: 6-DR-2016#2

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
   a. Architectural elements, including dimensions, materials, form, color, and texture shall be constructed to be consistent with the building elevations submitted by ColRich, with a city staff date of 8/10/16.
   b. The location and configuration of all site improvements shall be consistent with the site plan submitted by ColRich, with a city staff date of 8/10/16.

RELEVANT CASES:

Ordinance

A. At the time of review, the applicable DRB case(s) for the site was: 6-DR-2016.

EXTERIOR LIGHTING:

DRB Stipulations

2. No lighting is approved with this mural.

ColRich

August 8, 2016

Re: The Cortesian Apartments
7749 E Camelback Road
Scottsdale, AZ 85251

Cortesian Apartments
7749 E Camelback Road, Scottsdale, AZ 85251
Pre-Application #

To whom it may concern:

Please accept the following as our **project narrative** regarding the above referenced project. This Information will describe the project intent in response to the Development Review Board Criteria as defined in the Scottsdale Zoning Ordinance Sec. 1.904.

REQUEST:

The purpose of this request is to obtain the Development Review Board (DRB) approval for a new 12'-0" high x 24'-0" wide Building Mural east of the primary entrance on Camelback road.

VISION FOR THE PROJECT:

The project goal is to enhance the experience of community, staff, and residents by providing an artistic mural of the native landscape east of the new leasing office. As a result, the improvements strive to provide a new image along Camelback further supporting the City of Scottsdale's efforts to support the Arts with an updated apartment community that represents high quality, modern living near the vibrancy of downtown Scottsdale.

Location and use:

The project is located at 7749 E Camelback Rd between North 78th Street and North Parkway Avenue.

Approval Criteria:

1. The Architectural character, landscaping and site design of the proposed development shall:
    a. *Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood*
        i. The project proposes to enhance the architecture of the existing residential buildings with muted desert colors to enrich the pedestrian experience. The new wall mural will embrace a slightly more modern statement at the primary entrance utilizing a Native landscape design with a vibrant and responsive desert color pallet.

ColRich

b. Avoid excessive variety and monotonous repetition

i. The mural is a custom artwork implementing various desert responsive colors at the main property entrance and pedestrian interaction zone to avoid monotony, providing distinctive character to the property while respecting downtown Scottsdale and the neighboring properties.

Architectural Character and Materials:

Entry Mural:

The architectural character of the new mural sets itself apart with a unique native landscape design with a vibrant and responsive desert color pallet in an effort to achieve multiple goals. First, to clearly identify the primary entrance to the project. This allows both residents and guest alike an easily identifiable point of entry to begin navigation of this large site. Secondly, it provides a unique point on interest along Camelback Road by breaking up the repetitive nature of the apartment buildings.

The General Plan:

1. *Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.*

   a. The proposed improvements to Cortesian respect and improve the surrounding area character by subduing the current mass and scale of the buildings, providing for a more comfortable and appropriate pedestrian scale. A primary goal is to limit the attention given to the dated details of the building itself and draw attention to the foreground and space nearest to the pedestrian. The project improvements within the pedestrian zone also draw from native landscapes prevalent in the context of the surrounding areas working with the more modern design to complement the transition to the downtown.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

   a. The neutral color palette and textures of the materials and finishes of the Leasing and Fitness Center provide for a visually engaging architecture at the primary entrance to the project. Utilizing a native landscape mural to break down the building massing of the adjacent apartment building complements the simple forms and shifting planes created by the leasing and fitness building for unique vista from and into the building. Each of these elements suggest long vistas as is present in the general narrative of the southwest.

3. Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

   a. The general character of the surrounding area is low scale, multifamily residential of various dated architecture styles. The one positive consistency is texture and landscape. Additionally, this project site abuts Camelback road and is an introduction to the more modern architecture of the Scottsdale entertainment district. With those thoughts in mind, the proposed mural embraces an idea of vibrant simplicity in the native landscape design and color selections of a more modern, complementary statement at the entry.

ColRich

1. **The design character of any area should be enhanced and strengthened by new development.**
   - *Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.*

     The proposed mural embraces an idea of vibrant simplicity in the native landscape design and color selections embracing a more modern, complementary statement at the entry. It was designed in concert and in consideration of the surrounding materials, color palette and relationship to Camelback Road. See photo simulation exhibit.

   - *Building design should be sensitive to the evolving context of an area over time.*

     The Mural is designed to be enduring, not trending, using a slightly modern technique to a native local landscape, preserving and enhancing the context and character of the area.

2. **Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:**
   - *Scenic views of the Sonoran desert and mountains*

     Scenic views are not a significant quality of site. Site is brownfield and does not contain natural features to protect. The proposed mural does not, in any way, affect vistas.

   - *Archaeological and historical resources*

     The site is brownfield and has no archaeological or historic features to protect.

3. **Development should be sensitive to existing topography and landscaping.**
   - *A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.*

     The site is virtually flat and the new mural will reduce the perceived massing of the existing structures while providing a natural feel and depth in consideration of its topography.

4. **The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations**
   - *Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art and integrated infrastructure elements.*

     The proposed mural and property streetscape emphasize a sustainable pedestrian landscape zone of appropriate density along Camelback Road as a dialogue with the existing character of the neighborhood.

444 West Beech Street, Suite 300 * San Diego, California 92101 * Tel (858) 490-2300 * Fax (858) 490-0264

ColRich

5. <u>The design of the built environment should respond to the desert environment:</u>

- *Materials with colors and coarse textures associated with this region should be utilized.*

The proposed colors palettes creates a quiet, yet confident composition complementary to both the local context and the broader context of the Sonoran Desert. All colors draw from the colors of the Sonoran desert landscape.

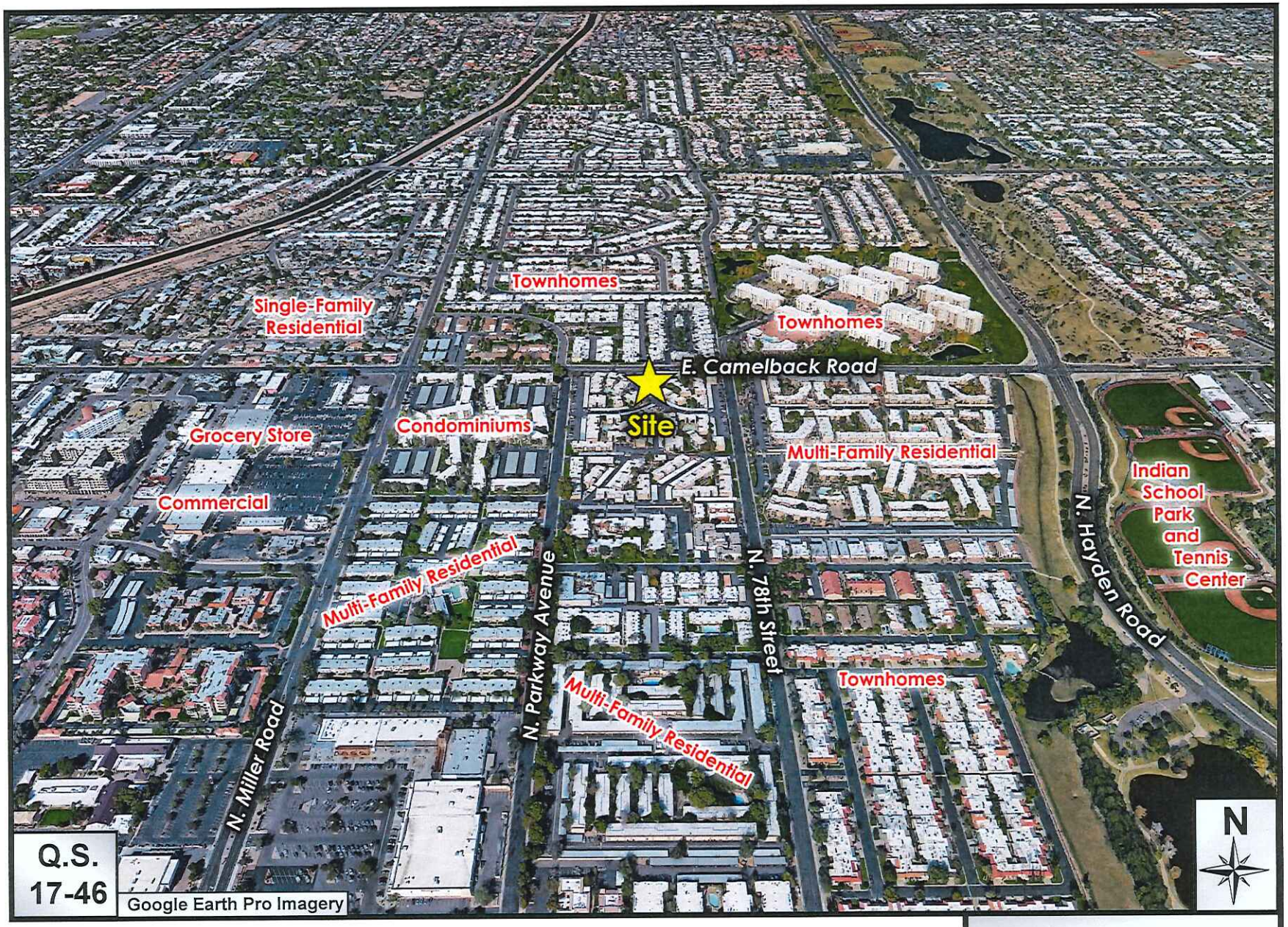
<u>Summary</u>

The project successfully meets the intent of the Development Review Board criteria as well as the relevant goals of the General Plan. As stated the project enhancements will:

1. The mural updates the existing property facing Camelback with desert colors to become a backdrop to the more important pedestrian zones.
2. The mural updates the existing building Camelback Road, south of the entrance, to respond to the more active and textural materials found leading into downtown Scottsdale.
3. Provide for a new more modern yet vibrant native landscape mural to highlight primary entrance to the project.
4. The new mural updates and enhances the pedestrian zone and street scape along Camelback Road, this ultimately reflects and responds to a residential urban setting in which it is located.
5. The mural to reduce the perceived massing of the apartment building facing Camelback Road.
6. The Mural provides variety along Camelback Road to reduce monotonous repetition.

Thank you for your consideration.

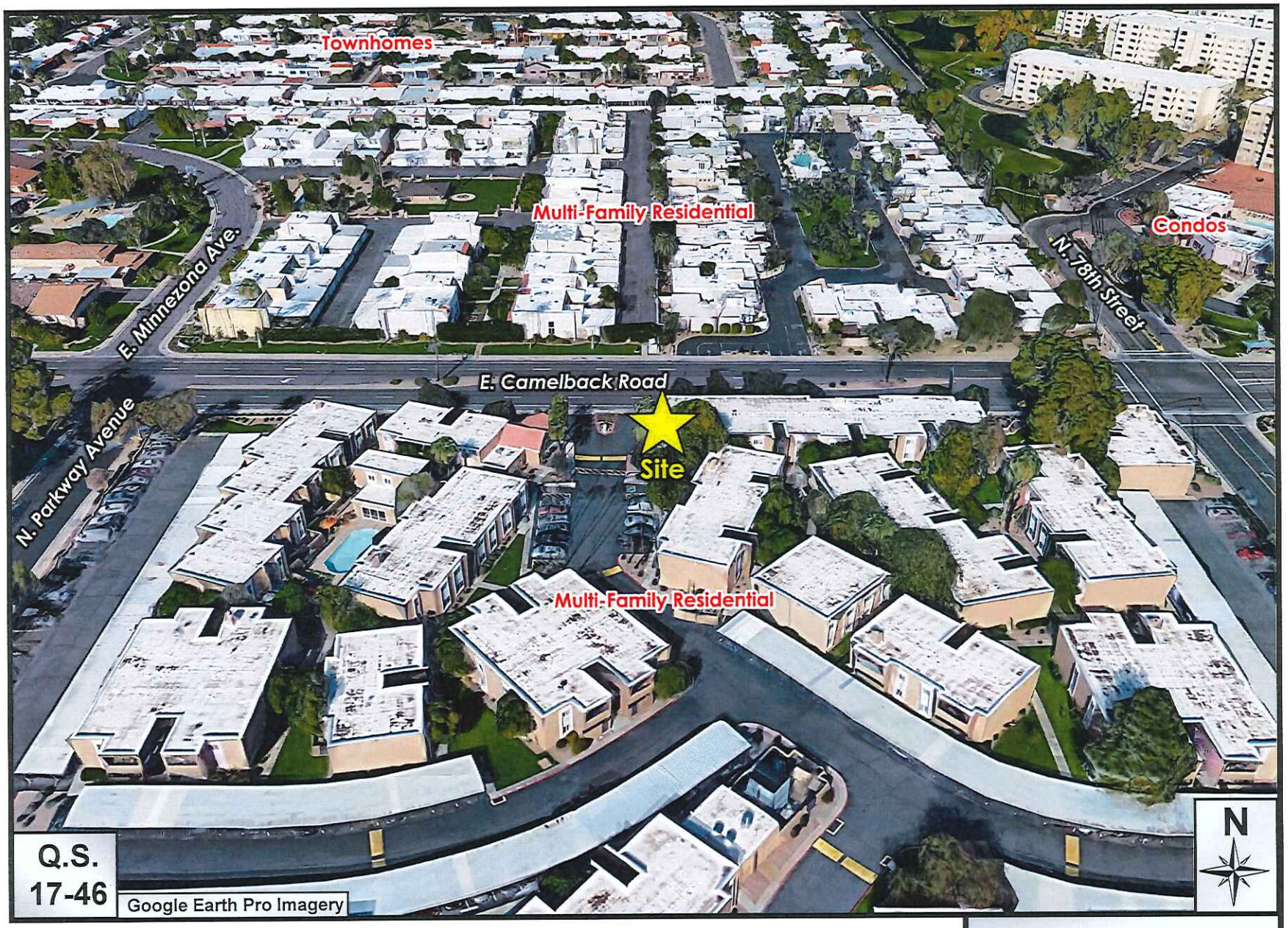
444 West Beech Street, Suite 300 * San Diego, California 92101 * Tel (858) 490-2300 * Fax (858) 490-0264



Cortesian Wall Mural

6-DR-2016#2

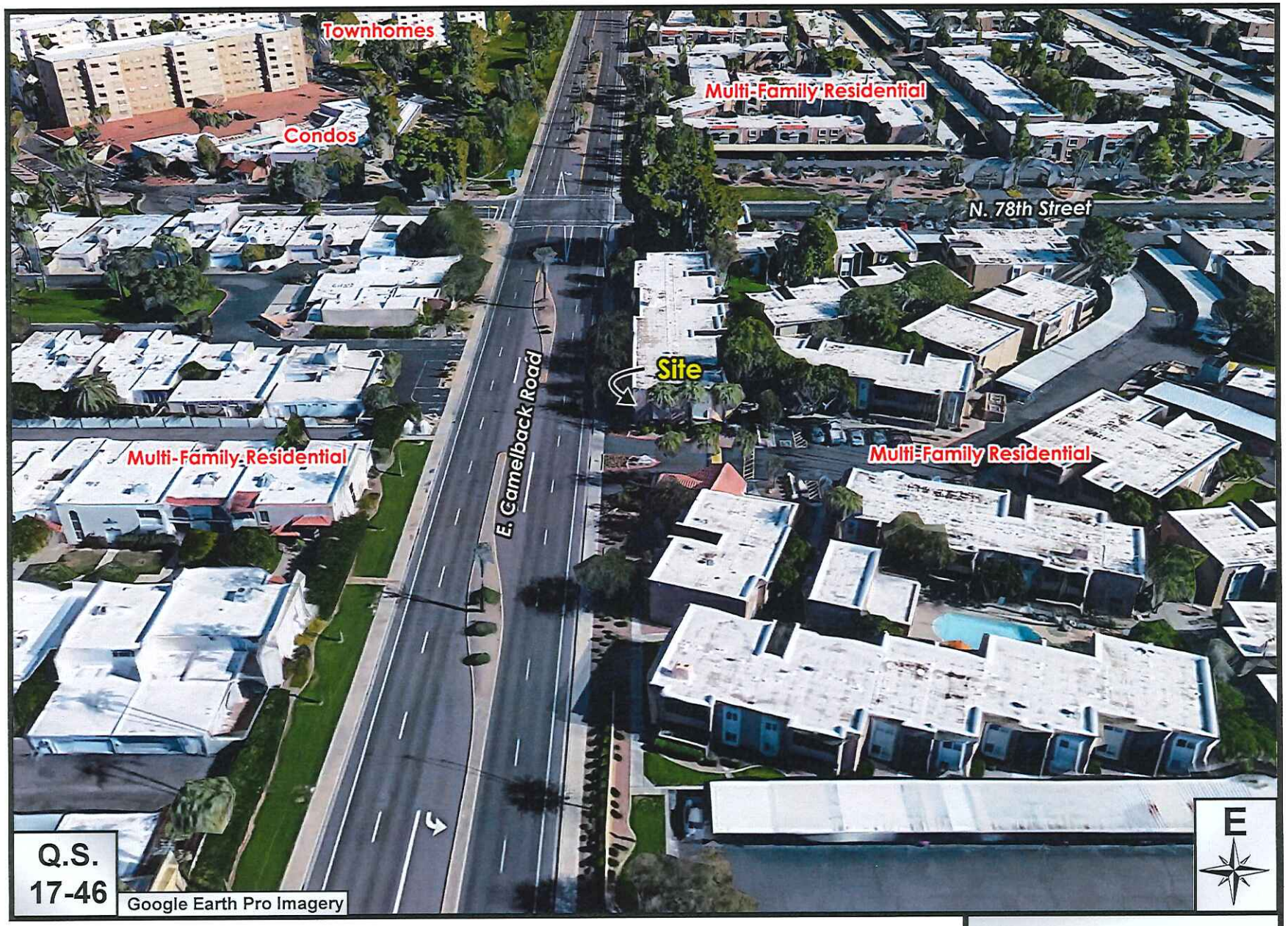
ATTACHMENT #2



Cortesian Wall Mural

6-DR-2016#2

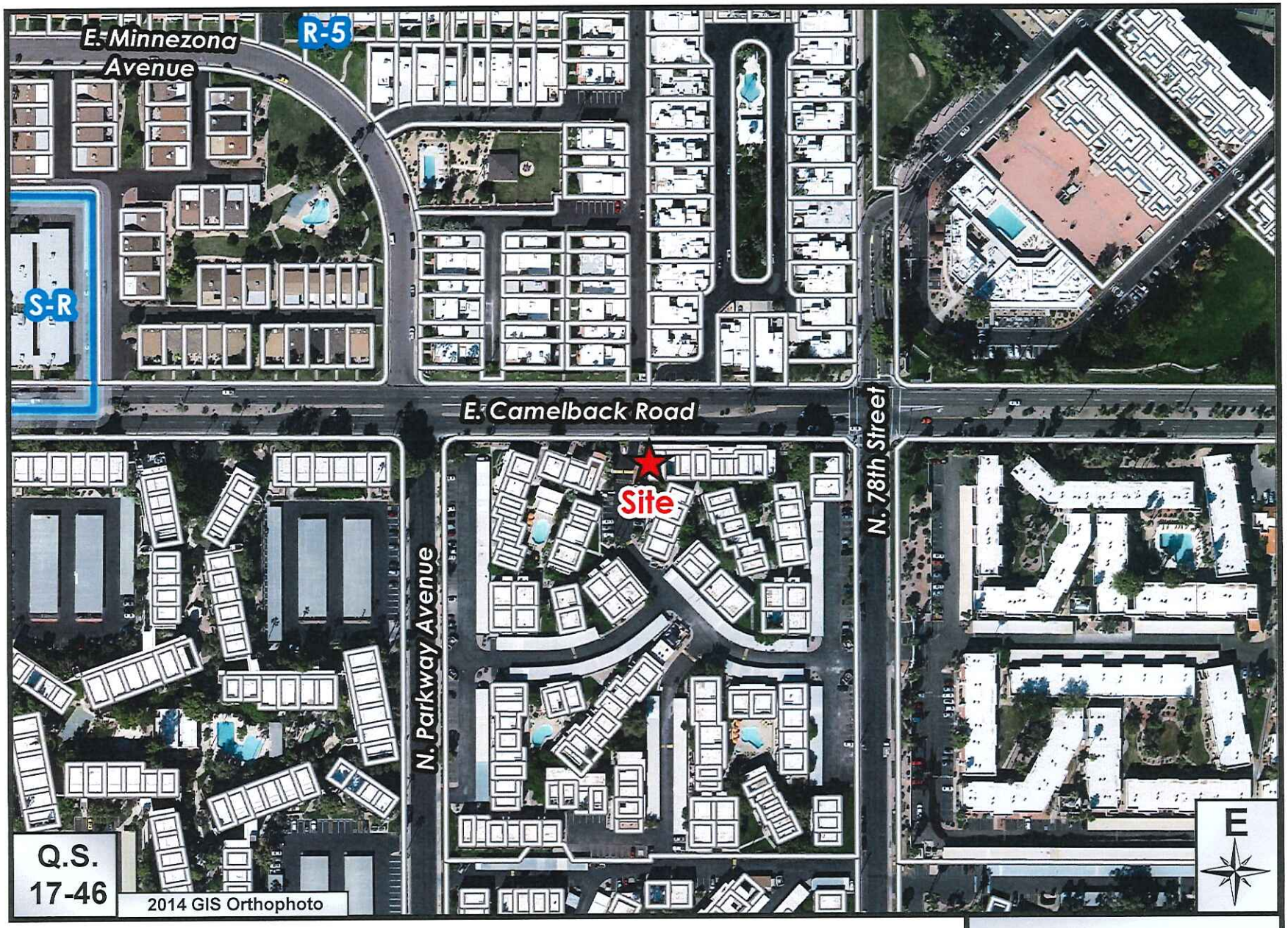
ATTACHMENT #2A



Cortesian Wall Mural

6-DR-2016#2

ATTACHMENT #3



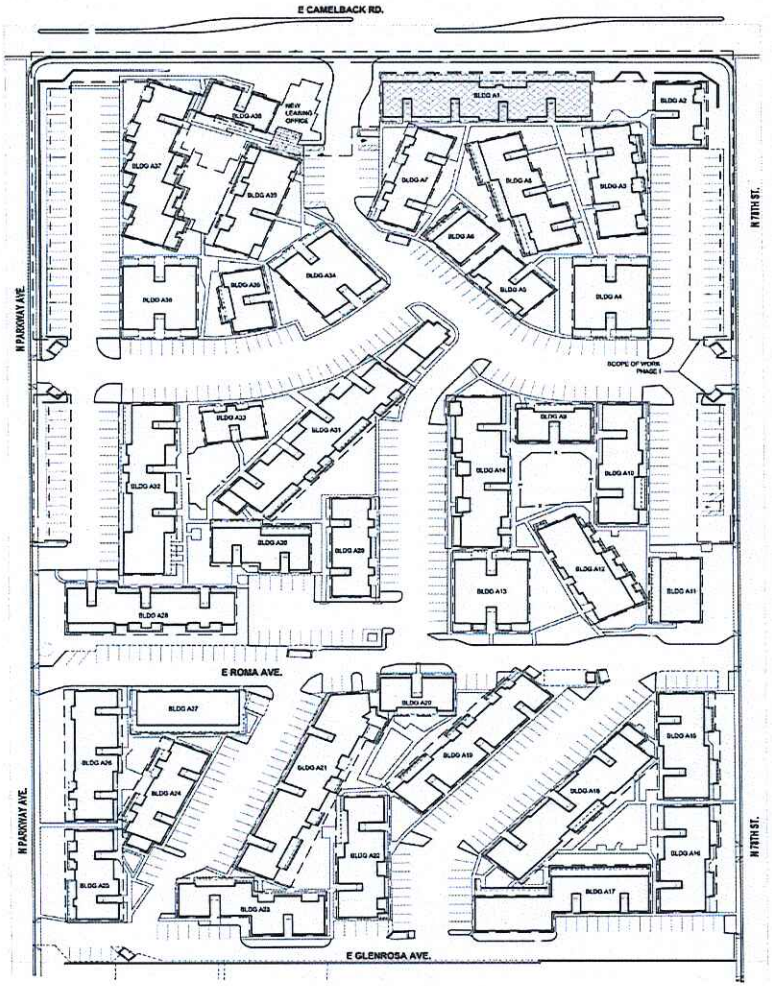
Cortesian Wall Mural

6-DR-2016#2

ATTACHMENT #4

CORTESIAN APARTMENTS

SITE PLAN AND AERIAL VIEW

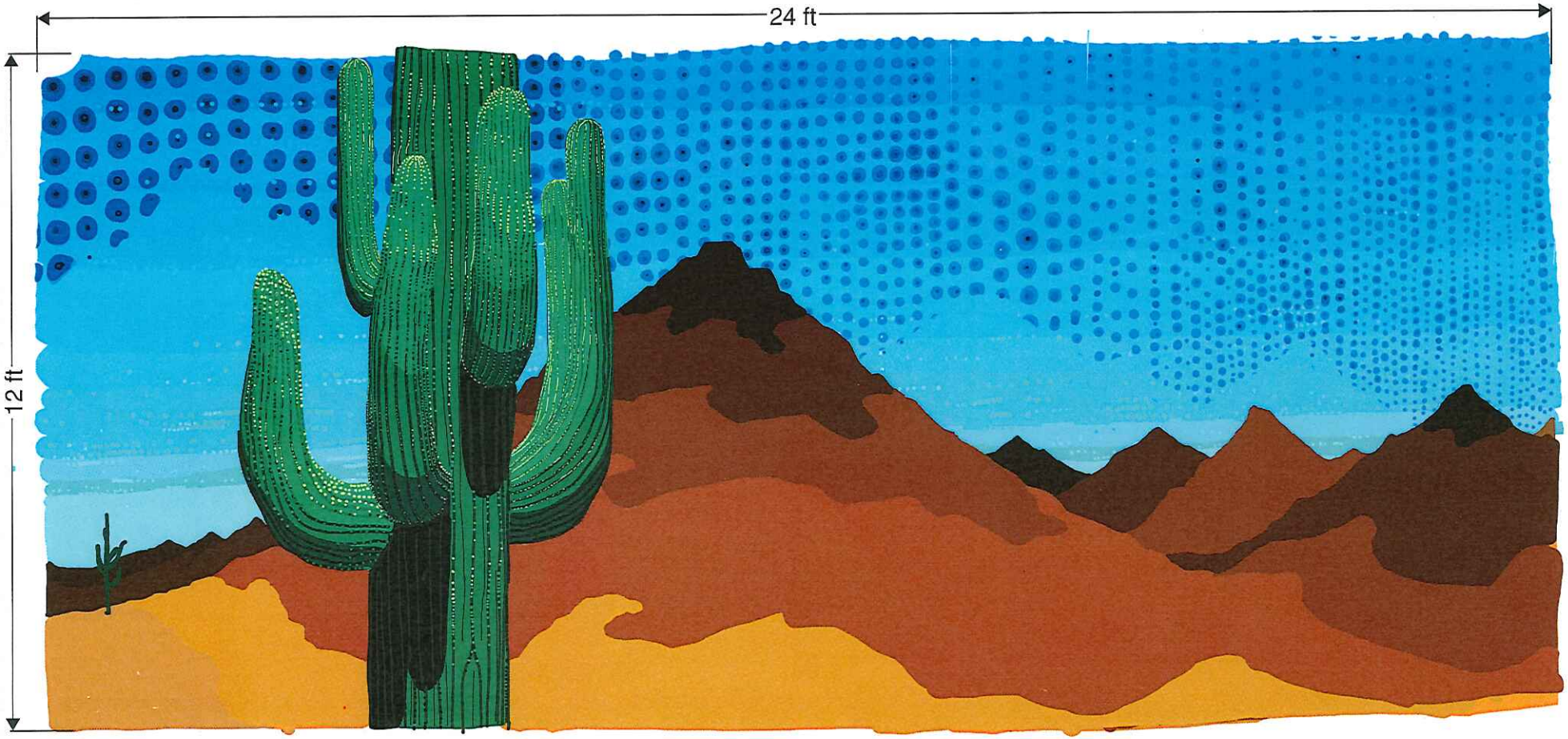


6-DR-2016#2
08/10/16

ATTACHMENT #5

CORTESIAN APARTMENTS

ENTRY MURAL (12'x 24')



6-DR-2016#2
08/10/16

ATTACHMENT #6

CORTESIAN APARTMENTS

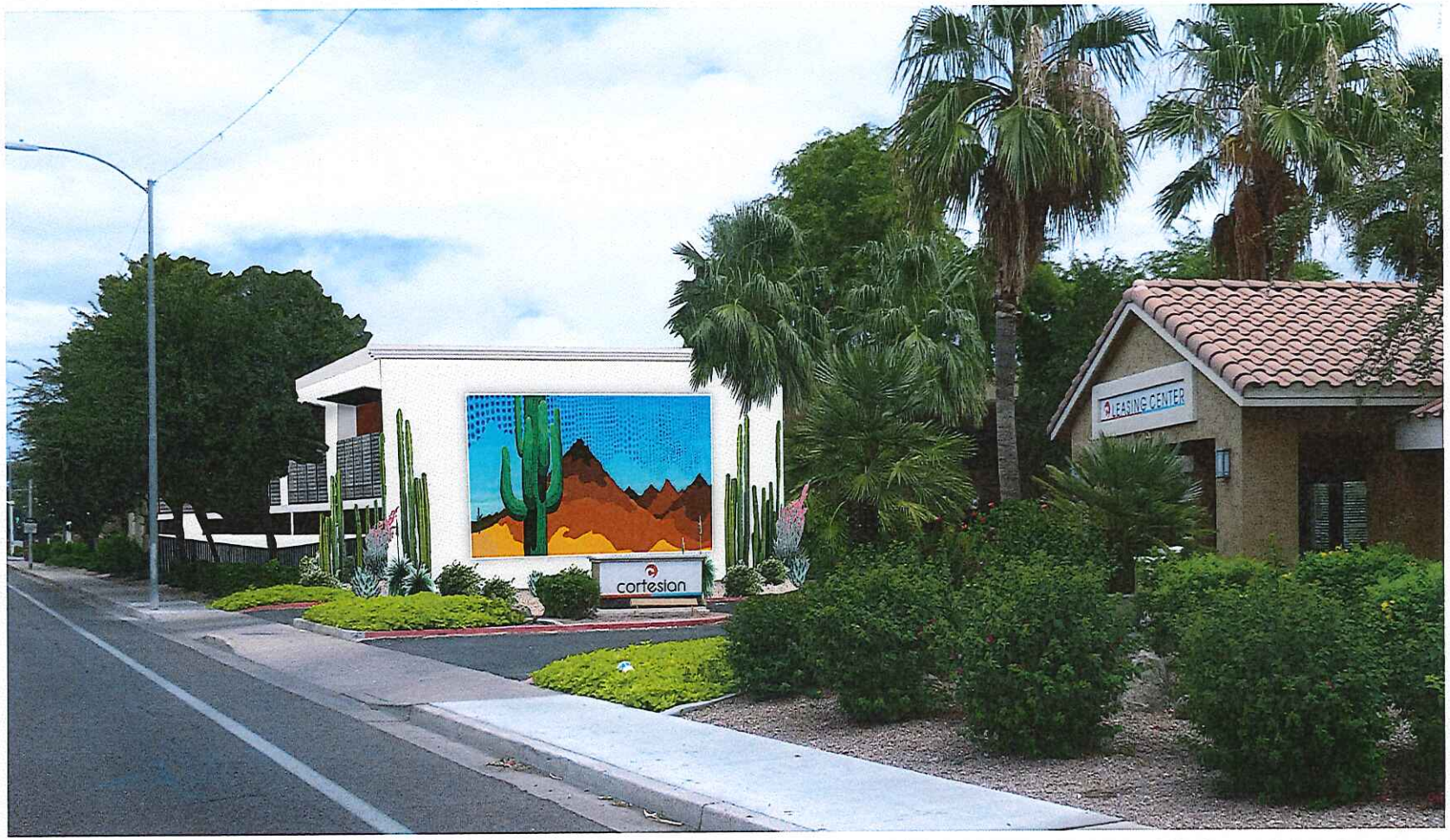
ELEVATION/ PERSPECTIVE ENTRY MURAL

ATTACHMENT #7

6-DR-2016#2
08/10/16

CORTESIAN APARTMENTS

PERSPECTIVE ENTRY MURAL SIMULATION



ATTACHMENT #8

McClay, Doris

From: Perone, Steve
Sent: Wednesday, August 24, 2016 12:08 PM
To: McClay, Doris
Subject: FW: 6-DR-2016#2

FYI-

It's in CDS and the file.

From: frasues2001@yahoo.com [mailto:frasues2001@yahoo.com]
Sent: Wednesday, August 24, 2016 11:55 AM
To: Perone, Steve
Subject: 6-DR-2016#2

What is the subject matter of this mural? From all information it appears we will have a "billboard" on the corner of Camelback and Parkway. How often would they be allowed to change the content of the mural? Is wording allowed? Is there a purpose to this? We live across the street and I'm not so sure I want to look out at the same mural 24/7. Its like I said, a "billboard" of sorts like along the highway. -- sent by susan m. strainis (case# 6-DR-2016#2)

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ATTACHMENT #9

McClay, Doris

From: Perone, Steve
Sent: Friday, August 26, 2016 3:30 PM
To: McClay, Doris
Subject: FW: 7749 E. Camelback Road. CASE#6-DR-2016#2

In file and CDS

From: polichmedia@gmail.com [mailto:polichmedia@gmail.com]
Sent: Friday, August 26, 2016 3:18 PM
To: Perone, Steve
Subject: 7749 E. Camelback Road. CASE#6-DR-2016#2

Such a large mural would not seem to comply with the city's sign ordinance and does not seem consistent with the architecture at the apartment complex or elsewhere along Camelback Road. It potentially would be as much an eyesore as the huge illustrations that the city has allowed on other Old Town buildings and an affront to the image of the West's Most Western Town. -- sent by John Polich (case# 6-DR-2016#2)

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Andy Brown

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thandsome@gmail.com
www.soldierleisure.com

Artist

Education: Bachelor of Science, ASU Tempe AZ, 2001, GPA 3.1

Travel through Art
US: San Francisco, San Diego, Los Angeles, Nyc, Philadelphia, Mexico, Canada, Spain, Germany, Italy, London, Japan, Holland, Portugal, Czech Republic

Shows:

Norm Maxwell Gallery Solo Show	Santa Monica	July 2008
San Francisco Group Show "Jesus"	San Francisco	Sep 2008
O3 Gallery Group Show	Venice Beach	Dec 2009
Phoenicia Association Solo "Explore"	Phoenix	May 2011
Cartel Coffee Solo Showing	Tempe	March 2011
Crepe Bar Solo Showing	Tempe	October 2012 – December 2012
Cartel Coffee Tempe Solo Showing	Tempe	Jan 2013
Lola Coffee roasters	Phoenix	June 2013
Featured in "Get Vicious" zine (Brooklyn NY) Issue #3		May 2013
Private art Buy for Reboot Float Spa	San Francisco CA	August 2014
Newburgh Art Showcase	Newburgh, NY	November 2014
Solo Show "inside Outside"	Willow North Gallery Phx	Feb 2015
Street Art Phoenix Group Show	Monorchid Gallery	March 2015
Standard Space	Fujisawa Japan	April 2015
"16" Liquor Space Group Show	Tempe AZ	Jan 2016

Mural works:
2008 San Francisco St Stephens School (Great Highway and Sloat) collaboration w Ian Ross
2009 San Francisco Blick Art Supplies Group Demonstration alongside Ian Ross (SF) and Chor Boogie (Sf)
2011 San Francisco Mission District Mural (Capp and 24th Street)
2012 San Francisco Mission District Illegal (Capp and 24th Street) "Abstract"
2016 san Francisco Lean Back Saguaro Illegal (4th St and Brannan SOMA)

2009 Los Angeles Groceries Apparel 2010 In Factory for workers "Color Rhythms"
2007 Los Angeles Blick Art Supplies Santa Monica Group Demonstration
2008-2012 Venice Beach Graffiti Walls (Multiple Demonstrations, Installs)

2012 Brooklyn NY Solo work at Miles Restaurant August 2012 "Happy Man Bushwick"
2012 Brooklyn NY Solo work at Wyckoff Starr Coffee Hose August 2012 "Sumo Flip"
2012 Brooklyn NY Solo work at Northeast Kingdom , "Bike Man"
2013 Brooklyn NY Solo Work at "Tender Trap " , "Bike Man w Skateboard"
2014 Newburg NY Sculptural Install at "Glen Lily Grounds" "Happy Man"

2015 Avondale AZ Untility Boxes 1-5 art project for city of Avondale
2011 Phoenix AZ Phoenicia Association Downtown "Phoenix Happy Man"
2011 Phoenix AZ Monorchid Gallery Downtown "Top View Bike Man"
2012 Phoenix AZ Cabana Apartments Thomas and 16th Street "Analog Digital Desert"
2012 Phoenix AZ 2012 Cabana Apartments Thomas and 16th Street "Leasing Office"
2012 Phoenix AZ Fabtex Graphics "Happy Man" Cave Creek and Route 51
2012 Phoenix AZ "Blue Black Topo" 5th Ave and McKinley Fence

ATTACHMENT #10

2014 Phoenix AZ "Abstract Landscape" 5th Ave and McKinley Fence
2013 Phoenix AZ March "Westminster Century" topography
2014 Phoenix AZ March "Westminster Mural" completed 2nd Ave and Roosevelt
2014 Phoenix AZ December "Welcome Diner" Mural completed 9th st and Roosevelt
2015 Phoenix AZ January "Top View desert Landscape" Mural completed 4700 N Central
2015 Phoenix AZ January "Copper Star Coffee" Murals completed
2015 Phoenix AZ February "Monarch Theatre" Mural completed
2016 Phoenix AZ April CFA "Leadership" community mural w Free Arts of AZ at CFA (16th St and Buckeye)
2016 Phoenix AZ May "Triangle Neighborhood Mural" at Hu-O-Te Mini Park (10th ave and Roosevelt)
2016 Phoenix AZ Jan. "Building Circles" Install during Family Free Day at Phoenix Art Museum
2015 Sedona AZ August - October "Sedona Collective" murals completed

2012 Tempe AZ February Fixx Coffee Mural Install "Top View Happy Man"
2012 Tempe AZ April Auto Glass Direct install "Happy Man"
2012 Tempe AZ Jan Cabana Apartments (McClintock and Don Carlos) Solo Install "Happy Man"
2012 Tempe AZ March Cabana Apartments Solo Install "Tempe Bike Man"
2014 Tempe AZ Utility Box Install College and 5th Street "Faces of Tempe"

International

2012 Hiratsuka City, Japan November Solo Install "Bike Man" @ "Do What You Love" Festival
2014 Oiso, Japan Solo Art Showing in "Numlok Space"
2015 Tokyo, Japan, Kamakura, Japan - April - collaboration/Showing with "Smoothbody" Surfboard Company "Standard Showing" - Standard Style Store - Fujisawa Japan

2014 Prague, Czech Republic March solo mural Praha District 4 "Prague Happy Man"

Sol LeWitt work:

2010 - #620 A,D,F,G "Structures, Works on Paper, Wall Drawings" La Louver Gallery Venice Beach CA
15 day install of Sol Lewitt's Wall Drawings, Jan 3rd – Jan 20th 2010

2013 - Scribble Drawing #1,182, Kanders Residence Aspen, CO
Sep. 29th 2013 – Dec 1st 2013

2014 - Wall Drawing #1058 Acrylic Isometric forms at residence in Santa Fe, NM Dec 1st - Dec 23rd, 2014

2016 - Permanent installation (Scribble X, 7 walled room, #895 Loopy Doopy) SFMOMA Jan. 01, 2016 - March
San Francisco CA

Teaching:
Free Arts of AZ - Theatre Camp June 2015
Free Arts of AZ - Childrens First Academy, Mural Class April - May 2016
Free Arts of AZ - Hip Hop Camp July 2016

Apprende Middle School Chandler AZ Miscellaneous dates 2013-2015

2 day immersion, teaching 6th, 7th, and 8th graders how and why murals come about. Helped students see the intention and the creation of their own mural ideas come about.