



City of **Scottsdale**

PROJECT NARRATIVE FOR CITY INITIATED PROJECTS



- ☒ Rezoning ☐ Other
- ☐ Use Permit
- ☐ Development Review
- ☐ Master Sign Programs
- ☐ Text Amendment

Case # 19-ZN-2003/642-PA-2003

Project Name PINK PONY HP OVERLAY

Location 3831 N. SCOTTSDALE RD.

Applicant CITY OF SCOTTSDALE-PRESERVATION

Ordinance Section _____

SITE DETAILS

Proposed Zoning: C-2 HP

Existing Zoning: C-2

Parcel Size: .2 ACRES

Height: APPROX. 18' EXISTING

Parking Required: NA

Parking Provided: NA

Of Buildings: ONE EXISTING

Setbacks: N- _____ S- _____

E- _____ W- _____

In the following space, please describe the project or the request

THIS HP OVERLAY ZONING CASE WAS INITIATED BY THE CITY'S HISTORIC PRESERVATION COMMISSION ON NOVEMBER 13, 2003 FOLLOWING A PUBLIC HEARING. NO DEVELOPMENT OR CHANGE IN USE IS PROPOSED BY THE CITY WITH THIS CITY-INITIATED CASE, SUPPORTED BY THE OWNER. THE REZONING WILL ADD HP-HISTORIC PROPERTY OVERLAY ZONING DISTRICT TO THIS ONE-STORY RESTAURANT BUILDING, ORIGINALLY THE 1954 SPROUSE-REITZ VARIETY STORE. THE PINK PONY OPENED AT 3831 N. SCOTTSDALE ROAD IN 1970 AFTER COMPLETING RENOVATIONS TO THE SPROUSE-REITZ BUILDING. THE PROPERTY IS ONE OF SEVERAL POST WORLD WAR II DOWNTOWN RETAIL BUILDINGS THAT CONTRIBUTE TO SCOTTSDALE'S DEVELOPMENT AS AN ARTS COLONY AND TOURIST DESTINATION. ITS ARCHITECTURAL STYLE, LOCATION ON SCOTTSDALE ROAD IN OLD TOWN, AND ITS ASSOCIATION WITH IMPORTANT PEOPLE LIKE CHARLIE BRILEY ARE IMPORTANT TO SCOTTSDALE'S POSTWAR HISTORY. THE CONTEMPORARY STYLED RESTAURANT WOULD BE AN IMPORTANT ADDITION TO SCOTTSDALE'S HISTORIC REGISTER AS A SIGNIFICANT HISTORIC DOWNTOWN RESOURCE RELATED TO THE ARTS AND TOURISM THEME.