

## **PROPOSED CONCEPT NARRATIVE**

### **Sephora Exterior Entry - Scottsdale Fashion Square**

Sephora has recently relocated to the space previously occupied by Ruby's Diner. As an integral part of this relocation, Sephora proposes to convert the old Ruby's exterior dining area into an Exterior Store Entry, accessible from the adjacent parking lot and visible from the Mall entry road off Camelback, east of Nordstrom.

The existing structure will be largely removed and replaced by a new structure as shown on the attached elevations, however the footprint will generally remain the same. The stairs to the store entry will be significantly widened, and a display window will be added. The enclosed space will revert to the Mall, and no additional retail area is proposed thereby eliminating the need to adjust the parking requirements in any way.

Several approaches to the exterior finish have been considered. The current thinking is to apply a smooth finish plaster, with the corner columns articulated with a striping pattern that is an essential part of the Sephora identity. The primary element in the facade will be back-lighted diffusing glass above the show window and entry. This will be achieved by lighting a wall placed approximately 3'-6" behind the glass with metal halide wall wash lights placed across the top and bottom. The glass proposed has a laminated inner film that can be specified with varying degrees of reflectivity and diffusion to eliminate hot spots and create the most aesthetically pleasing effect, both at night and during daylight hours.

There is no roof above the entry stairs which will be open, with a series of plastered beams to create some shade and interesting shadow patterns on the adjacent walls and paving.

The signage has been informally reviewed with staff and found to be consistent with the City sign guidelines. An additional graphic element is proposed on the western exterior column. An projecting architectural blade with the Sephora logo (no text) will provide additional identity, particularly from the east, as the proposed entry structure is largely hidden from that direction by the Anthropologie store.

We believe this will be an effective and architecturally pleasing addition to the Mall. We have also been encouraged by the Mall's support in developing a concept consistent with the Mall's long term plans to enhance the exterior elevations and activate the exterior facade with dynamic store entries.

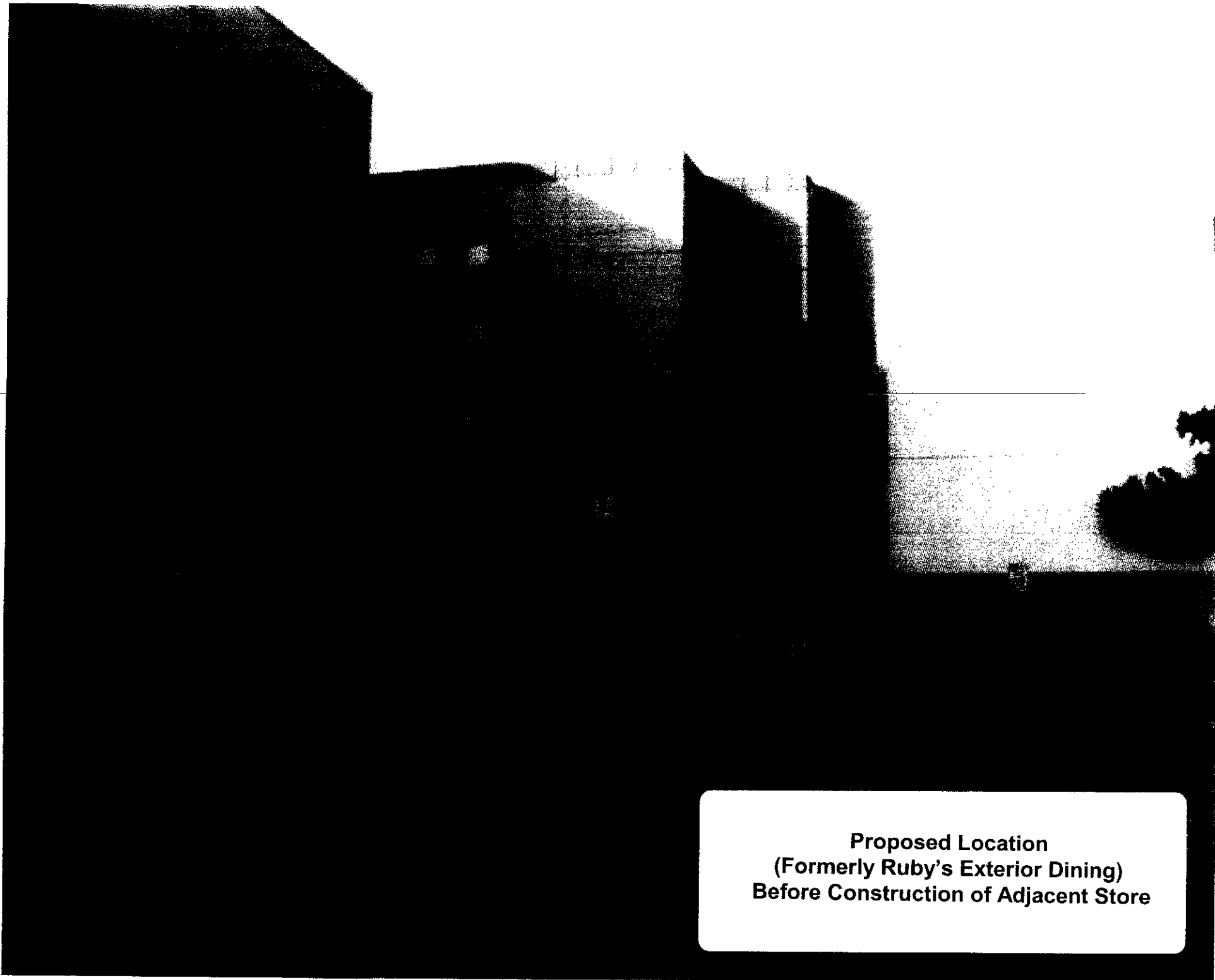
Prepared by: Thomas Bond, Principal  
Thomas Bond & Associates

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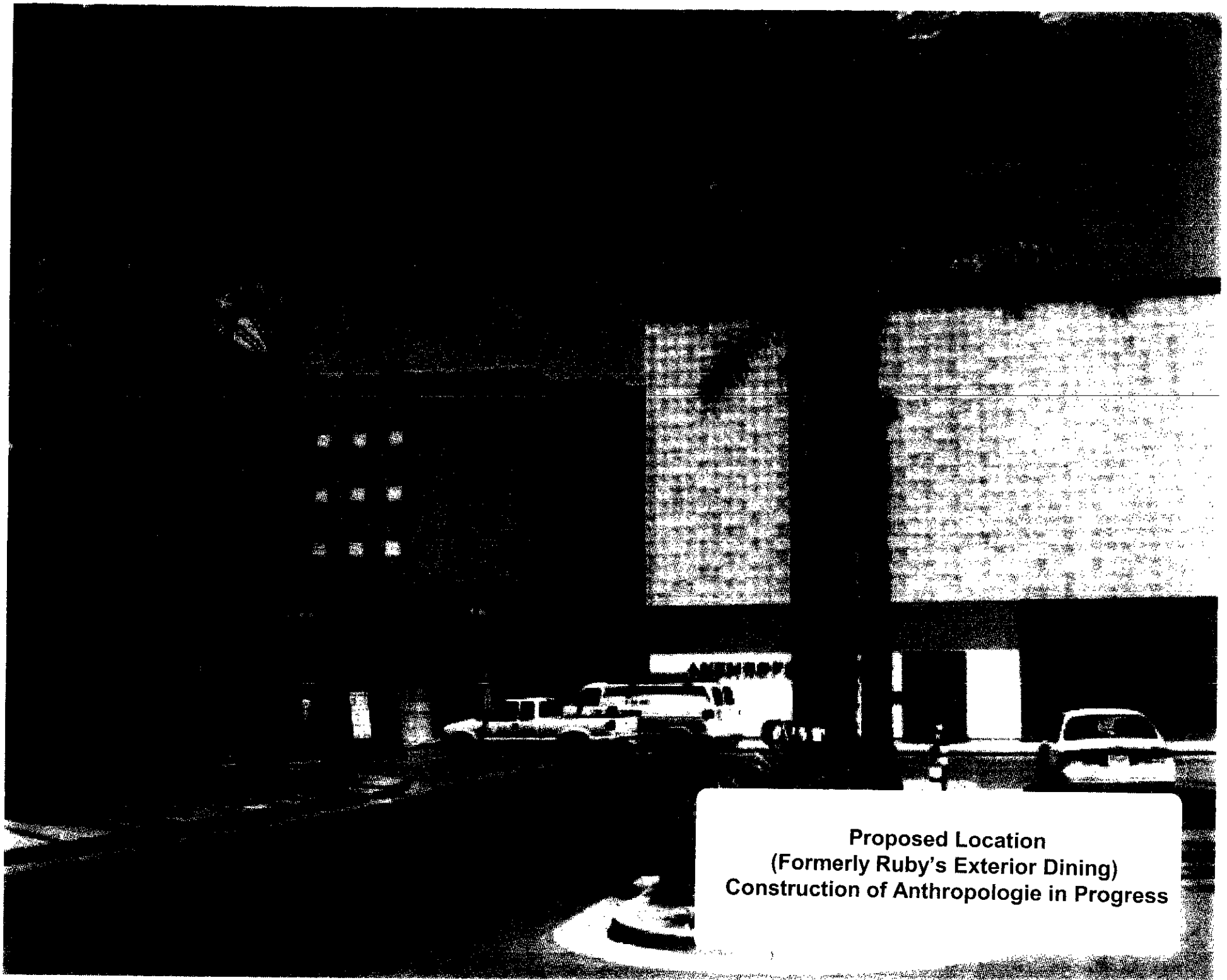
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DRB DIRECTED STAFF TO DO A STAFF APPROVAL

BILL



**Proposed Location  
(Formerly Ruby's Exterior Dining)  
Before Construction of Adjacent Store**



**Proposed Location  
(Formerly Ruby's Exterior Dining)  
Construction of Anthropologie in Progress**