



Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: _____

Project No.: 356 - PA - 2009

Coordinator: KIM CHAPIN

Case No.: _____ - _____ - _____

Project Name: BK SARSA WELLNESS CENTER

Project Location: 7140 E. FIRST AVE.

Property Details:

☐ Single-Family Residential ☐ Multi-Family Residential ☒ Commercial ☐ Industrial

Current Zoning: C-2 DO

Proposed Zoning: C-2 DO

Number of Buildings: ONE

Parcel Size: 6401 S.F.

Gross Floor Area/Total Units: 7589 + 1 RES. UNIT

Floor Area Ratio/Density: 1.18

Parking Required: 12

Parking Provided: 1 + 10.8 CREDITS = 12

Setbacks: N - 0 S - 16' FROM CURB E - 0 W - 0

Description of Request:

SEE ATTACHED

4-DR-2010
1st: 1/28/10

Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



H & S I N T E R N A T I O N A L
ARCHITECTURE ENGINEERING PLANNING INTERIORS

BK Sarsa Wellness Center
7140 E. First Ave.
Scottsdale, AZ.

Project Narrative

The first phase of this project will be to dismantle and remove the existing one story wood frame and masonry building. We then propose to construct a 3 story, Spanish Colonial influenced, wood frame and stucco building.

The first and second floors of the proposed building will consist of spaces directly associated with the wellness center. These spaces include a yoga studio, group discussion areas, various spa treatment rooms, offices and a client nutrition center. These floors will also contain numerous support spaces that are required for the efficient functioning of the wellness center. The third floor will contain a residential unit for the owner and out of town guest/family members when coming to visit.

Our goal was to create an inviting and comforting environment for visitors and staff. To accomplish this we chose exterior colors with warm tones and exterior materials with muted non-reflective surfaces. We also located the main entrance away from the street leading visitors through an entry tower with wrought iron gates, down a landscape lined path to a small courtyard with a Koi pond and arched portico. On the second and third floors we created several outdoor balconies and living areas as extensions of the interior spaces.

15220 NORTH 78TH WAY
800 SCOTTSDALE HANGER ONE
SCOTTSDALE, AZ 85260
PH: 480-585-6898

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MAILING ADDRESS
P O Box 13720
SCOTTSDALE, AZ 85267-3720
FAX: 480-585-2298



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In addressing item number one of the Scottsdale Sensitive Design Principles, the Spanish Colonial architecture of the building will enhance the area by bringing in a style that is a dominant part of the southwestern culture but only seen sporadically in the downtown area. The main body stucco color will be a neutral, earth tone color while the accent color will be a more vibrant color similar to Beau Mélange to the west and the restaurant to the north. Fabric awnings on selected windows will reduce heat and glare in the interior spaces while creating a visual connection to several other businesses along First Avenue with similar exterior fabric treatments.

The building is sited with the north and south elevation masses stepping back on the third level creating deck areas with views of Camelback Mountain to the northeast Papago Buttes to the southeast thus addressing the second sensitive design principle.

Stepping the massing both horizontally and vertically along with the use of balconies and awnings we are able to reduce the scale of the building and add visual interest. Each floor level will have several direct links to outdoor spaces. The entry tower brings a human scale to the front façade and introduces visitors to an intimate courtyard with lush landscaping and a relaxing Koi pond. Utilizing the height of the neighboring building to the east for additional privacy and shade. These are in keeping with items 7, 8, 9 and 12 of the sensitive design guidelines.

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All mechanical equipment will be located on the roof and screened from public view and neighboring properties. Utilities and service areas will be located on the alley side of the building out of public view.

As outlined in item 13 of the sensitive design guidelines, exterior lighting has been kept at minimal levels with adequate amounts for security and public safety along with ambient landscape lighting for dramatic effect. All building mounted light fixtures will have energy efficient compact fluorescent lamps that are directed downward to minimize glare and night sky impact.

The landscape for this project is designed to respond to the Indo-Asian nature of the business, while using materials and techniques consistent with the downtown plant palette. The plant materials used in the public spaces are low maintenance and low water use, transitioning in relatively private areas to plant materials offering more exotic textures and colors that will be tolerant of the relatively low light conditions.

To address items 11 and 12 of the sensitive design guidelines, on the street side of the building, a mature Ghostgum Eucalyptus tree will be replaced with a fragrant and relatively low-water-use Sweet Acacia tree. Container plantings add interest, introduce texture and supplement understory plantings. Aloe and Lantana fill low planters in the Southeastern corner of the public space. A low planter facing south helps break up the facade, and will be filled with Pedilanthus, a succulent, and Mascagnia vine will add color and contrasting texture. The narrow corridor for the enclosed approach to the entry will be lined with sweet smelling Star Jasmine and delicate Nandina on the west side, and Indo-Asian statuary will be bracketed with a series of vines and sparse bamboo plantings to screen and soften the expansive wall of the building immediately to the east. The western side of the building facing the public parking lot will be lined with drought tolerant Bougainvillea to add color and texture to the western façade.

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