

**The December 1, 2016
Development Review Board
Meeting Agenda and
Minutes can be found at**

<http://www.scottsdaleaz.gov/boards/development-review-board>

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: December 1, 2016 Item No. 3
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

Scottsdale Fifth Ave Exterior Paint Change 54-DR-2016

Location: 6405 E. Indian School Rd.

Request: Request by owner for approval of an exterior paint change for an existing apartment building on a 1.5-acre site, with Multiple-family Residential (R-5) zoning.

OWNER

Birch, LLC
602-957-4999

APPLICANT CONTACT

Brian Newman
Cam Properties
602-697-5401

BACKGROUND

Zoning

This site is zoned Multiple-family Residential (R-5), which is intended to provide development of multiple-family residential and allows a high density of population with a proportional increase in amenities as the density rises. The district is residential in character and promotes a high-quality environment through aesthetically oriented property development standards.

Context

The property is an existing 58-unit apartment complex located at the southeast corner of the intersection of N. 64th Street and E. Indian School Road.

Adjacent Uses and Zoning

- North Indian School Road, the Arizona Canal, then single-family residential properties, zoned R1-10; Hidden Village Ten subdivision.
- South Multiple-family Residential, zoned R-5; Olivewood Townhomes
- East Place of Worship, zoned R1-7 HP, and then single-family residential properties, zoned R1-7; Gibraltar Manor subdivision.
- West 64th Street, then single-family residential properties, zoned R1-7; Indian Meadows subdivision.

Key Items for Consideration

- Scottsdale Sensitive Design Principles (SSDP)
- Scottsdale Commercial Design Guidelines (SCDG)

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

The applicant is requesting approval to repaint the existing Scottsdale Fifth Ave. apartment complex. The proposal consists of an exterior color scheme utilizing a color palette of white as a body color and to be painted over the exposed brick building walls interior to the courtyard, dark gray over the existing exposed block columns and accents, green as both accent around the windows and as body color on the colonnade feature, and black standing seam roof to replace the existing clay tile roof features.

Neighborhood Communication

Property owners within 750 feet of the site were notified of the application. Staff has not received any public comment as of the writing of this report.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

This site is located along a major entry corridor into Scottsdale, Indian School Road, and is located directly adjacent to the First Church of Christ, Scientist which is on the Scottsdale Historic Register. The Scottsdale Commercial Design Guidelines (SCDG) speak to an intention of protecting and enhancing character and quality while maintaining and strengthening a recognizable identity and character that is unique to Scottsdale. They also speak to promoting good design that is responsive to its contextual setting and that the architecture of a project should contribute to the established design character of the community and/or neighborhood.

Due to the proposed use of the “Web Gray” (SW7075) paint to be applied over top of the existing natural finish exposed block material which surrounds the window areas and borders the archways of the colonnade feature, and due to the proposed application of the “Splashy” (SW6942) green paint color over the large visible expanse of the colonnade wall, staff has concerns with the proposed color scheme pertaining to conformance with the Scottsdale Sensitive Design Principles (SSDP) and the Scottsdale Commercial Design Guidelines (SCDG).

In accordance with the above referenced principles and guidelines, the design of the built environment should respond to the desert environment through the use of textures and natural materials that provide visual interest and richness through the use of a simplified palette of materials and colors. Additionally, material colors should be muted desert tones which generally consist of tints, tones, and shades of reds, oranges, yellows, greens, blues, browns, and purples that have a soft placid saturation that consist of a subdued intensity. Colors that are more intense and saturated may be used as accents, and minimized in the overall composition of the building. Furthermore, materials with colors and coarse textures associated with this region should be utilized and a variety of textures and natural materials should be used to provide visual interest and richness, particularly at the pedestrian level. Materials should be used honestly and reflect their inherent qualities.

Consistent with the SSDP and SCDG, the use of color in new and renovated development is intended to emphasize the regional traditions and the Sonoran Desert. As identified above, the regional area of Sonoran Desert has a variety of colors, and a more appropriate palette of colors for this project

should be utilized to maintain compatibility with the existing architecture and materials of the building and with the Sonoran Desert.

Staff is supportive of the use of color to provide interest and address the concern that the City steers building design to only subtle tones. The context is important, however, in determining when bold colors are appropriate. In this particular location, the established color and material palette is softer and more muted. Revitalization can be achieved with the same concept but using more muted colors.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Development Review Board continue case 54-DR-2016, Scottsdale Fifth Ave Exterior Paint Change, and direct the applicant to revise the proposed color scheme to comply with the Scottsdale Sensitive Design Principles and the Scottsdale Commercial Design Guidelines.

RESPONSIBLE DEPARTMENT

Planning and Development Services
Current Planning Services

STAFF CONTACT

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APPROVED BY


Jeff Barnes, Report Author

11/22/16
Date


Steve Venker, Development Review Board Coordinator
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11/22/16
Date


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Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

11/22/16
Date

ATTACHMENTS

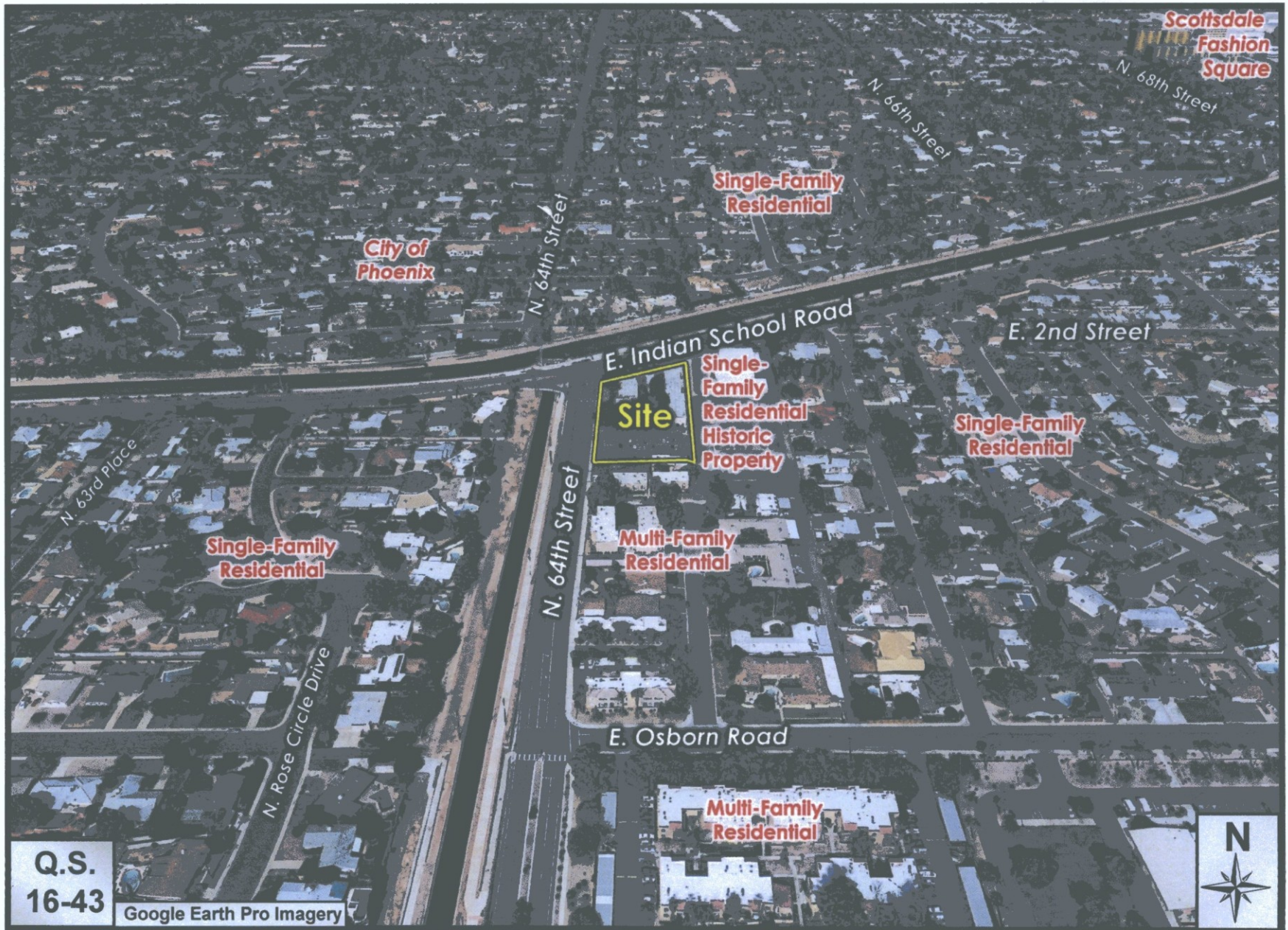
- A. Stipulations/Zoning Ordinance Requirements
 - 1. Context Aerial
 - 1A. Close-Up Aerial
 - 2. Zoning Map
 - 3. Applicant's Narrative
 - 4. Building Elevations (Existing)
 - 5. Building Elevations (Proposed)

**Stipulations for the
Development Review Board Application:
Scottsdale Fifth Ave Exterior Paint Change
Case Number: 54-DR-2016**

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

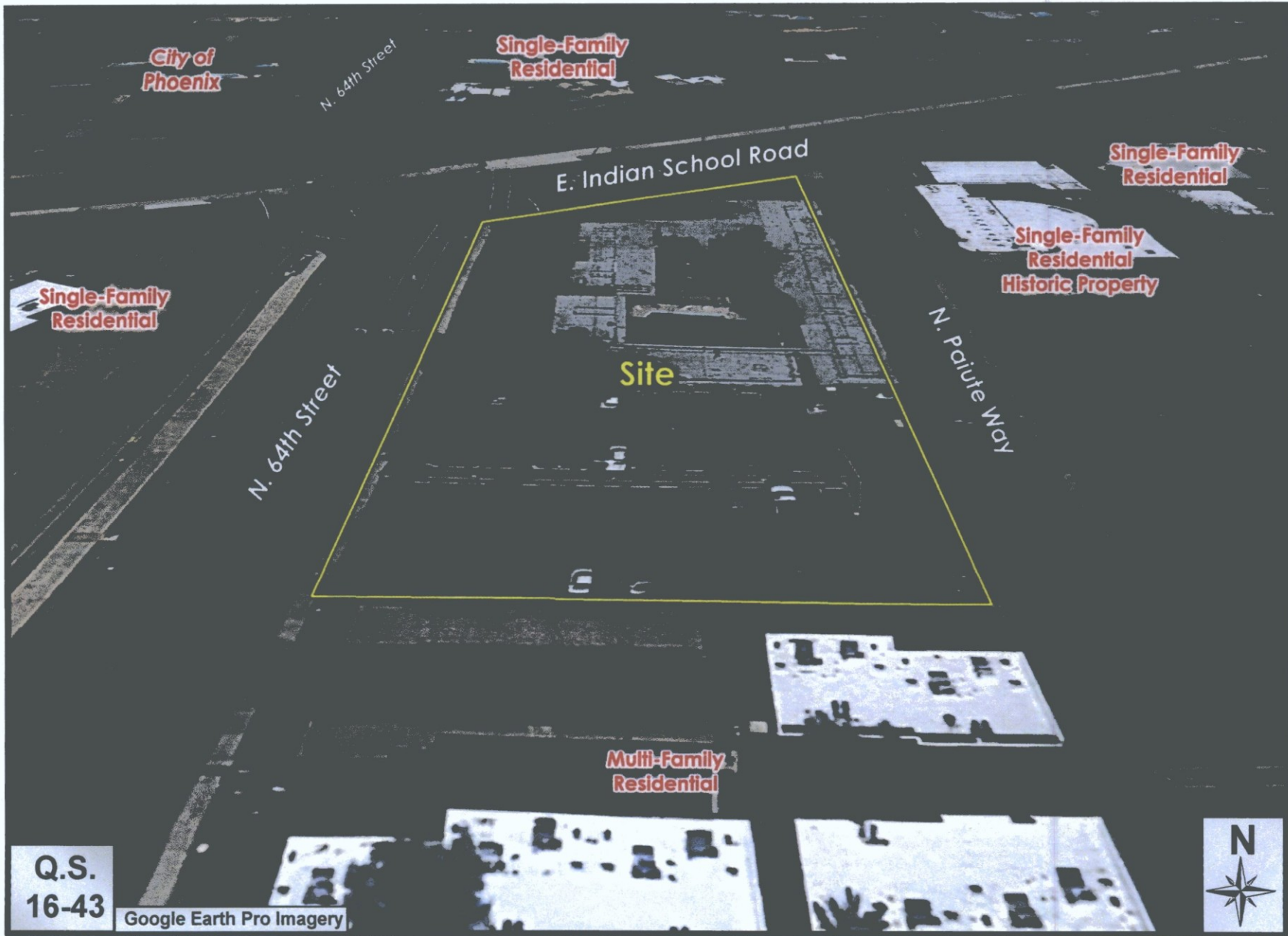
APPLICABLE DOCUMENTS AND PLANS:

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. Exterior building materials and paint colors shall be applied to the existing building to be consistent with the building elevation renderings submitted by MOD a+p, with a city staff date of 10/24/2016, **except that the applicant shall work with City Planning staff to select an alternate color for the colonnade feature of the building that more closely adheres to the City of Scottsdale Commercial Design Guidelines.**



Scottsdale Fifth Ave Exterior Paint Change Attachment #1

54-DR-2016



Scottsdale Fifth Ave Exterior Paint Change Attachment #1A

54-DR-2016



Scottsdale Fifth Ave Exterior Paint Change Attachment #2

54-DR-2016



7228 North Dreamy Draw Drive

Phoenix, Arizona 85020

(602) 957-4999 • Fax (602) 957-5239

camproperties.com

Scottsdale 5th Ave Project Narrative

The subject property is located at 6405 E. Indian School, Scottsdale, AZ 85251 located on the NE corner of Indian School and 64th Street.

We would like to propose repainting The Scottsdale 5th Ave. Apartment Community with different colors than the current color scheme. We feel this project will make the property look cleaner, fresher and enhance the overall area and value to the surrounding community.

The subject property neighbors an apartment community located directly to the south and The First Church of Christ Science adjacent to the East. On the west side of the property is 64th street, feeder canal and to the north is the main water source for the Phoenix Valley.

We do not want to change any structural design or characteristic of the buildings but add new color in order to make it more appealing to the area it is located.

Please take into consideration all we have proposed and we thank you for your time.

Thank you,

A handwritten signature in blue ink, appearing to read "Brian Newman", written over the printed name below it.

Brian Newman

54-DR-2016
10/24/16



1 Existing North Elevation



2 Existing North West Corner



3 Existing North Elevation Interior

Scottsdale 5th Ave

Scottsdale, AZ

project #

16012

scale

date

08.15.16

title

Existing Colors

sheet no.

EC.1

MoD a+p



1 Existing East Elevation



2 Existing Interior Courtyard



3 Existing South Elevation

Scottsdale 5th Ave

Scottsdale, AZ

project #

16012

scale

date

08.15.16

title

Existing Colors

sheet no.

EC.2

MoD a+p



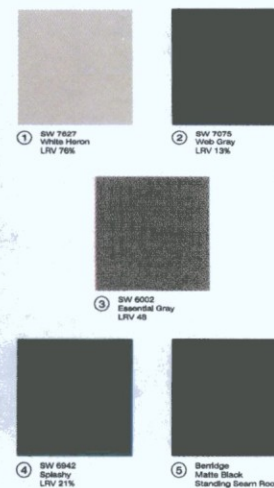
1 Proposed North Elevation



2 Proposed North West Elevation



3 Proposed North Elevation Interior



Scottsdale 5th Ave
Scottsdale, AZ

project #

16012

scale

date

08.15.16

title

Proposed Colors

sheet no.

A.1

General Notes:

1. All stucco building, patio, & site walls to be painted in Eq-Shell Sheen
2. All doors & frames to be painted in Low Sheen
3. All soffits to be painted in Eq-Shell Sheen
4. All stair and balcony rails to be painted SW 7075 Web Gray - Low Sheen
5. Contractor to provide paint color samples for client & design team's review & approval prior to start

MoD a+p

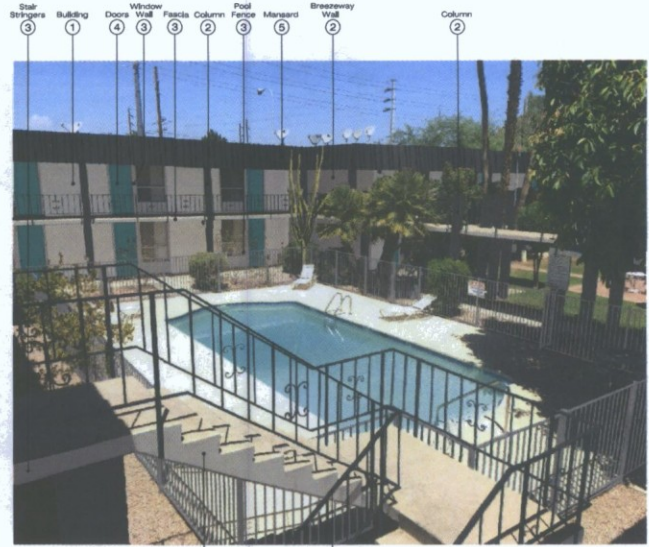
54-DR-2016

10/24/16

ATTACHMENT #5



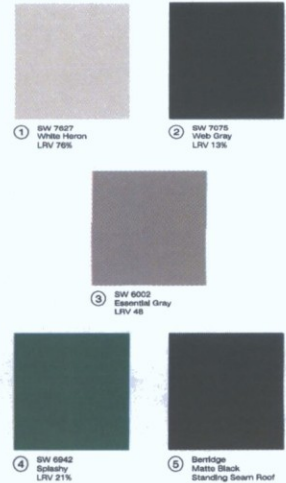
1 Proposed East Elevation



2 Proposed Interior Courtyard



3 Proposed South Elevation



Scottsdale 5th Ave
Scottsdale, AZ

project #

16012

scale

date

08.15.16

title

Proposed Colors

sheet no.

A.2

General Notes:

1. All stucco & slump block building walls & columns to be painted Ep-Shel Sheen
2. All doors & frames to be painted in Low Lustre
3. All soffits to be painted in Ep-Shel Sheen
4. All stair and balcony rails to be painted SW 7075 Web Gray - Low Lustre
5. Contractor to provide paint color samples for client & design team review & approval prior to start

MOD a+p