

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Development Standards**

Snack Street Tenant Improvement Pink Pony Building

Project Narrative

SUBJECT PROPERTY/BACKGROUND INFORMATION:

The subject of this project is the former site of the Pink Pony restaurant, on the east side of Scottsdale Road in Old Town Scottsdale. The building was listed on the Scottsdale Historic Register in 2005 because of its association with the Pink Pony from 1970 through the early 2000s. The HP Zoning Overlay carries with it a set of design guidelines for the building that affect what the owner can do with its exterior appearance. ("Pink Pony Historic Preservation Plan: Design Guidelines.") The guidelines require retention of the building's "character-defining features" and require that they be preserved, repaired or replaced (not removed or altered). The list of character-defining features that must be preserved includes most of the visible surfaces of the west facing (street side) façade as well as the general shape and massing.

The current building owner, SL,LLC purchased the building from the original Pink Pony owner in 2010. Since it was purchased, two different restaurant businesses, each of whom tried to preserve the connections to the original Pink Pony, have failed. As part of accommodating these tenants, in 2010 the building interior was remodeled. In 2013, the HP Commission approved removal of front planters, Pink Pony signs, and the north window on the west elevation, and the creation of a recessed patio on the west that could be closed with sliding doors. In 2014, the HP Commission approved removal of the wall and front doors below the canopy and flagstone columns. The building has been vacant for the last 18 months. Snack Street, LLC has come forward to lease the property for a new use.

PROJECT DESCRIPTION:

Snack Street, LLC (Tenant) wishes to construct a new façade on the street side of the building. The design is an adaptation of their standard prototype design. The design is consistent with other locations of Snack Street nationally and needs to remain consistent with the others for branding identity and marketing purposes. A rendering of the proposed design is attached.

Snack Street wishes to complete the project for an opening in February or March of 2018.

OUTLINE OF REHABILITATION WORK:

The proposed façade design preserves most of the existing remaining historic elements of the Pink Pony's façade, including the stone-faced masses at each end of the façade; the stucco panel spanning between them; the curved planter walls; and the curved entry canopy that extends over the walkway. The new alterations for Snack Street include replacement of the (previously altered) storefront with new glazing; installation of an entry portal and building sign in front of the historic façade (the main element of Snack Street branding); and simplification of the awning by removing the replicated detailing along the fascia edge. The color scheme proposed for the rehabilitation reflects Snack Street's prototype, compromised to lighter, more muted colors overall in compliance with the downtown design guidelines as well as the historic character of the original building.

HOW THE PROPOSED WORK MEETS PRESERVATION DESIGN GUIDELINES:

- The character-defining elements of the building (that are not later alterations) have been preserved.

- The new entry feature is structurally independent of the original building, and the original building is only lightly touched by it. There is “air” between the new entry feature and the historic parapet, and the new alteration is entirely reversible.
- The design of the new storefront is compatible with the character of the historic building, replacing later altered storefronts while using the original structural openings to support the new glazing systems and entry doors.
- While the edge detailing on the awning is being removed to harmonize the awning’s design with the modernist character of the Snack Street brand, the items being removed are replicas, not original features, and could be replicated again in the future without any impact to the historical integrity of the building.

Development Application



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input checked="" type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Project Name: Snack Street at the Pink Pony

Property's Address: 3831 N. Scottsdale Rd.

Property's Current Zoning District Designation: C-2 HP

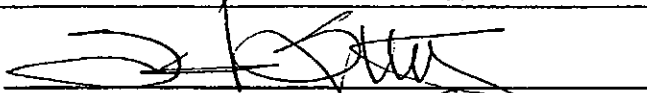
The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: <u>Tim Smith, Danny Little</u>	Agent/Applicant: <u>Robert Graham</u>
Company: <u>SL, LLC</u>	Company: <u>Motley Design Group LLC</u>
Address: <u>14201 N. Hayden Rd., #B-4/Scottsdale 85260</u>	Address: <u>1114 Grand Avenue, Phoenix AZ 85007</u>
Phone: <u>(480) 947-1515</u> Fax:	Phone: <u>(602) 254-5599</u> Fax:
E-mail: <u>Tim@gssco.com</u>	E-mail: <u>rgraham@motleydesigngroup.com</u>
Designer:	Engineer:
Company:	Company:
Address:	Address:
Phone: Fax:	Phone: Fax:
E-mail:	E-mail:

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications will be reviewed in a format similar to the Enhanced Application Review methodology.

<input checked="" type="checkbox"/> Enhanced Application Review:	I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.
<input type="checkbox"/> Standard Application Review:	I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.


 Owner Signature TIMOTHY A. SMITH


 Agent/Applicant Signature

Official Use Only	Submittal Date:	Development Application No.:
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