



## Application Narrative

Valley Light Gallery  
7120 E. Mercer Lane  
Scottsdale, AZ 85254

Dear Development Review Board,

This application is for a 9,421 square foot, 2-story ground up business building. Site modifications include parking striping, as well as new hardscape and landscape along the frontage. The new building will replace an existing 2,700 square foot storage building, and multiple storage containers currently located on the site. The proposed improvements will enhance the surrounding area and add character to the district. The following sections provide information for how the new building addresses the Development Review Board criteria.

### **Ordinances, Mater Plans, General Plan and Standards**

This project is located in the 'Suburban/Suburban Desert Character' district. The specific area surrounding the property consists of a variety of business. Important components of the district and General Plan include: pedestrian and bicycle linkages from neighborhood to commercial, response to southwestern desert community, quality design, and to enrich the lives of Scottsdale citizens. The following sections describe how this project fulfills these goals.

### **Architectural Character, Landscaping, and Site Design**

The proposed building's character will enhance and freshen up the appearance of the business-oriented area. Currently, the existing buildings to the east and west of the property, as well as the buildings to the south across E. Mercer Lane, have repetitive character which lack variation and interest. The existing structures include covered walkways which are an extension to the main buildings. The covered walkways include a series of arches, columns, and a sloped roof structure with red concrete tiles. The remaining portion of the buildings are composed of flat roofs and parapet walls and lack variation in the roof line which create a monotonous appearance. Besides a little bit of stone on the base of the west building's columns, the structures lack the incorporation of a variety of materials and are otherwise faced with an off-white or tan stucco.

The new proposed building will incorporate the use of a smooth white, stucco, board formed concrete, decorative perforated mesh panels, fenestration, and wood components at the entry door, under the overhangs and canopy. The building's massing responds to the neighboring building by matching the elevations on the east and west wings before stepping up in elevation, with the highest point in the middle. In addition, the vertical planes creating the front façade push and pull creating articulation along the frontage. These variations provide more shade and shadow which offers a cooling effect and breaks up the otherwise repetitive aesthetic of the adjacent older structures. The building's fenestration has been placed and protected based on the orientation and the Sonoran Desert Environment. A large roof overhang, canopy, and decorative perforated metal panels help protect and shield the fenestration on the south façade, while only clerestory windows are incorporated on the east and west facades to limit the



exposure to the most intense light, and the northern clearstory windows are exposed without additional protection since they exist on the shaded side of the building.

The landscaping along the front will incorporate desert plants and trees for shade, shadow, and to help create a little microclimate.

The two-story building is a response to the need for a growing community and business. Another nearby structure, which was recently constructed at 10636 N. 71<sup>st</sup> Way, is also a two-story building. This new building responds to the demand in this area and other new construction.

In summary, these design elements will enhance the surrounding area by updating the character and massing as well as through the addition of new materials, landscape areas, and a design that responds to the Sonoran Desert environment.

#### **Ingress, Egress, On-Site Circulation, Parking and Pedestrians**

Circulation on-site is only pedestrian oriented. Movement across the front of the site will add interest for the pedestrian as it includes a variety of textures between the concrete sidewalks, herringbone patterned pavers, and landscaped areas incorporated within. A structural canopy and trees will provide shade and the vegetation will break up the hardscape. Only minimal landscaping exists around the immediate area so the addition of flora will be a great addition to the neighborhood.

Covered parking is included at the rear, which is directly accessed from the adjacent alley way. The existing parking striping and curb cuts along the front façade will be modified to include a singular curb, additional parking spaces, and an accessible parking space with a curb ramp will be provided for the development. Additional employee parking will be provided by the property across the E. Mercer Lane which is under the same ownership as the new building and will also house the offices to support the new business. Loading and service areas are located in the rear, away from the pedestrian areas and frontage.

The new building will have exterior lights at the pedestrian level, as well as parapet lighting to wash the front façade. This additional lighting will promote safety for the area.

#### **Mechanical and Utility Equipment**

The SES and refuse enclosure has been located at the rear of the building. Decorative fences will be provided for both to shield the areas from view when not in use. Any utilities required to be located in the front will be screened with vegetation and/or the decorative screen which is incorporated on the front façade.



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**Downtown Area**

This section is not applicable to the project.

**Location of Artwork**

This section is not applicable to the project.

Respectfully,  
**Heidi Grimwood**  
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