

# VILLAGE AT SHEA

## EXTERIOR REPAINT & REMODEL



### PROJECT NARRATIVE & JUSTIFICATIONS

#### CITY OF SCOTTSDALE MINOR DEVELOPMENT REVIEW APPLICATION

February 21, 2022

#### OWNER

East Village at Shea LLC  
Dan Dahl  
ddahl@yamproperties.com

#### APPLICANT

朱 ANDREW CHI PLANNING  
Andrew Chi  
andrew@andrewchiplanning.com

# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

| PROJECT INFORMATION   |
|---|
| <b>Project Name:</b> Village at Shea Exterior Repaint & Remodel<br><b>Address:</b> 7318, 7330, 7342, 7354, 7366 E. Shea Blvd. Scottsdale, Arizona 85260<br><b>APN:</b> 175-43-145<br><b>Subdivision:</b> Shea Scottsdale Retail Center – East<br><b>Maricopa County Recorder Number:</b> Book 1250, Page 32<br><b>Zoning:</b> C-2 |
| OWNER INFORMATION   |
| <b>Owner:</b> East Village at Shea LLC<br><b>Property Manager:</b> YAM Properties<br><b>Contact:</b> Dan Dahl<br><b>Address:</b> 15750 N. Northsight Blvd. Scottsdale, Arizona 85260<br><b>Phone:</b> 480-398-5138<br><b>Email:</b> <a href="mailto:ddahl@yamproperties.com">ddahl@yamproperties.com</a>                          |
| ARCHITECT INFORMATION   |
| <b>Architect:</b> PHNX Design LLC<br><b>Contact:</b> Mike Hills<br><b>Phone:</b> 602-762-7354<br><b>Email:</b> <a href="mailto:mikeh@phnx-design.com">mikeh@phnx-design.com</a>   |
| APPLICATION INFORMATION   |
| <b>Type of Request:</b> Minor Development Review<br><b>Applicant:</b> Andrew Chi Planning<br><b>Contact:</b> Andrew Chi<br><b>Phone:</b> 602-299-6148<br><b>Email:</b> <a href="mailto:andrew@andrewchiplanning.com">andrew@andrewchiplanning.com</a>   |

### INTRODUCTION

Located on the north side of E. Shea Boulevard and west of N. 74<sup>th</sup> Street in Central Scottsdale, the Village at Shea is an existing multi-tenant commercial development constructed in 1995. The site was rezoned from residential to C-2 in 1985 under Case 93-Z-84. The current project identity is Village at Shea, but the development was previously known as the Shea Scottsdale East Shopping Center. Village at Shea also serves as a sister development to the Shea Scottsdale Shopping Center located directly west of the site using shared vehicular and pedestrian access between the two properties. Village at Shea consist of a 14-plex Harkins movie theater as the anchor tenant; a gym as major tenant; a mixture of retail, service, restaurant uses; and three (3) freestanding restaurant pad buildings that fronts E. Shea Boulevard.

The site is accessed from E. Shea Boulevard and from N. 74<sup>th</sup> Street with joint access to the adjacent Shea Scottsdale Shopping Center via three (3) internal driveway connections. The majority of the buildings back up to the adjacent Shea Scottsdale Shopping Center, while the majority of tenant suites face a large parking lot located in the middle of the development. A covered pedestrian walkway connects the theater to the retail and restaurant suites which front onto N. 74<sup>th</sup> Street, while a drive aisle connects the main parking lot to the rear parking lot (located behind the theater) with the covered pedestrian walkway serving as a porte-cochere over the drive aisle.

The architectural design of the center reflects the theme of the existing Shea Scottsdale Shopping Center to the west. The exterior is finished with textured stucco painted off-white with barrel tile roofs. Building accents include pre-cast concrete parapet caps, stained glass windows, and decorative faux balconies with wrought iron railings. The main entry to the Harkins theater complex is an arched foyer with a two-story glass storefront which serves as the theater box office. Covered pedestrian walkways connect to the retail and restaurant suites and to the restaurant pad buildings located along the southern portion of the development.

# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

The landscaping theme of Village at Shea continues the landscape palette from the Shea Scottsdale Shopping Center to the west and the landscape palette established along N. 74<sup>th</sup> Street. Major trees include Willow Acacia, Queen Palm, Jacaranda, Mondel Pine, Aleppo Pine, Date Palms, Live Oak, African Sumac and Evergreen Pear. A three-foot tall screen wall shields the parking lot from public street view along the E. Shea Boulevard and N. 74<sup>th</sup> Street frontages.

Along the E. Shea Boulevard frontage immediately east of the main driveway is an illuminated freestanding Tower Sign which identifies the center and incorporates three (3) tenant panels, double-sided; while along the N. 74<sup>th</sup> Street frontage south of the center driveway is another illuminated freestanding Tower Sign which also identifies the center and incorporates three (3) tenant panels, double-sided. Both Tower Signs were constructed in 2014 as part of a major master sign program update to the development.

### **PROPOSAL**

The owner, East Village at Shea LLC, and the property manager, YAM Properties, is proposing to initiate an exterior remodel and repaint to the Village at Shea development (excluding the pad buildings) as part of a goal to modernize the appearance of the development while maintaining design compatibility with the surrounding buildings. The last repaint occurred back in 2007 (Case 221-SA-2007), and an upgrade to the appearance of the development is seriously overdue. The proposal to remodel the exterior of Village at Shea will create a fresh appearance while adhering to the City of Scottsdale Commercial Design Guidelines, the Sensitive Design Principles, and be more compatible with the color palette of the three (3) pad buildings.

#### **List of Proposed Changes to the Village at Shea:**

1. Repaint all existing textured stucco building surfaces and all building columns to Dunn Edwards DE6212 'Crisp Muslin.'
2. Repaint all existing building eaves, building trim, building accents, building fascia, pre-cast concrete column bases, wood beams, archway borders (extrados), and architectural embellishments to Dunn Edwards DET680 'Espresso Macchiato.'
3. Remove all faux balconies.
4. Retint the window panes on all former faux balcony windows.
5. Demolish a portion of the porte-cochere directly above the drive aisle that connects the main parking lot to the parking lot behind the theater, but maintain pedestrian shading that extends out from the movie theater building.
6. Repaint the landscape screen walls along E. Shea Boulevard and N. 74<sup>th</sup> Street frontages to Dunn Edwards DE6212 'Crisp Muslin.'

#### **Additional Notes:**

- In areas of decomposed granite where there is greater than seven (7) feet of barren area around a mature form of plant, tree canopy, or groups of plants, additional plant material will be added and maintained so that Village at Shea continues to adhere to the Landscape Requirements of the Zoning Ordinance.
- No exterior modifications are proposed for the three (3) existing restaurant pad buildings – each of the buildings shall continue to adhere to its associated Development Review Board and/or city staff approval and applicable stipulations.
- In a future application submittal to the City of Scottsdale, an amendment to the Village at Shea Master Sign Program will update the two (2) existing Tower Signs to be compatible with the development's new color palette. The MSP amendment will also introduce new Directory Signs, update the design requirements for all tenant signs, and introduce new perimeter site wall signs on the existing landscape screen walls.

# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

| Color Samples  |  |  |  |
|--|--|--|--|
| Dunn Edwards DE6212 'Crisp Muslin' (LRV 71)  |  | Dunn Edwards DET680 'Espresso Macchiato' (LRV 7)   |  |
|  |  |  |  |
| <u>Application</u><br>Primary stucco building surfaces; building columns; perimeter landscape screen walls |  | <u>Application</u><br>Building eaves, trim and accents; concrete column bases; wood beams; archway borders; embellishments |  |

### CITY OF SCOTTSDALE COMMERCIAL DESIGN GUIDELINES

This proposed exterior repaint and exterior upgrades for Village at Shea complies with the City of Scottsdale Commercial Design Guidelines (CDG), and below a listing of all applicable subsections of the guidelines with a brief analysis and demonstration of compliance with the CDG.

#### **PEDESTRIAN, TRANSIT, AND BICYCLE FACILITIES**

- #18.** *Where pedestrian circulation paths cross vehicular routes, a change in paving materials, textures or colors should be provided to emphasize the conflict point, improve visibility, enhance safety, and provide added aesthetic appeal.*

#### **Analysis:**

Approximately 80 feet of the existing porte-cochere and covered walkway which connects the Harkins Theater building to the in-line shops building adjacent to N. 74<sup>th</sup> Street will be demolished. The goal is to create a more prominent and connected view corridor between the main parking lot and the rear parking lot, eliminate fire lane overhead obstructions, improve the visibility of the pedestrian pathway that crosses the drive isle, and provide additional room to allow for future outdoor seating, but maintain shading over the pedestrian pathway east of the theater building. New shade trees will be planted to maintain pedestrian shading where the covered walkway once stood. To add aesthetic appeal, the pedestrian path that crosses the drive isle will continue to use a contrasting paving material to enhance safety, and new "watch out for pedestrians" signs will be installed to alert drivers. The upcoming proposed Village at Shea Master Sign Program Amendment will also introduce new architecturally compatible freestanding Directory Signs that will be installed within the development to direct pedestrians to specific destination points within the development.

#### **ON-SITE AMENITIES AND SPECIAL FEATURES**

- #21.** *When defining the best area(s) for pedestrian enhancements, internal locations, edge locations and corner locations should all be considered. The best area(s) for enhanced pedestrian space(s) should be the area(s) that provides the greatest benefit to the most users and improve functional relationships and linkages internally and/or to adjoining areas.*

# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

### Analysis:

The removal of an 80-foot portion of the existing porte-cochere and covered walkway that connects the Harkins Theater building to the in-line shops building adjacent to N. 74th Street will create new pedestrian spaces and improve upon the internal linkages of the development. The removal of the covered walkway will enhance the view corridor between parking lots, while the addition of shade trees and outdoor seating areas will provide a benefit for pedestrians that choose to walk around the development. Creating a clear pedestrian pathway that circles the entire Village at Shea development will improve the relationship between pedestrians, customers, and businesses by providing a more walkable and urban environment.

#### **CHARACTER AND CONTEXT**

- #1.** *Building design should take into consideration the unique qualities and the dominant character of the surrounding area.*

### Analysis:

The current design of Village at Shea is very similar to the design of its sister property to the west, Shea Scottsdale Shopping Center. The existing color palette of the Village at Shea, which dates back to 2007, matches the current color palette of Shea Scottsdale Shopping Center. The owner, YAM Properties, is proposing to modernize the colors at Village at Shea by introducing a more southwestern contemporary color palette, selecting Dunn Edwards DE6212 'Crisp Muslin' to be applied onto the majority of the development's textured stucco facades, and selecting Dunn Edwards DET680 'Espresso Macchiato' to be applied onto all building accents. The use of a warm neutral earth tone color (Crisp Muslin) does take into consideration the dominant color palette of the surrounding area – multiple buildings in the vicinity of N. Scottsdale Road and E. Shea Boulevard use different but similar shades of earth tone white, which appear more tan or light brown. However, the use of Crisp Muslin and Espresso Macchiato at Village at Shea is solely unique to the site and thus it is forging its own color identity and design vernacular, but at the same time respecting the character and color palette of surrounding developments by not proposing an outlandish color palette that conflicts with other developments in the surrounding area.

#### **ARCHITECTURAL DETAILS, MATERIALS, AND COLORS**

- #20.** *Building colors should emphasize muted earth tones. The use of highly reflective or glossy materials should be limited and are not appropriate in all contexts.*

### Analysis:

All building stucco surfaces within Village at Shea (excluding the pad buildings) will be repainted to Dunn Edwards DE6212 'Crisp Muslin,' which has a Light Reflectance Value (LRV) of 71%. The use of Crisp Muslin as a primary building color complies with #20 of the Architectural Details, Materials, and Colors Subsection of the Commercial Design Guidelines. The LRV of 71% is within a historic comfortable range that the City of Scottsdale Planning Department Staff has historically accepted for the use of the color white. Crisp Muslin is commonly used for commercial and multi-family building repainting located in the City of Scottsdale. Due to the lack of reflectivity and glossiness, Crisp Muslin will be a warm neutral earth tone color that reflects the color palette of the Sonoran Desert and developments that are adjacent to Village at Shea.

#### **SIGNAGE & CORPORATE IDENTIFICATION**

- #2.** *All signage should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they do not visually compete with the architecture of the building and design of the site.*

# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

### Analysis:

In a future separate application submittal to the City of Scottsdale, an amendment to the Village at Shea Master Sign Program will update the color palette of the two (2) existing freestanding multi-tenant Tower Signs (one on Shea Blvd, one on 74<sup>th</sup> Street) so that the Tower Signs will be compatible with the new color palette of the development. Dunn Edwards 'Crisp Muslin' and Dunn Edwards 'Espresso Macchiato' will be used to repaint the Tower Signs. The future MSP amendment will also introduce new freestanding Directory Signs, which will incorporate a map of the development and a listing of tenants to help visitors navigate around the development. These Directory Signs will be installed at high pedestrian activity areas within Village at Shea.

### CITY OF SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

The proposed exterior repaint and upgrades to Village at Shea complies with the applicable principles of the City of Scottsdale Sensitive Design Principles (SDP), and below a listing of all applicable principles that pertain to Village at Shea, along with a brief analysis and demonstration of compliance with the SDP.

**1. The design character of any area should be enhanced and strengthened by new development.**

- Building design should consider the distinctive qualities and character of the surrounding context and, as appropriate, incorporate those qualities in its design.
- Building design should be sensitive to the evolving context of an area over time.

### Analysis:

The current design of Village at Shea is similar to the design of the Shea Scottsdale Shopping Center, the sister development located to the west of the site. The architectural features and building massing found at Village at Shea is identical to the architecture of Shea Scottsdale Shopping Center to the west. Both developments are finished with textured stucco painted off-white with barrel tile roofs. Building accents include pre-cast concrete parapet caps, stained glass windows, and decorative faux balconies with wrought iron railings. Both developments have matching color palettes. To identify itself as a distinctive commercial development different from its sister property next door, Village at Shea is proposing to repaint its exterior by utilizing two (2) southwestern contemporary colors: Dunn Edwards DE6212 'Crisp Muslin' and Dunn Edwards DET680 'Espresso Macchiato.' The use of a warm neutral earth tone color (Crisp Muslin) does consider the distinctive qualities and character of the surrounding context – multiple buildings in the vicinity of N. Scottsdale Road and E. Shea Boulevard use different but similar shades of earth tone white (which appear more tan or light brown). No gray is proposed as part of the repaint, since gray is not a dominant Sonoran Desert color.

The area that surrounds Village at Shea is a very bustling section of the city with a high volume of traffic and pedestrian activity, and the area is a very desirable to live, work and play. Since the 1970s, the area around the intersection of N. Scottsdale Road and E. Shea Boulevard has evolved and buildings are constantly being upgraded to reflect current design trends, while non-useful buildings are demolished to make way for new residential and commercial developments. Each new construction project adds a little bit more flavor to the area by providing an architecturally unique product while at the same time respect the surrounding context by not proposing outlandish colors (such as gray). The proposed upgrades to the exterior of Village at Shea will be a unique addition to the surrounding neighborhood by forging a new identity for itself but maintain a strong connection to the character of the area.

**7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.**

- Design elements should be included to reflect a human scale, such as the use of shelter and shade for the pedestrian and a variety of building masses.



# VILLAGE AT SHEA EXTERIOR REPAINT & REMODEL

## PROJECT NARRATIVE & JUSTIFICATIONS

February 21, 2022

### **Analysis:**

The removal of an 80-foot portion of the existing porte-cochere and covered walkway that connects the Harkins Theater building to the in-line shops building adjacent to N. 74th Street will create new pedestrian spaces and improve upon the internal linkages of the development. The removal of the covered walkway, which is not human scale by any means, will enhance the view corridor between parking lots, while the addition of shade trees and outdoor seating areas will provide an inviting human-scale benefit for pedestrians that choose to walk around the center rather than driving a car to navigate. Throughout Village at Shea, there are wide sidewalks, new shade trees, new Directory Signs, and new outdoor seating areas. These inviting features encourages mobility and walkability and promotes connections between adjacent buildings within the development, while continuing to maintain existing connections to adjacent developments such as the Shea Scottsdale Shopping Center, the sister development to the west.

### **9. The design of the built environment should respond to the desert environment:**

- Materials with colors and coarse textures associated with this region should be utilized.
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

### **Analysis:**

All building stucco walls within Village at Shea (excluding the pad buildings) will be repainted to Dunn Edwards DE6212 'Crisp Muslin,' with a Light Reflectance Value (LRV) of 71%. The current stucco walls incorporate a texture known as troweled stucco, which is a very common type of stucco texture found in desert southwest buildings, especially in Scottsdale. The proposed repaint will continue to maintain the troweled stucco texture, thus continuing to tie the design to the Sonoran Desert region. As part of the remodel, an 80-foot-long portion of the porte-cochere and covered walkway that connects the Harkins Theater building to the retail and restaurant building that abuts 74<sup>th</sup> Street will be removed to make room for pedestrian amenities and better view corridors. New shade trees, which coexist better within the built environment and the desert, will be planted in the general vicinity of where the former porte-cochere and covered walkway used to be, to help shade pedestrians walking to and from adjacent buildings. For example: patrons can dine at a restaurant in the Restaurant District (the building that abuts N. 74<sup>th</sup> Street), then walk northbound then westbound to cross the main drive aisle to access Harkins Theaters to catch a movie, all within a comfortable, shaded, and safe pedestrian pathway.

## **CONCLUSION**

The architecture and color palette of Village at Shea is influenced by the regional Sonoran Desert and its desert climate, the character of adjacent developments, and an emphasis to human scale, comfort, and safety within the planned environment. The proposed repaint and associated remodel to the exterior of Village at Shea will move the development forward with a new and fresh southwestern contemporary design but still maintain design features that are compatible with the adjacent sister property to the west, Shea Scottsdale Shopping Center, and surrounding developments. In conclusion, the proposed repaint and exterior modifications to Village at Shea has demonstrated to be very compatible with the applicable portions of the City of Scottsdale Commercial Design Guidelines and the applicable sections of the City of Scottsdale Sensitive Design Principles. The owner, East Village at Shea LLC, the property manager, YAM Properties, and the applicant, Andrew Chi Planning, request that the City of Scottsdale approve this proposal as a Staff Approval (Minor Development) without delay.

### **Attachments:**

- Landlord Approval Letter
- Aerial & Context Photos
- Paint Samples
- Site Plan
- Color Elevations