

CHILD CRISIS ARIZONA MURAL AT THE HILLS BEAUTY EXPERIENCE

DEVELOPMENT REVIEW

PROJECT NARRATIVE

APRIL 7, 2022

PROJECT	
Name: Child Crisis Arizona Mural at The Hills Beauty Experience Address: 17757 N. Scottsdale Rd. Suite 101 City, State, Zip: Scottsdale, Arizona 85255 Development Project: Chauncey Lane Marketplace APN: 215-07-399 Zoning: PRC PCD PSD	
APPLICANT	NARRATIVE AUTHOR
Name: April Martinez Business: The Hills Beauty Experience Address: 17757 N. Scottsdale Rd. Suite 101 City, State, Zip: Scottsdale, Arizona 85255 Email: april@thehillssalonspa.com Phone: 480-585-3787	Name: Andrew Chi Company: Andrew Chi Planning City, State, Zip: Scottsdale, Arizona 85257 Email: andrew@andrewchiplanning.com
RELATED CASES	
974-PA-2020, 141-PA-2021, 119-SA-2021, 41-DR-2016#2, 41-DR-2016	

REQUEST

Request approval from the City of Scottsdale to display a new mural with a desert theme on two-thirds of the south building elevation of Building D along the suite frontage of The Hills Beauty Experience, located at an existing mixed-use development, Chauncey Lane Marketplace, with PRC PCD PSD zoning.

PROJECT INFORMATION

Chauncey Lane is a mixed-use development consisting of restaurant, retail, service, office, and multi-family residential uses, located in a fast-growing area of North Scottsdale, Arizona. Positioned at the southwest corner of E. Chauncey Lane and N. Scottsdale Road, Chauncey Lane is zoned PRC PCD PSD (Planned Regional Center, Planned Community District, Planned Shared Development Overlay). Constructed in 2017, Chauncey Lane has 392,079 square feet of gross floor area, and the development consists of three (3) main buildings: a one-story commercial building (Building A & B) consisting of restaurant uses; a three-story building (Building C & D) consisting of restaurant, retail, service, and office uses; and a four-story multi-family apartment building (The Halsten) which wraps around a multi-level parking structure.

This application request is to display a colorful, design-compatible building wall mural, called the Child Crisis Arizona Mural at The Hills Beauty Experience, to be displayed on the stucco portion along two-thirds of the length of the south elevation of Chauncey Lane Marketplace, Building D, Suite 101. The mural is sized at 20 feet high by 62 feet long (1,240 square feet), and the façade where the mural is proposed is broken up by three (3) rectangular recessed openings for window panes and doorways of Suite 101. The mural is a hybrid desert and ocean theme, and is designed by artist Skye Walker of Skye Walker Art, in collaboration with April Martinez, the owner of The Hills Beauty Experience. The Hills Beauty Experience is a new salon and spa moving into Suite 101, and the mural is part of the overall experience that patrons will encounter while visiting the salon and spa. The mural will be the second mural within Chauncey Lane Marketplace – the first mural was approved by the City of Scottsdale in November 2018 and is located on the west elevation of Building B (approved with Case# 41-DR-2016#2). Both murals will complement each other and further enhance the appearance of the development by providing a unique visual experience for visitors and residents of Chauncey Lane.

The mural's location along the south elevation of Building D will be adjacent to a new shaded patio area that will allow patrons to view and enjoy the mural from afar or up close under shade. Vehicles and pedestrian traveling northbound along N. Scottsdale

Road will see the mural briefly as the south elevation of Building D can be easily seen from the street. The mural's selection of colors represents the colors found naturally in the Sonoran Desert sky and ocean. The mural is dominated by a vibrant depiction of the desert daytime sky and ocean sunset and adorned with the colors Ipanema Yellow, Malachite Light, Fresh Blue, and Baby Blue. A series of jellyfish are shown floating against the blue desert sky, with a backdrop of the southwest landscape and Monument Valley of Northern Arizona. The selected colors were picked to compliment the colors of the Building D at Chauncey Lane Marketplace (where the mural is proposed on the south elevation).

The design of the mural portraying a collection of floating jellyfish against the ocean & desert sky represents love, energy, perseverance, and the ability to survive. The mural's symbolism is deeply personal and important to April Martinez. The following describes the symbolism of the *Jellyfish*:

Jellyfish have the ability to avoid the perils of life. This teaches those who have jellyfish as their totem animal that they should be careful to avoid the mistakes that people make in life, if possible. They should try to avoid pain caused by those in the world just as the jellyfish. Instead, they should follow their dream diligently with perseverance and the help from others around them who may be willing to help.

The underlying meaning of the mural's theme is the essence of a child who endures abuse, neglect, and displacement. April Martinez is a survivor of extreme early childhood trauma, and the mural's theme and symbolism reflects this experience and also connects it to the organization that April Martinez supports, Child Crisis Arizona. Child Crisis Arizona works to protect the community's most vulnerable children and youth by offering resources that work to ensure the agency's mission of safe kids, strong families. The agency operates emergency shelters for children and youth who have experienced abuse or neglect and provide a variety of programs designed to support children and families. The Hills Beauty Experience will dedicate the mural to Child Crisis Arizona, and it has strong support from Child Crisis Arizona and the ownership of Chauncey Lane Marketplace.

The Child Crisis Arizona Mural's symbolism of love, survival, energy, and perseverance; its location within a pedestrian area of Chauncey Lane Marketplace; and the use of vibrant Sonoran Desert sky colors connects with the Scottsdale Sensitive Design Principles by displaying the mural within a pedestrian and human scale environment and utilizing colors and textures associated with the Sonoran Desert. The mural's use of desert colors and its human scale is similar to the existing mural in Chauncey Lane Marketplace, and both murals will promote its relationship with the Sonoran Desert. The mural's theme and its support of Child Crisis Arizona meets the Scottsdale General Plan's goal of addressing Scottsdale's human service needs for families and youth, and to support social services and programs that provide safety and support to families and youth.

DEVELOPMENT REVIEW BOARD CRITERIA (ZONING ORDINANCE SECTION 1.904)

In considering any application for development, the Development Review Board shall be guided by the following criteria:

1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.

➤ **RESPONSE:** This proposed Child Crisis Arizona Mural complies with the General Plan, Commercial Design Guidelines and Sensitive Design Principles. The proposed mural satisfies the General Plan's desire for the integration of public art at various scales into the built environment and celebrate the dominant lifestyle and character of an area of the city by using art, and art integrated into the community is an important component of good design. The mural's theme and its support of the local charity, Child Crisis Arizona, also satisfies the General Plan's goal of addressing Scottsdale's support and development of human services needs and programs for families and vulnerable youth. The Commercial Design Guidelines encourages the use of art in pedestrian areas and site design, and the mural achieves this goal by being on display in a pedestrian area within Chancey Lane Marketplace. The mural's jellyfish and desert theme is also architecturally integrated with its surroundings in terms of size and color and does not visually compete with the architecture of the building and design of the site – the mural's use of soft, neutral colors and earth tone pastels is integrated into the contemporary and southwestern design of the development. The mural's theme and colors also aligns itself with the Sensitive Design Principles by using colors and themes that respond to the desert environment, the Sonoran Desert, while at the same time strengthening the design character of Chancey Lane Marketplace.

2. The architectural character, landscaping and site design of the proposed development shall:
 - a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;
 - b. Avoid excessive variety and monotonous repetition;
 - c. Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;
 - d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and
 - e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback, or architectural details, in the Historic Property Overlay District.

➤ **RESPONSE:** The mural's theme and colors aligns itself with the Sensitive Design Principle #2 by using colors and themes that respond to the Sonoran Desert environment, while at the same time strengthening the design character of Chancey Lane Marketplace.

3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

➤ **RESPONSE:** This Criteria #3 does not apply to the proposed The Hills Beauty Experience Mural.

4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.

➤ **RESPONSE:** This Criteria #4 does not apply to the proposed The Hills Beauty Experience Mural.

5. Within the Downtown Area, building and site design shall:
 - a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;
 - b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;
 - c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;
 - d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and
 - e. Incorporate enhanced design and aesthetics of building mass, height, materials, and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.

➤ **RESPONSE:** This Criteria #5 does not apply to the proposed The Hills Beauty Experience Mural. Chauncey Lane Marketplace is not in the Downtown Area.

6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:
 - a. Accessibility to the public;
 - b. Location near pedestrian circulation routes consistent with existing or future development or natural features;
 - c. Location near the primary pedestrian or vehicular entrance of a development;
 - d. Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and
 - e. Location in conformance to standards for public safety.

➤ **RESPONSE:** This Criteria #6 does not apply to the proposed The Hills Beauty Experience Mural.

SENSITIVE DESIGN PRINCIPLES

Development should respect and enhance the unique climate, topography, vegetation, and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life. The following design principles will help improve and reinforce the quality of design in our community:

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.

➤ **RESPONSE:** The mural's use of desert sky colors, soft & warm neutrals, and a ocean & desert theme enhances the design aesthetic of Chauncey Lane Marketplace, and the mural does consider the distinctive qualities and character of the surrounding desert context.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features such as:

- Scenic views of the Sonoran Desert and mountains
- Archaeological and historical resources

➤ **RESPONSE:** Sensitive Design Principle #2 does not apply to the proposed The Hills Beauty Experience Mural.

3. Development should be sensitive to existing topography and landscaping.

- A design should respond to the unique terrain of the site by blending with the natural shape and texture of the land while minimizing disturbances to the natural environment.

➤ **RESPONSE:** Sensitive Design Principle #3 does not apply to the proposed The Hills Beauty Experience Mural.

4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.

➤ **RESPONSE:** Sensitive Design Principle #4 does not apply to the proposed The Hills Beauty Experience Mural.

5. The design of the public realm, including streetscapes, parks, plazas, and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

- Streetscapes should provide continuity among adjacent uses through use of cohesive landscaping, decorative paving, street furniture, public art, and integrated infrastructure elements.

➤ **RESPONSE:** Sensitive Design Principle #5 does not apply to the proposed The Hills Beauty Experience Mural.

6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.

➤ **RESPONSE:** Sensitive Design Principle #6 does not apply to the proposed The Hills Beauty Experience Mural.

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.

➤ **RESPONSE:** Sensitive Design Principle #7 does not apply to the proposed The Hills Beauty Experience Mural.

8. Buildings should be designed with a logical hierarchy of masses:

- To control the visual impact of a building's height and size
- To highlight important building volumes and features, such as the building entry.

➤ **RESPONSE:** The mural's location along the south elevation of Building D only encompasses approximately 2/3^{ds} the length of the building elevation and is painted to be confined within the stucco portion of the architectural façade of the elevation – therefore not becoming a visual distraction to the rest of the building and highlighting a portion of the building where the entry into the business is located.

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

- Interior spaces should be extended into the outdoors both physically and visually when appropriate
- Materials with colors and coarse textures associated with this region should be utilized.
- 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
- Features such as shade structures, deep roof overhangs and recessed windows should be incorporated.

➤ **RESPONSE:** The mural's use of desert sky colors, soft & warm neutrals, and a desert-like theme enhances the design aesthetic of Chauncey Lane Marketplace, and uses colors that are associated with the Sonoran Desert.

10. Developments should strive to incorporate sustainable and healthy building practices and products.

- Design strategies and building techniques, which minimize environmental impact, reduce energy consumption, and endure over time, should be utilized.

➤ **RESPONSE:** Sensitive Design Principle #10 does not apply to the proposed The Hills Beauty Experience Mural.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

- The character of the area should be emphasized through the careful selection of planting materials in terms of scale, density, and arrangement
- The landscaping should complement the built environment while relating to the various uses.

➤ **RESPONSE:** Sensitive Design Principle #11 does not apply to the proposed The Hills Beauty Experience Mural.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

- Water, as a landscape element, should be used judiciously
- Water features should be placed in locations with high pedestrian activity.

➤ **RESPONSE:** Sensitive Design Principle #12 does not apply to the proposed The Hills Beauty Experience Mural.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

- A balance should occur between the ambient light levels and designated focal lighting needs.
- Lighting should be designed to minimize glare and invasive overflow, to conserve energy, and to reflect the character of the area.

➤ **RESPONSE:** The proposed The Hills Beauty Experience Mural does not have any illumination proposed.

14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location, and illumination.

- Signage should be designed to be complementary to the architecture, landscaping, and design theme for the site, with due consideration for visibility and legibility.

