

# DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: January 19, 2023  
General Plan Element: *Character and Design*  
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

## ACTION

**Norde Exterior Paint 51-DR-2022** | Request for approval of project plans for an exterior repaint of a portion of an existing building in the Historic Old Town area.

## SUMMARY

### Staff Recommendation

Continue the development proposal to allow the applicant to work with staff on appropriate colors and application of those colors to the building

### Key Issues

- Inconsistency of new color scheme with remainder of building and surrounding context
- Paint colors applied to building prior to city approval

### Items for Consideration

- Conformance with Development Review Board Criteria – conflicts
- Integration of Sensitive Design Principles (SSDP) – conflicts
- Old Town Scottsdale Urban Design & Architectural Guidelines (OTSUDAG) – conflicts

## BACKGROUND

**Location:** 7238 E. Main Street

**Zoning:** Central Business, Downtown Overlay (C-2 DO)

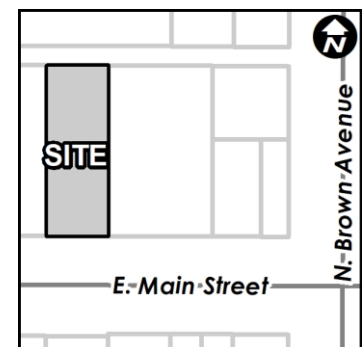
### Adjacent Uses

North: Similar commercial retail suites (Zoned C-2 DO)

East: Similar commercial retail suites (Zoned C-2 DO)

South: Similar commercial retail suites (Zoned C-2 DO)

West: Similar commercial retail suites (Zoned C-2 DO)



### Property Owner

Gilbert Ortega

### Applicant

Mandy Ballor  
(480) 268-6354

## BACKGROUND

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This applicant is seeking approval for a new exterior repaint for a portion of an existing building (tenant space). The repaint has already been applied, prior to any City approvals. The previous façade/color approval for the entire building was done in 2020 (case 3-SA-2020). Prior and up to that approval, there was a period of time since around 2013 where the exterior of the subject tenant suite was painted with a similar white color. The City has no record of approval for that repaint, and if submitted would have presumably received similar scrutiny about deviations from the guidelines as this current proposal.

## DEVELOPMENT PROPOSAL

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This site is located in the Historic Old Town area of downtown Scottsdale, primarily surrounded by restaurant and similar retail uses. The Scottsdale Commercial Design Guidelines (SCDG) and Old Town Urban Design and Architectural Guidelines (OTSUDAG) are intended to protect and enhance character and quality while maintaining and strengthening a recognizable identity and character that is unique to Scottsdale. They also speak to promoting quality design that is responsive to its contextual setting.

One main OTSUDAG design objective is to “create high quality, human-scale, downtown architecture that is influenced by the local and regional culture, climate, and Sonoran Desert landscape.” More specifically, the specialty districts section of the guidelines provides further design direction for this location (Historic Old Town), which emphasizes the Frontier Town, Western character:

- *HOT 3.3 Utilize opaque or semi-transparent desert tones for the main color of a building. Accent colors may be darker or lighter in contrast to the main color. Flat finishes are generally preferred.*
- *HOT 3.4 Design storefronts utilizing colors, materials, and finishes already in use on the block and that are consistent with the desired Frontier Town, Western character.*

The proposed color scheme for the tenant space features white as the primary color with an accent of a pink. While white façades can be observed within the Frontier area, that may largely be the result of natural fading over time of more earthy tans. Introducing new and reflective white tones is generally not in concert with themes prescribed by OTSUDAG.

Due to the proposed use of reflective white and pink paint to be applied over the existing building base and false façade board and batten parapet, staff has concerns with the proposed color scheme pertaining to conformance with the relevant design guidelines. Moreover, because the tenant suites for this stretch of frontage don't align in a symmetrical way with the parapet elevation changes, the location of the color split from the existing scheme is more visually apparent and generally inconsistent with the painting of buildings in the area, which feature a paint scheme applied across the entirety of the building façade.

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 primarily be muted desert tones which generally consist of tints, tones, and shades of reds, oranges, yellows, greens, blues, browns, and purples that have a warmer soft 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.

When using colors within the white palette, especially in a dominating or prominent role, the ideal application would limit the light reflective value (LRV) to achieve a less stark contrast with the natural environment, while also preventing excessive glare. The proposed colors may conflict with the guidelines' intent in that aspect.

Consistent with the SSDP and OTSUDAG, 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 RECOMMENDED ACTION**

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Staff recommends that the Development Review Board continue case 51-DR-2022, Norde Exterior Paint, 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 DEPARTMENTS**

**Planning and Development Services**  
Current Planning Services

### **STAFF CONTACTS**

Casey Steinke  
Planner  
480-312-2611    csteinke@ScottsdaleAZ.gov

### **APPROVED BY**

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Casey Steinke, Report Author

1/5/22

Date



Brad Carr, AICP, LEED-AP, Planning & Development Area Manager  
Development Review Board Liaison  
Phone: 480-312-7713    Email: bcarr@scottsdaleaz.gov

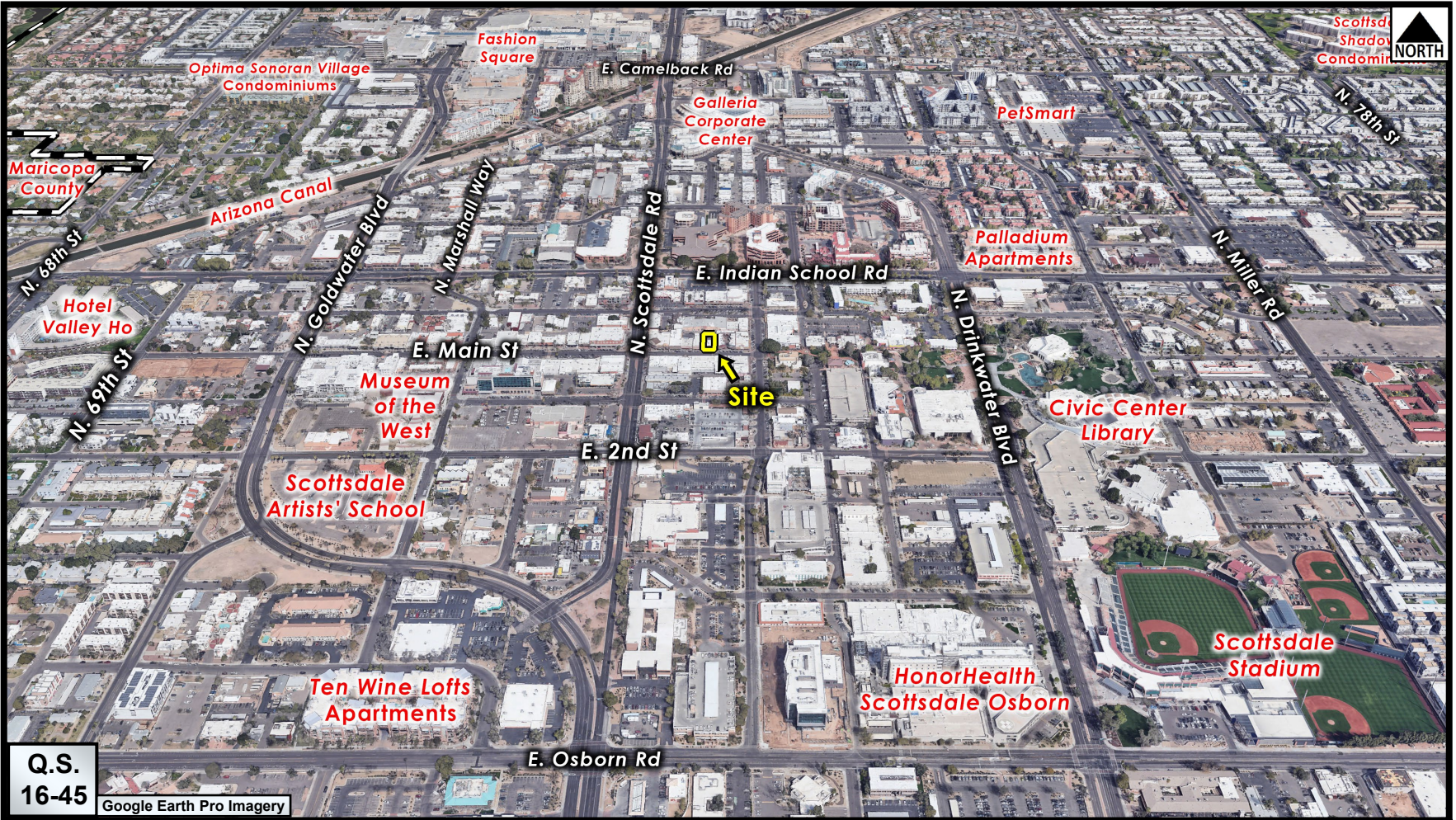
1/11/2023

Date

### **ATTACHMENTS**

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1. Context Aerial
2. Close-Up Aerial
3. Development Review Board Criteria Analysis
4. Photos of Existing Conditions
5. Photo of Previous Approved Paint Scheme (2021)
6. Photo of Previous Unapproved Paint Scheme (2018)
7. Zoning Map



Q.S.  
16-45

Google Earth Pro Imagery

Context Aerial

51-DR-2022



Q.S.  
16-45

Google Earth Pro Imagery

Close-up Aerial

51-DR-2022

## **DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS**

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Per Section 1.904. of the Zoning Ordinance, 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.
  - *Staff finds that the proposed paint application is inconsistent with the OTSUDAG and the surrounding context. In addition, the applied color scheme was done only to a portion of the existing building, not the entirety of the building, resulting in an incongruent building façade.*
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.
  - *This criterion is not applicable to the subject application*
3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be designed as to promote safety and convenience.
  - *This criterion is not applicable to the subject application*
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.
  - *This criterion is not applicable to the subject application*
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.

- *Staff finds that the proposed paint application is inconsistent with the OTSUDAG and the surrounding context. In addition, the applied color scheme was done only to a portion of the existing building, not the entirety of the building, resulting in an incongruent building façade.*
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 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.
- *This criterion is not applicable to the subject application*



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2022



2021 (Approved)



ATTACHMENT #5

2018



ATTACHMENT #6



Zoning Aerial

51-DR-2022