

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: May 2, 2024
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

**Scottsdale 5th Ave
Apartments - Mural
34-DR-2023**

Request for approval of an existing mural applied to the north building facade of an existing apartment complex, measuring +/- 1,000 square feet in total size.

SUMMARY

Staff Recommendation

Approve, subject to the attached stipulations (Attachment #6)

Key Issues

- Mural was applied to building prior to City approval (Code Violation Case #359946)

Items for Consideration

- Mural depictions are generally consistent with flora & fauna commonly associated with the region
- Mural color palette is generally consistent with colors found in the region
- Conformance with Development Review Board Criteria – staff generally confirms
- Integration of Sensitive Design Principles – staff generally confirms
- Conformance with Commercial Design Guidelines – staff generally confirms
- No community input received as of the date of this report

BACKGROUND

Location: 6405 E. Indian School Road

Zoning: R-5 (Multiple-family Residential)

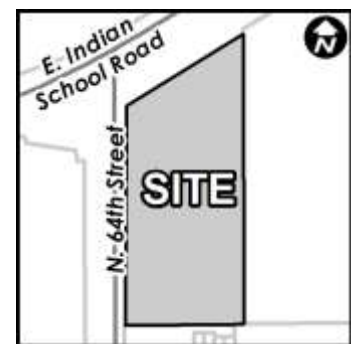
Adjacent Uses

North: E. Indian School Road. Farther north, Arizona Canal.

East: Existing 1-story Place of Worship (Christian Science Church)

South: Existing 2-story townhouses (Olivewood Townehomes)

West: N. 64th Street. Further west, Cross-Cut Canal



Property Owner

AZ Scottsdale 5th, LLC

Applicant

Danielle Clay, Diamond Asset Realty
480-718-5857

Mural Artist

Alex Proba

DEVELOPMENT PROPOSAL

The applicant is requesting design approval for a mural that was applied to a building facade on an existing 2-story 59-unit apartment complex. The existing mural is located on the north façade of the apartment complex facing the E. Indian School Road frontage. The height of the mural reaches both levels of the northern façade measuring approximately 40'x25' in total size, or +/-1,000 square feet. The applicant indicates that the mural was designed to be compatible with local nature including the new base-plantings located directly below the mural.

Development Review Board Criteria

Staff confirms that the development proposal generally meets the applicable Development Review Board Criteria. The mural design and color palette are generally appropriate for the region. For a detailed analysis of the Criteria, please see Attachment #4.

STAFF RECOMMENDED ACTION

Staff recommends that the Development Review Board approve the Scottsdale 5th Mural development proposal per the attached stipulations, finding that the Character and Design Element of the General Plan and Development Review Board Criteria have been met.

RESPONSIBLE DEPARTMENTS

Planning and Development Services
Current Planning Services

STAFF CONTACTS

Wayland Barton
Senior Planner
480-312-2817 wbarton@Scottsdaleaz.gov

APPROVED BY



Wayland Barton, Report Author

4/11/2024

Date



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

4/24/2024

Date

ATTACHMENTS

1. Context Aerial
2. Close-up Aerial
3. Applicant's Narrative
4. Development Review Board Criteria Analysis
5. Development Information
6. Stipulations / Zoning Ordinance Requirements
7. Mural Photos
8. Mural Paint Colors
9. Mural Design (close-up)
10. Zoning Map
11. Community Involvement



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16-43

Google Earth Pro Imagery

Context Aerial

34-DR-2023



Close-up Aerial

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Narrative

We initiated a community arts project through a partnership with a well-known artist (Alex Proba) and a local non-profit (Boys Hope/Girls Hope) whose mission is to nurture and guide motivated young people in need to become well-educated, career-ready men and women. In keeping with our company's own mission to positively impact communities by transforming real estate assets into safe, well-appointed housing, we aimed to make art accessible to an under-served tenant base, while also engaging the larger community through a unique opportunity in making the built environment more beautiful. Together with our team, Alex (and her assistants) and a group of artistic young women painted a mural on a prominent wall at Scottsdale 5th Apartments.

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DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

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.
 - *The applicant states that the design and character of the existing mural has positively contributed to the community by complimenting the surrounding area of the site.*
 - *Staff finds that the mural exhibits abstract depictions of local flora & fauna that are commonly associated with the southwest desert region. The color palette is predominantly comprised of muted earth tones with vibrant accents and patterned overlays.*
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.
 - *The applicant states that the mural was installed on the building façade as part of a renovation plan for the existing apartment complex. The concept was intended to provide the tenants, and overall community, with a location for art and culture. In addition to the mural, new landscaping was installed at the base of the northern building façade.*
 - *Staff finds that the mural promotes a desirable relationship with the surrounding community and responds favorably to the unique qualities of the Sonoran Desert environment. The abstract depictions of plant materials exhibit similarities with the local desert flora & fauna commonly associated with the desert region. The design of the mural is arranged to provide visual intrigue with a variety of both muted and vibrant color tones. Additionally, the mural implements variations with patterns to provide a visual break from the solid color-blocking designs. The site is not located in the ESL or HP overlay districts.*
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.
 - *Staff finds that the site's overall circulation will remain unchanged with this application.*
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.
 - *Staff finds that the site's overall mechanical screening will remain unchanged with this 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.
 - *This criterion is not applicable.*
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.*

DEVELOPMENT INFORMATION

Zoning History

The site was annexed into the City in 1956 (Ord. 36) and zoned to the Single-family Residential (R1-7) zoning designation. In 1964, the subject site was re-zoned to the Multiple-family Residential (R-5) zoning designation under case 70-PZ-1964.

Community Involvement

With the submittal of the application, staff notified all property owners within 750 feet of the site. In addition, the applicant has been in communication with property owners surrounding the site. As of the publishing of this report, staff has not received any community input regarding the application.

Context

Located at the southeast corner of E. Indian School Road and N. 64th Street, the site is situated in an area devoted almost exclusively to residential uses. The existing apartment complex was constructed in 1967 and is currently surrounded by similar low to medium density residential zoning with an existing church located directly to the east. The Arizona Canal exists to the north of the site across E. Indian School Road with the Cross-Cut Canal located towards the west across N. 64th Street.

Project Data

- Existing Use: Apartment Complex
- Construction Year: 1967
- Parcel Size: 65,837 square feet / 1.51-acres
- Number of Dwelling Units: 59 units
- Number of stories: 2-stories
- Number of parking spaces: 71 parking spaces

**Stipulations for the
Development Review Board Application:
Scottsdale 5th Ave Apartments - Mural
Case Number: 34-DR-2023**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code (SRC), the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Architectural elements, including dimensions, materials, form, color, and texture shall be constructed to be consistent with the mural elevations submitted by Outland Management LLC, with a city staff date of 3/29/2024.

RELEVANT CASES:

Ordinance

- A. At the time of review, the applicable cases for the subject site were: 70-PZ-1964 and 54-DR-2016

LANDSCAPE DESIGN:

DRB Stipulations

1. The property owner shall maintain existing base-planting in a healthy good-standing condition to be replaced in-kind for any damage or health conflicts.

EXTERIOR LIGHTING:

DRB Stipulations

2. No exterior lighting shall be included with mural application proposal.
3. No logos or text graphics shall be incorporated with the mural application proposal.

MURAL PROJECT



In keeping with Outland Residential's mission to positively impact communities by transforming real estate assets into safe, well-appointed workforce housing, we incorporated an art project into our renovation plan at Scottsdale 5th. Our goals were to provide our tenants with access to great art while also engaging the larger community to execute the plan.

Through a partnership with [Alex Proba](#), a well know artist committed to surrounding everyone with art and joy and a local non-profit we developed a "paint by number" program that allowed young men and women to participate in a unique opportunity to contribute to making the built environment more beautiful. Over a holiday week, [Boys Hope/Girls Hope](#), whose mission is to nurture and guide motivated young people in need to become well-educated, career-ready men and women, brought a group of artistic students to join the artist and her staff to paint a mural on a prominent wall at Scottsdale 5th.

Alex was sensitive to the surrounding local area and designed a mural with colors found in nature throughout Scottsdale and specifically the new plantings we selected in our landscaping plan; integrating the mural into our holistic approach to design. The resulting artwork has transformed the property.







Before Photo (12/2022)

PAINT COLORS

BACKGROUND

4 Gallons
Benjamin Moore
AURA Exterior Paint Flat
Flat (N629)



BM 890
Pink Damask

@Mike, please leave left overs for us for touch ups @

1 Gallon
Benjamin Moore
AURA Exterior Paint Flat
Flat (N629)



BM 2075-20
Mulberry



BM 2074-50
Exotic Fuchsia



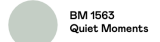
BM 706
Cedar Mountains



BM 2079-30
Peony



BM 122
Orange Sherbet



BM 1563
Quiet Moments



BM 018
Montecillo Peach



BM 063
Pennies from Heaven



BM 006
Picante



BM 2155-10
Desert Sunset

2 Quarts
Benjamin Moore
AURA Exterior Paint Flat
Flat (N629)



BM 2079-50
Rhododendron







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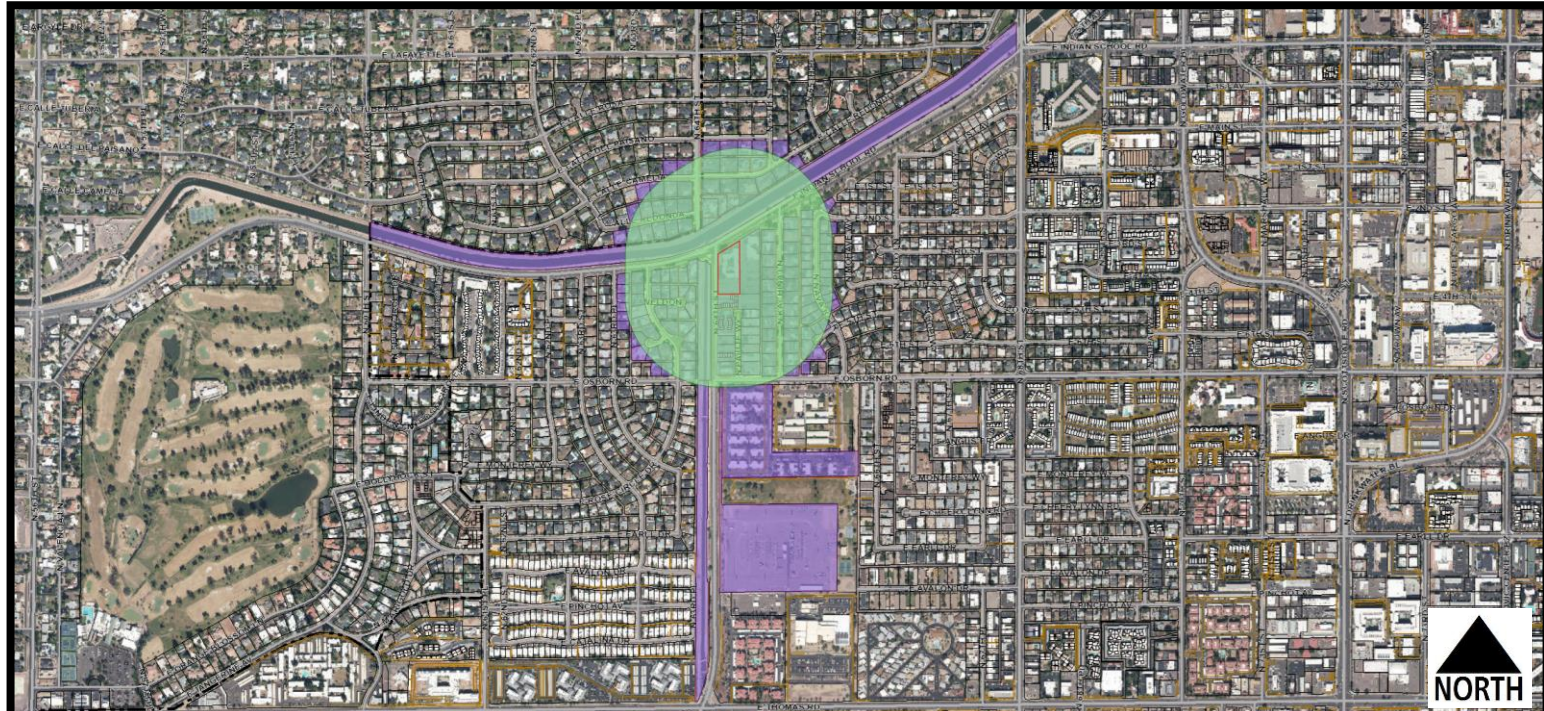
Aerial

Zoning Aerial

34-DR-2023

City Notifications – Mailing List Selection Map

Scottsdale 5th Ave Apartments - Mural


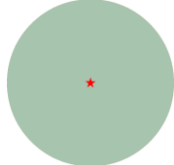


Labels Pulled
April 2, 2024

Additional Notifications:

- Interested Parties List
- Adjacent HOA's
- P&Z E-Newsletter
- Facebook
- Nextdoor.com
- City Website-Projects in the hearing process

Map Legend:

-  Site Boundary
-  Properties within 750-foot

Postcards: 200

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