



PEEPS // PROJECT NARRATIVE

PROJECT LOCATION:

4445 N. BUCKBOARD TRAIL, SCOTTSDALE, AZ 85251

LOT#: 58 // APN: 17341174

Architectural Character, Landscaping, and Site Design

The Peeps project, a fast casual restaurant, located on Buckboard Trail and E. Camelback Road offers a unique twist of urban and farmhouse architecture. Utilizing the existing slab, this extension will include materials such as CMU, distressed wood, Corten metal, and an urban mural along the side of the structure. The design is inspired by the ever-changing hip and welcoming culture reflected in the Downtown Scottsdale Entertainment District. Patrons on the street will be welcomed by an accessible entry that creates opportunities for engaging social media moments, including the urban mural alongside the side of the structure. The red frame glass entry door grounds the main entrance to the restaurant. With limited space for landscaping, plants along the perimeter of the 1st and 2nd floor patios incorporate the native Sonoran Desert plants. On the second floor, overhanging plants off the railings creates this additional layer of color, texture and will enhance the overall pedestrian experience as they walk by.

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

When designing the Peeps project, extra attention was paid when conceptualizing the site design and the overall user experience. This includes aspects such as walkability, ingress and egress solutions, and how accessible parking would be for the patrons. With its prime location, the off-site parking is just around the corner within the Downtown Scottsdale Entertainment District which promotes walkability and creates easy on-site circulation off the streetscape. The ingress and egress of this project is emphasized with the big red storefront door which highlights the entry and exit points of the project.

Mechanical and Utility Equipment

To provide the user with a complete aesthetically pleasing experience, our goal for the Peeps project is to conceal all mechanical, utility, and communication equipment as best as possible. Designating a portion of the roof and placing all refuse equipment in the back of the building facing away and towards the back alley. The enclosure wall and the gate materiality match the overall buildings characteristic and finishes. All roof mounted units are to be screened by higher building parapets that, again, are the same materiality characteristics. This direction will not only conceal these elements but immerse the patron into the full Peeps experience.

Old Town Scottsdale

The proposed Peeps project's building architecture, materiality, and detailing all preserve the unique character of Old Town Scottsdale with its vast use of urban and farmhouse materials, earthy tones, and native plants. The building offers a vibrant, dynamic, and visually interesting four side architectural experience that invites all in. The lively and vibrant energy coming from the patio provides an electric atmosphere that attracts all person walking by for lunch and dinner. The scenic 360-degree views from the roof top patio perfectly

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captures the urban city, canal, and desert landscape which completes the overall dining experience and highlights the magic of Downtown Scottsdale's Entertainment District.

Location of Artwork

The Peeps project will be emphasizing the Downtown Scottsdale community and what this chicken fast casual restaurant is all about. Mural will be part of the private art submittal and it will be submitted as separate DRB submittal later. Mural will be placed alongside the side of the building and a local artist will be utilized to create a captivating, urban, and Instagram worthy mural along the northern side of the structure. The mural will reflect the Sonoran Deserts landscaping while also incorporating the chicken motif found throughout this project. Carrying the mural from floor to top of roof, the mural is expected to be a selfie moment for all patrons to remember the experience and promote the fun, hip, and unique vibe that Downtown Scottsdale has to offer.

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