

DEVELOPMENT REVIEW BOARD REPORT



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

ACTION

Scottsdale Sun Globe Mural
26-DR-2023

Request by applicant for approval of a new mural on the east side of an existing commercial building located at 7330 E Main Street, Suite 100 with Central Business, Downtown Overlay (C-2 DO) zoning.

SUMMARY

Staff Recommendation

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

Items for Consideration

- Conformance with Development Review Board Criteria
- Integration of Sensitive Design Principles
- Mural on east elevation includes desert elements (flora, fauna, landscape)
- Mural could be revised to incorporate muted colors into the design
- No community input received as of the date of this report

BACKGROUND

Location: 7330 E Main St Ste 100

Zoning: C-2 DO, Central Business, Downtown Overlay

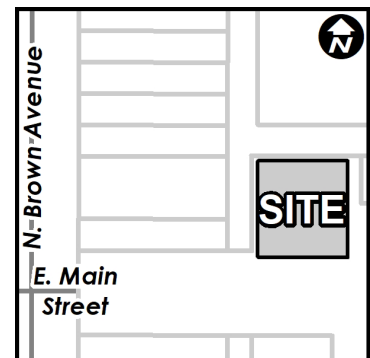
Adjacent Uses

North: Public Parking Lot, zoned C-2 DO

East: Two-Story Commercial Office Building, zoned C-2 DO

South: Scottsdale Civic Center Mall, zoned D/DCC-2 PBD DO & C-2 DO HP

West: Multi-Tenant Retail Building, zoned C-2 DO and C-2 DO HP



Property Owner

Saba Brothers Rentals LLC

Applicant

Michelle Myers, Experience Scottsdale
(623) 229-0491

Designer

Courtney Larsen / Spindles Design Co.

DEVELOPMENT PROPOSAL

The applicant is requesting design approval of a proposed mural located on the east elevation of an existing commercial building located along Scottsdale Civic Center Mall. The building is a multi-tenant commercial building composed of a restaurant, office, and other commercial uses.

The proposed mural is proposed on the east building elevation and consists of a vibrant desert landscape including purple mountains, green desert plants, and sunset backdrop. The mural is internal to the site and is visible from the pedestrian access of Scottsdale Civic Center Mall walking west to North Brown Avenue. No lighting is proposed with the painted mural.

While the mural is relatively small in size, an administrative staff approval did not seem appropriate based on the DRB's past mural approvals which often include desert visuals and have incorporated a mix of bright and muted tones.

Development Review Board Criteria

Staff confirms that the mural development proposal generally meets the applicable Development Review Board Criteria. For a detailed analysis of the Criteria, please see Attachment #4.

STAFF RECOMMENDED ACTION

Staff recommends that the Development Review Board approve the Scottsdale Sun Glone Mural development proposal per the attached stipulations, finding that the Development Review Board Criteria have been met.

RESPONSIBLE DEPARTMENTS	STAFF CONTACTS
Planning and Development Services Current Planning Services	Nicole Garcia Planner 480-312-4213 ngarcia@ScottsdaleAZ.gov

APPROVED BY



Nicole Garcia, Report Author

October 9, 2023

Date



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

October 11, 2023

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. Context Aerial
8. Elevation of Existing Façade Prior to Mural
9. Elevation of Façade after Completed Mural Design
10. Paint Samples
11. Zoning Map
12. City Notification Map



Context Aerial

26-DR-2023



Close-up Aerial

26-DR-2023



SCOTTSDALE SUN GLOBE MURAL PROJECT NARRATIVE

Experience Scottsdale is requesting to paint a mural on the east side of the building located at 7330 E Main Street, Ste. 100, in Old Town Scottsdale. Experience Scottsdale has commissioned a local artist to paint a beautiful scenic mural of Scottsdale that highlights the flora and fauna of the area, as part of an immersive art experience that will be used to drive tourism into the city of Scottsdale.

The Mural Design

Local artist, Courtney Larsen, has painted many murals across Scottsdale, featuring Scottsdale's flora and fauna. The design will leverage bright, vibrant colors that are naturally found in Scottsdale's Sonoran Desert to align with the goal of Old Town Scottsdale Character Area Plan to enhance Old Town Scottsdale's artistic landscape.

The mural in Old Town Scottsdale will be utilized in an immersive art project Experience Scottsdale is preparing call the Scottsdale Sun Globe Experience that will take place in New York and Chicago in January and February 2024. Once the mural is painted in Old Town Scottsdale, images will be taken of the mural, and those images will be utilized to build the Scottsdale Sun Globe Experience.

The mural will be promoted in New York and Chicago, two of our top feeder markets, generating interest and awareness of the art scene in Scottsdale and continue to help distinguish Old Town Scottsdale as a premiere arts and culture destination.

The Location

We are requesting the mural to be painted on the east side of the building located at 7330 E Main Street, Ste. 100, in Old Town Scottsdale, as this is an ideal location to ensure accessibility to the public as it is near pedestrian circulation routes. Being in the newly renovated Scottsdale Civic Center, the mural would help to drive foot traffic to the space and provide photo opportunities to locals and tourists by utilizing public art to strengthen interconnectivity between downtown districts and cultural facilities.

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.
 - *Please review applicant's narrative for full statement.*
 - *Staff finds that the mural along the east elevation generally complies with the Commercial Design Guidelines and previous Development Review Board approvals of murals and artwork which are limited to one elevation. Staff finds that while there are no specific mural design guidelines, past DRB approvals of murals and private artwork are typically limited in size or to one building elevation and have incorporated desert themes like flora, fauna, and landscaping.*
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.
 - *Please review applicant's narrative for full statement.*
 - *Staff finds that the proposed mural, limited to the east elevation, is a vibrant, colorful, desert landscape that responds and relates to the Sonoran Desert environment. The applicant's mural color palate is bright, as opposed to muted earth tones, but acts as an accent wall on the building.*
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.*
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.
 - *This criterion is not applicable.*
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.
 - *Please review applicant's narrative for full statement.*
 - *Staff finds that the mural incorporates pedestrian-oriented environment at a street level in the Downtown Area and enhances interconnectivity within the site.*
- 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. The proposed mural is a private art and not public art that is a part of the Cultural Improvement Program or Public Art Program.*

DEVELOPMENT INFORMATION

Zoning History

The site is zoned Central Business Downtown Overlay (C-2 DO) zoning. The site was annexed into the City of Scottsdale in 1951 under Ordinance No. 1 and was assigned to the Central Business (C-2) zoning designation. In 2003 the Downtown Overlay (DO) zoning was applied to +/- 750 acres known as the Downtown area under case number 5-ZN-2003. There has been no zoning activity on the site since annexation nor since the initial application of the Downtown Overlay therefore the site remains with Central Business Downtown Overlay (C-2 DO) zoning.

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 on the east side of Brown Avenue, south of 1st Avenue in Old Town Scottsdale, the site is situated in an area devoted almost exclusively to retail and low-intensity office uses. The subject site is on an existing commercial building located north of Civic Center Mall. The proposed mural location currently has blank walls with limited features. To the east is a two-story commercial office building and to the west is a multi-tenant retail building. Please see context graphics.

**Stipulations for the
Development Review Board Application:
Scottsdale Sun Globe Mural
Case Number: 26-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 building elevations submitted by Experience Scottsdale, with a city staff date of 10/06/2023.
 - b. The location and configuration of the art mural shall be consistent with the building elevations submittal by Experience Scottsdale, with a city staff date of 10/06/2023.

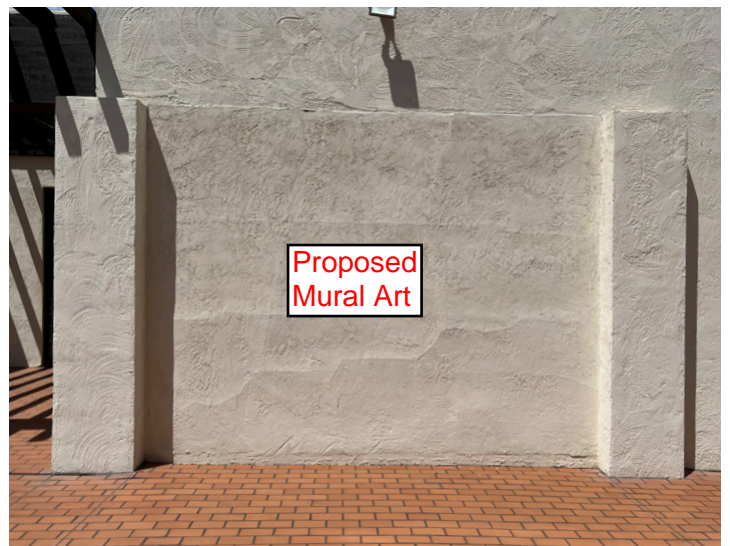
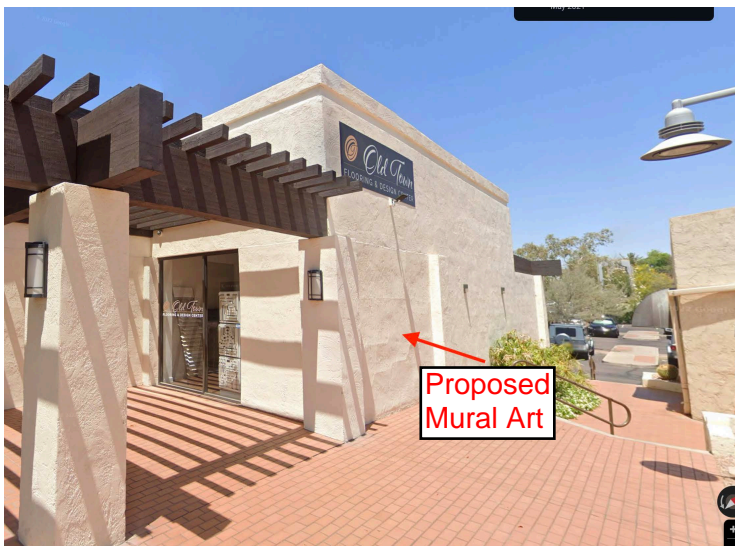
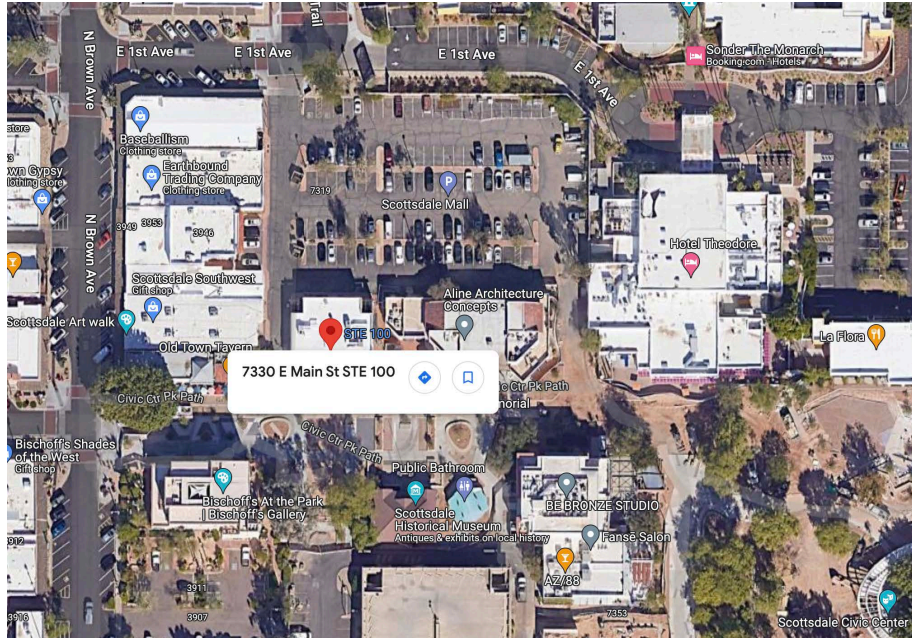
ARCHITECTURAL DESIGN:

DRB Stipulations

2. There shall be no lighting associated with the mural approval.
3. Future design changes shall require design approval.

SCOTTSDALE SUN GLOBE MURAL SITE PLAN, ARTWORK & COLOR CARDS

Location: 7330 E. Main St., Suite 100

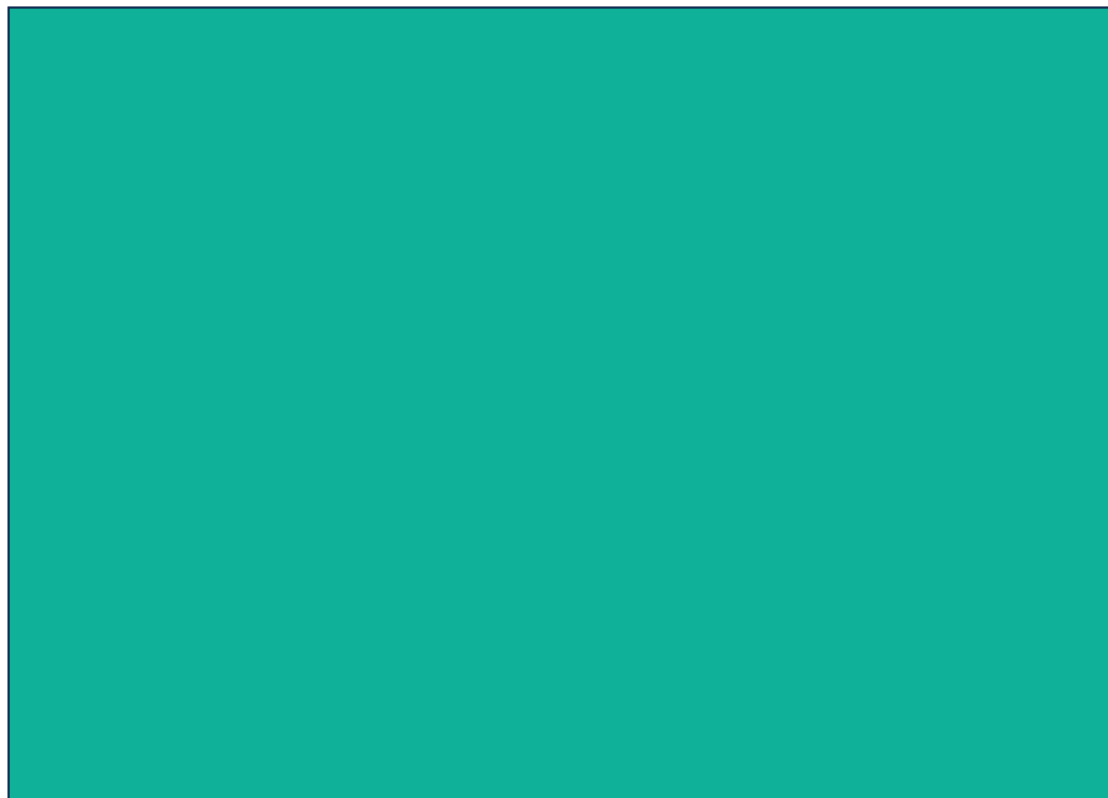


PROPOSED MURAL ART



MOCK UP OF ART AT LOCATION





EMERALD
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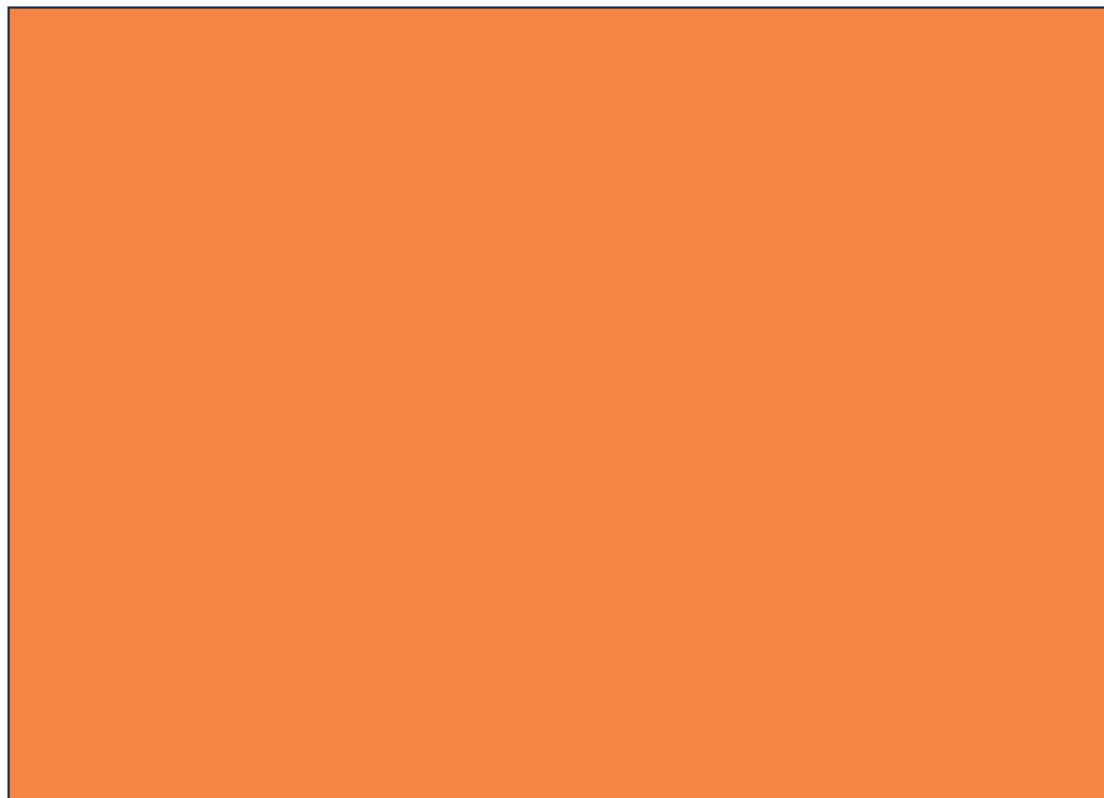


TWILIGHT

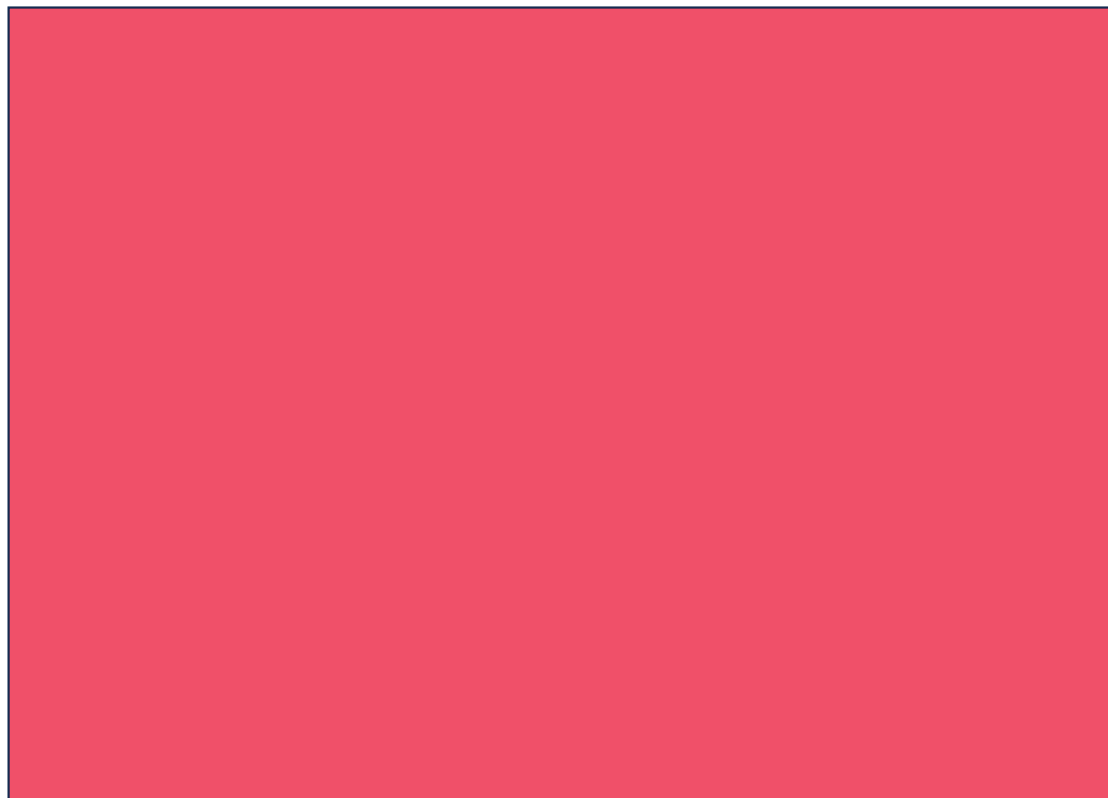
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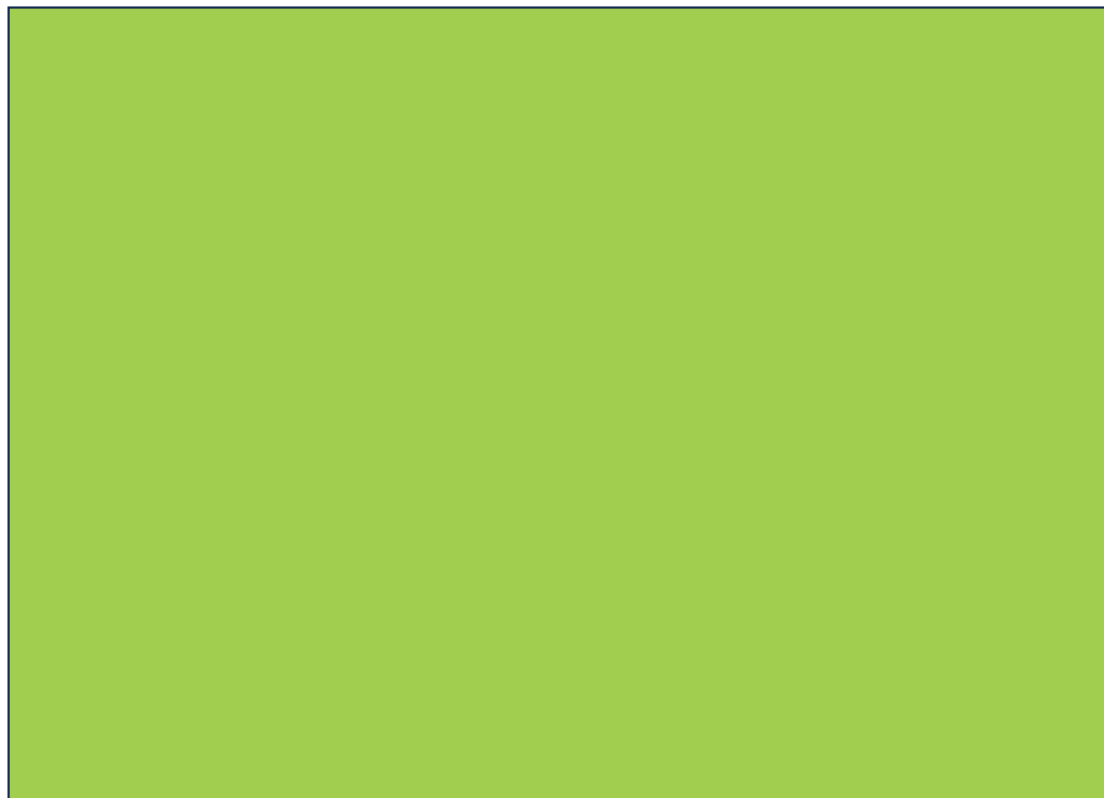
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B:65 #FF7F41



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Y:46 K:0 R:224 G:62 B:82
#E03E52



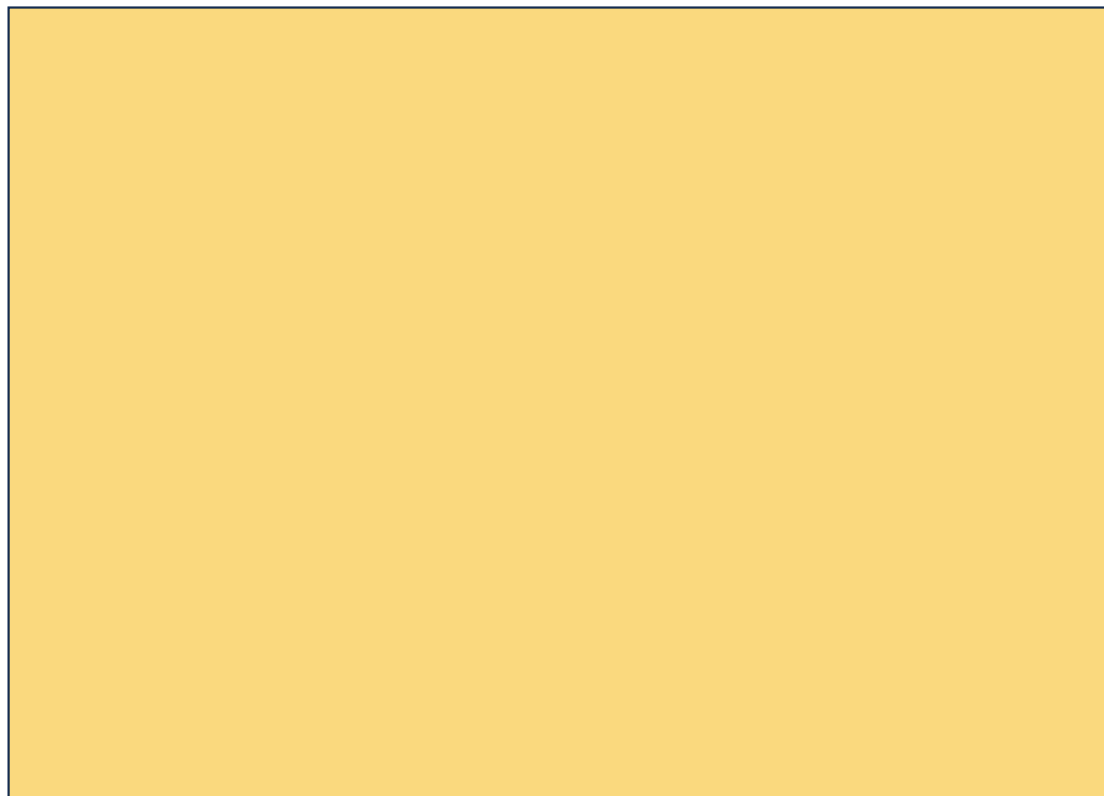
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B:63 #A9C23D



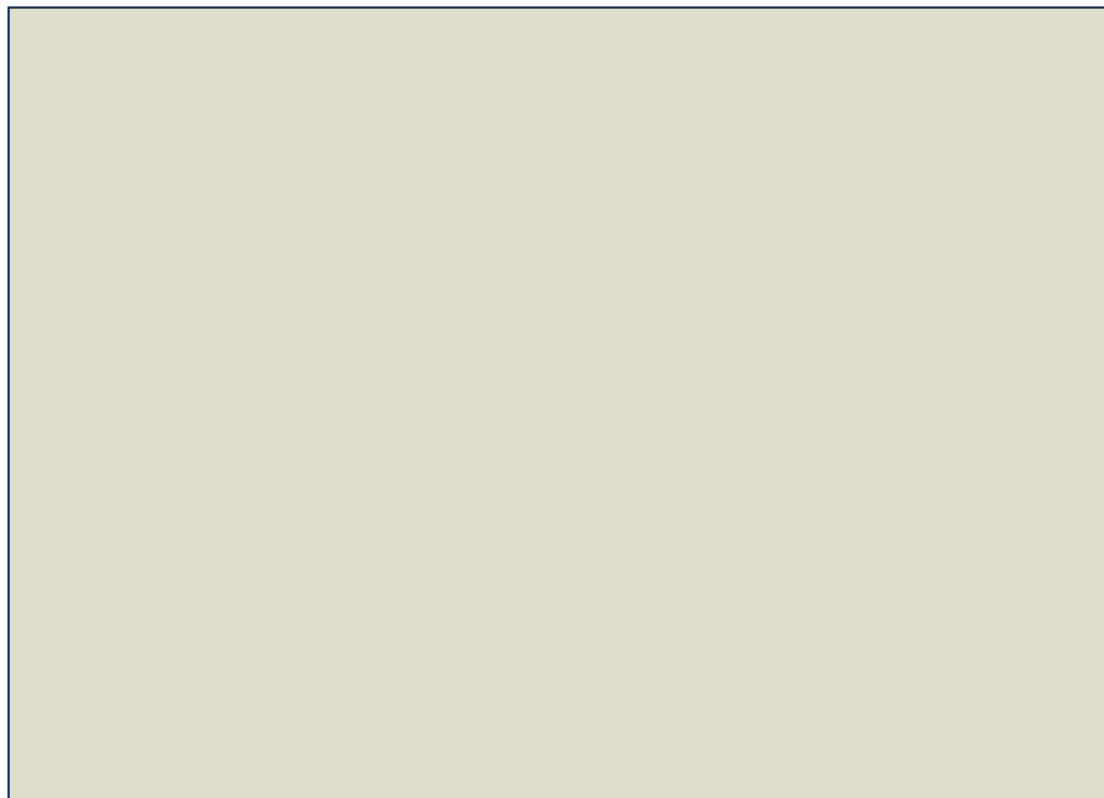
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#421929



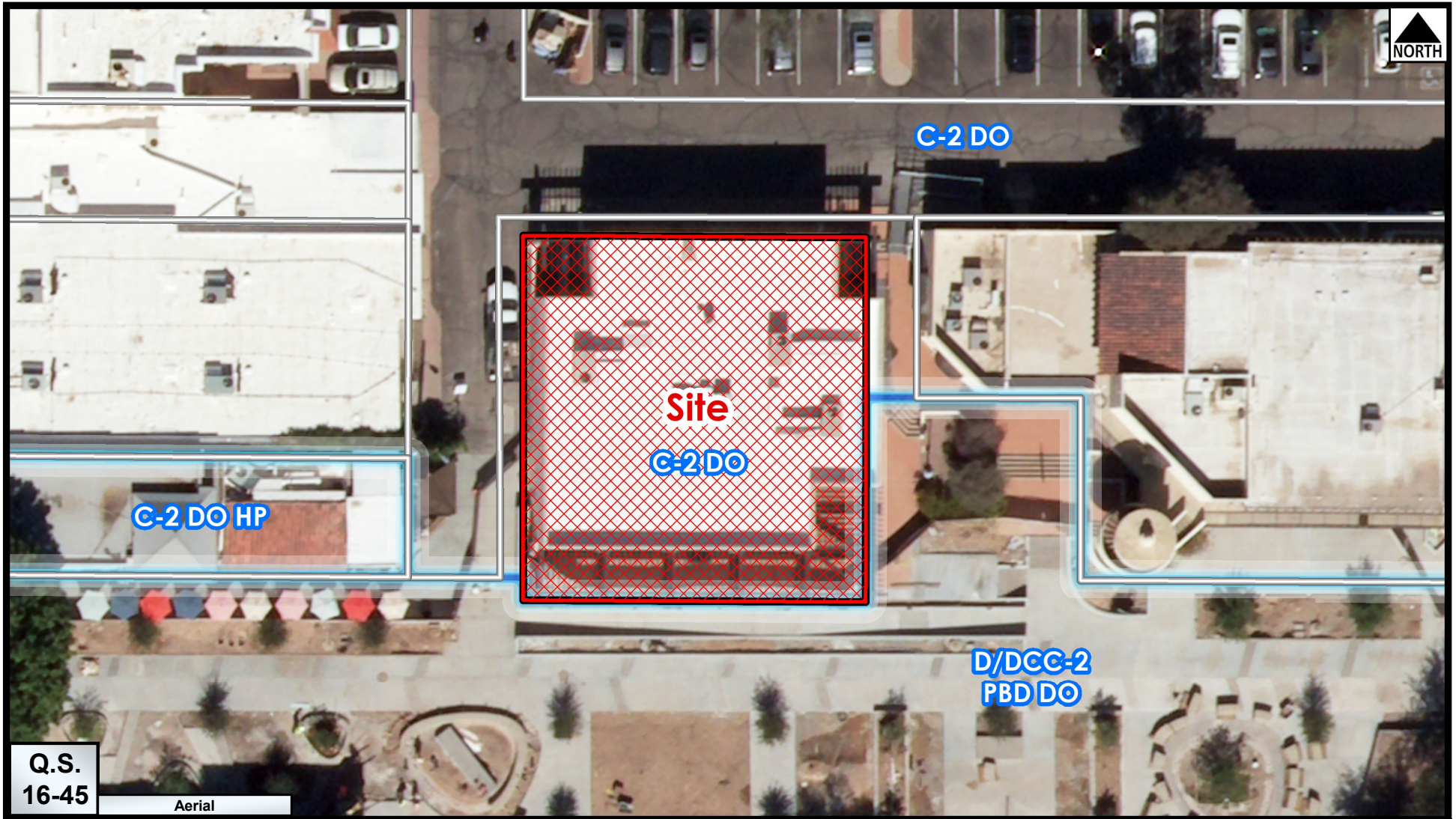
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Y:1 K:0 R:0 G:118 B:188
#0076BC



GLOW
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Y:60 K:0 R:248 G:216
B:127 #F8D874



SAND
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B:228 #EFEDE4



Q.S.
16-45

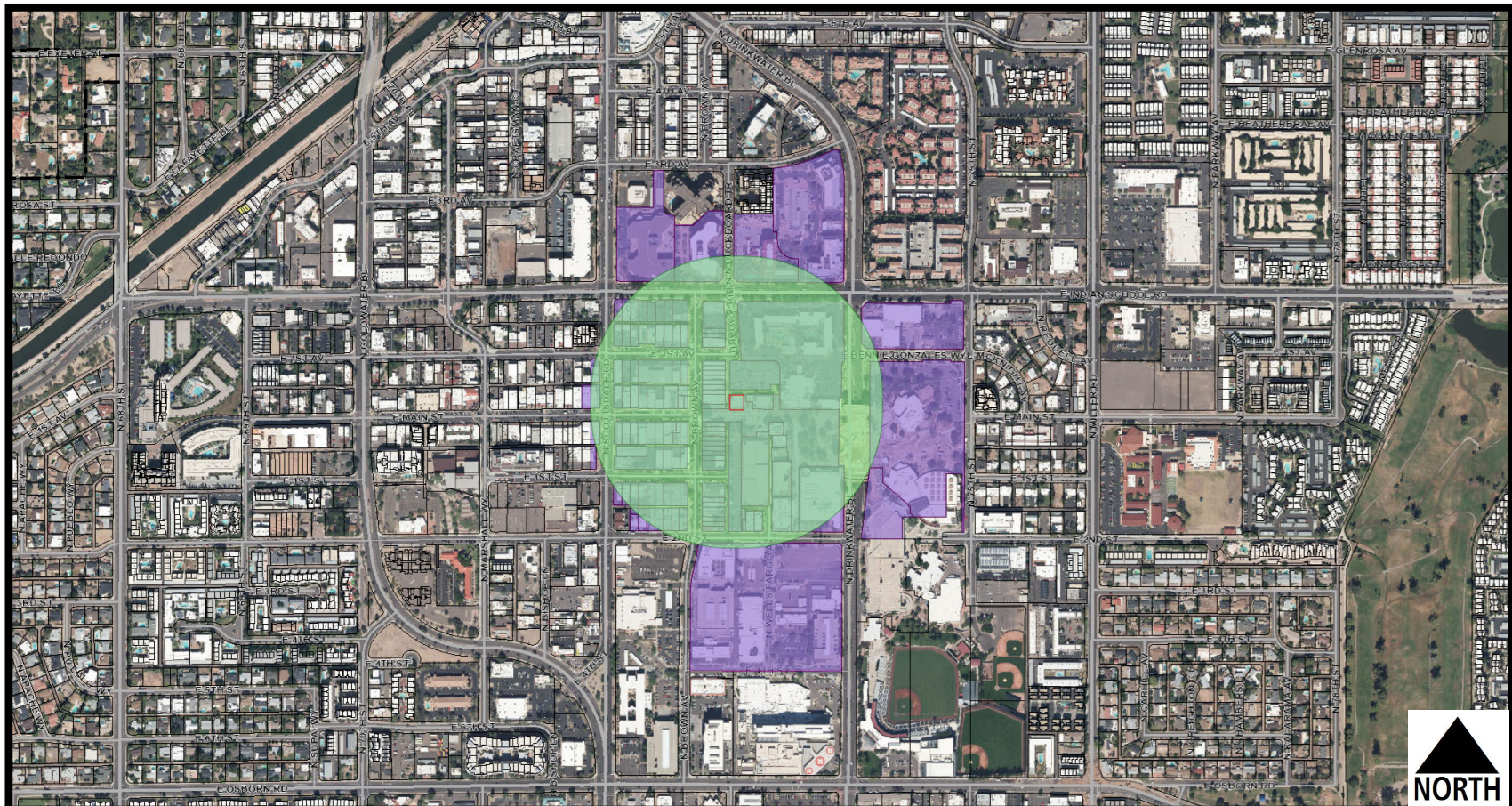
Aerial

Zoning Aerial

26-DR-2023

City Notifications – Mailing List Selection Map

Scottsdale Sun Globe Mural



Additional Notifications:

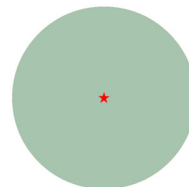
Interested Parties List
Adjacent HOA's
P&Z E-Newsletter
Facebook
Nextdoor.com
City Website-Projects in the hearing process

Labels Pulled
October 10, 2023

Map Legend:



Site Boundary



Properties within 750-feet

Postcards: 80

26-DR-2023