

Staff Summary Report

Development Review Commission Date: 05/22/07

Agenda Item Number: 4

SUBJECT: Hold a public meeting for a Development Plan Review for SOUTHWEST INSTITUTE OF NATURAL AESTHETICS located at 1112 East Apache Boulevard.

DOCUMENT NAME: DRCr_SWInstOfNaturalAesthetics_052207 **PLANNED DEVELOPMENT (0406)**

SUPPORTING DOCS: Yes

COMMENTS: Request for **SOUTHWEST INSTITUTE OF NATURAL AESTHETICS (PL070085)** (K. C. Miller, SWINA, owner; Carmen Marrero, SWINA, applicant) for an existing building exterior color modification located at 1112 East Apache Boulevard, in the CSS, Commercial Shopping and Service District and the Transportation Overlay (Corridor) District, including the following:

DPR07036 – Development Plan Review including building elevation modifications.

PREPARED BY: Kevin O'Melia, Senior Planner (480-350-8432)

REVIEWED BY: Lisa Collins, Planning Director (480-350-8989)

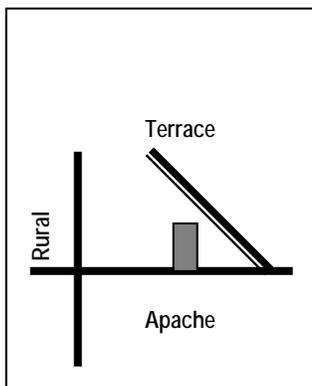
LEGAL REVIEW BY: N/A

FISCAL NOTE: N/A



RECOMMENDATION: Staff – Approval, subject to conditions (1 - 18).

ADDITIONAL INFO:



Information available from BA050135 file & site observation

Site Area:	+/- 41,520 s.f. (0.953 acre)
Building Area:	+/- 5,448 s.f.
Bld'g/Lot Coverage:	+/- 13 %
Landscape Area:	+/- 10,013 s.f.
Ldscp/Lot coverage:	+/- 24 %
Front Setback:	+/- 120 ft. (other setbacks unimportant to the case)
Auto parking required:	27 [5,448 s.f. / (200 s.f./auto)] for vocational school
Parking provided:	57 (58 allowed per variance BA980226 for eatery)
Bike Parking required:	4 [5,448 s.f. / (1,500 s.f./bike)]
Parking provided:	0 (increase to minimum 4 per condition)

The owner is requesting an color modification of the existing building and site wall plaster surfaces (the original and second requests were continued). The plaster projections on the building evoke the New York City skyline. The owner seeks to enhance these surfaces with color as a reflection of the vibrancy of this school and of the re-emerging Apache Boulevard Commercial district. The staid red brick veneer field of the building will be left alone.

The colors are the same as the proposal seen on 4/24/07 but the presentation has been refined. The owner has met with staff to understand the sign ordinance and present a building mount sign concept that can obtain a sign permit. The owner has also worked to obtain support from neighboring businesses as well as the Arizona Private School Association. Although a neighborhood meeting is not required with this application, the owner has taken the proposal to the Apache Boulevard Project Area Committee.

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1. List of Attachments
- 2-3. Comments
4. Reasons for Approval
- 4-5. Conditions of Approval
- 6-8. History & Facts
8. Zoning & Development Code Reference

ATTACHMENTS:

- A. Location Map
- B. Aerial Photo
- C. Design Narrative
- D. East Elevation (photo & color key)
- E. South Elevation (photo & color key)
- F. West elevation and Perimeter Wall (photos)
- G. North Elevation (photo & color key)
- H. Site Plan (enlarged aerial photo)
- I. Letters in support of the S.W.I.N.A. color modification (eleven exhibits)
- J. Color Presentation Elevations

COMMENTS:

The owner is requesting approval of a color modification of the plaster surfaces of the building and site walls. Existing terra cotta clay modular brick will remain. Seven new paint colors are proposed for the plaster surfaces of the building and site walls. Four of these colors (Expedition Khaki, Beachwalk, Mojave Gold and Woven Basket) in the beige/gold range are proposed as a gradual blend so the vertical surfaces on which they are applied seamlessly change from dark to light (from bottom to top). Woven Basket is also occasionally used separately as a door trim and as a pilaster color, appearing separately once on the east and twice on the north elevation. Woven Basket is also one of the spheres on the south elevation. The other three accent colors, Sequoia Grove (terra cotta—resembling the brick field), Bahia Grass (medium green) and Applesauce Cake (light orange-brown) are applied to the plaster surfaces of the building as follows:

- Sequoia Grove appears on the plaster caps at the tops of parapets and site walls and around the bulk of the window and door plaster moldings. Sequoia Grove also is used in some of the vertical plaster pilasters, including two on the south elevation, one at the southwest (kitchen) corner and one on the north elevation. Sequoia Grove also is used for two of the spherical caps on the south elevation.
- Applesauce Cake is used as a field color on the plaster wall of the west and south elevations of the former restaurant kitchen/service core and is the field color of the freestanding site walls. Applesauce Cake is also used on some of the vertical plaster pilasters including at the southeast and northeast corners.
- Bahia Grass is the accent used the least on the building. It appears once on the south, twice on the east and twice on the north elevation of the building.

Neighborhood Input

The owner has solicited comment for the color modification. These written comments are reproduced in the attachments to the report. The owner has also reviewed the color modification with the Apache Boulevard Project Area Committee. This presentation, which took place on May 14, is summarized below.

- Presentation of color modification and addition of three spheres by the owner, K.C. Miller. K.C. said "I'm coming here to appeal to my neighbors."
- K.C. indicated how the colors proposed do not clash with the existing terra cotta brick color. The existing brick veneer on the building remains exposed.
- There was one objection to the addition of the spheres to the building facade. Two other committee members supported the addition of the spheres.
- Two committee members noted the large building setback from Apache reduces the prominence of the building, no matter what the paint colors.
- Overall, the tone of the committee is favorable to the color modification as proposed. One committee member described the color modification as "cheerful."
- K.C. circulated a brief questionnaire for committee members to fill out.

Background

The Design Review history reveals the building has undergone several makeovers in its thirty plus years of existence. The makeovers encompassed the various restaurant and bar users, from Sirloin Stockade through Land Shark's Billiards. The original appearance of the building resembled a ranch house: a long, low gable roof form with a north-south ridge, deep overhangs and a wide fascia. The exterior walls were faced with modular brick except for exterior plaster at the storage functions in back of kitchen on the west of the building. The history indicates subsequent restaurant and bar users continually tinkered with the color and surfaces of the building, including proposals for concealment of the brick. During the Peppino's Pizza era the roof was concealed behind parapets (the north-south ridge still exists), the brick was exposed and extended upward and framed with plaster corners and coping, and the plaster bridge and skyscraper forms were applied. This makeover, which also included extensive site and landscape improvements, is roughly where the building is at present.

Project Analysis

The project is located on the north of Apache Boulevard between Rural Road and Terrace Road in an area that is being transformed by the light rail transportation system and the development advantages offered by the Transportation Overlay District. The light rail line is under construction in the center median of Terrace Road to the northeast of this property. The triangular property immediately east of this property is currently vacant. A neighborhood convenience store (formerly Circle K) that faces Terrace is to the north of the site. The subject site and the convenience store share an internal drive access. The Southwest Institute of Healing Arts (part of the school that includes this building) occupies the site immediately to the west. This building formerly was the Tempe Bowl.

Notably, the New School for the Arts is in the vicinity, directly east of Southwest Institute of Natural Aesthetics on the east side of the Terrace and Apache intersection. With student art including a street view collage mounted prominently on their building, New School of the Arts provides a neighborhood atmosphere that this proposal in a similar way emulates.

The surface on which the colors are to be applied is already unusual. The south, east and north elevations of the building, reflecting the vision of the Peppino's Pizza ownership, are decorated with formed plaster pilasters that represent the New York skyline, including the Brooklyn Bridge, the Empire State Building, and (sadly) the World Trade Center. In its subsequent history (Donny Brasco's Bar) these forms were approved for neon outline lighting. Today, the formed plaster box outs, the plaster wall surfaces of the original kitchen and storage uses on the west of the building, as well as the window trim, corner molding and the coping (parapet cap) on the elevations are a light sand primer color.

The owner seeks a multi-tone, yet muted expression where the accent colors are confined to the plaster surfaces. Whereas before, very bright colors were set in a mosaic, seemingly random, pattern on the plaster surfaces, in the current proposal the colors largely follow the edges of the plaster shapes. This design shift, along with the color changes, allows for a comfortable but nonetheless a vibrant expression.

Staff has reached an understanding with the owner on several related development items on this site, including as follows:

- Staff has conditioned that the existing wrought iron fence and the east face of the east perimeter site wall are in a design sense a background to the building and shall remain neutral in their coloring.
- The owner is now utilizing the existing refuse enclosure; the refuse container is no longer in parking spaces north of the building
- The owner met with sign permit staff regarding the building mount signs and is now presenting building signage that can be permitted. The allowable sign area (excluding the monument sign) for this building is 163.75 s.f. The allowable sign area is calculated in accordance with ZDC Sec. 4-902 (G) and the Business Frontage Definition ZDC Sec. 7-103 as follows: multiply 1 foot by the combined foot length of the south elevation (facing the arterial street) and the east elevation (containing the business entrance). This area is effectively building mount sign area, since awning signs are not proposed and freeway, service station and marquee signs are not allowed with this use. The allowable monument sign area (24 s.f.) is separate and in addition to the allowable building sign area, in accordance with ZDC Sec.4-903 (I). The owner is proposing an approximate building mount sign area of 121 s.f. The owner has reduced each proposed building sign image to an area that does not exceed 80 percent of its vertical or horizontal background dimensions, in accordance with ZDC Sec. 4-903 (d) (2).
- The owner has clarified that the spheres proposed for application to the building are hollow plaster, not solid concrete as previously indicated. Staff has conditioned the spheres but has removed objection to their presence on the building.

Conclusion

Staff recommends approval, subject to the following conditions of approval.

REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use for this site.
2. The owner has listened to March 27 critique of the original proposal from the Commission and has responded with a proposal that, while still colorful, is muted.
3. Also in response to March 27 Commission comment, the owner has included the building mounted sign concept in the presentation. Since the April 24 Hearing, the owner has reviewed the sign ordinance with sign permit staff and has modified the presentation to include signs that are able to be permitted.
4. The owner has listened to the April 24 critique of the revised proposal and has refined this proposal. The owner has also sought public and business input for the proposal. The owner has received favorable response to the color palette and will personally represent this case

DPR 07036

CONDITIONS OF APPROVAL

General

1. Complete the color modification by **May 22, 2008** or Development Plan Review approval will expire.
2. Specific requirements of the **Zoning and Development Code** are not listed as a condition of approval, but will apply to any application. To avoid unnecessary review time, and reduce the potential for multiple plan check submittals, it is necessary that the owner be familiar with the Zoning and Development Code (ZDC), which can be accessed through www.tempe.gov/zoning, or purchased at Development Services.

Site Plan

3. Access control across the driveway that connects this site to the Convenience Store to the north is not necessary. If it is proposed, do the following: Add a manual access control gate as a separate planning entitlement process. This gate may be normally locked but must be open on refuse collection days. Provide a Knox padlock on the gate that allows the gate to be opened by the Fire Department in an emergency. Plan and detail of the gate and emergency ingress requirement are subject to approval, respectively by Planning Division and Fire Department staff.
4. Provide four bike parking spaces for the institute on the concrete pad immediately south of the landscape island near the southeast corner of the building. Each bike parking space is 2 ft. by 6 ft. Install bike hitching posts in conformance with standard detail T-578 (this detail may be accessed through www.tempe.gov/engineering). One hitching post may suffice for two bikes if the post is centered between two spaces.
5. Place the existing backflow prevention equipment assemblies at the southwest site corner in a pre-manufactured, pre-finished, lockable cages (one assembly per cage).
6. Paint existing site utility equipment boxes including transformer at northwest corner of building Behr 200F-6 Sequoia Grove. Verify color has approval of utility provider prior to paint. Do not paint over instructional or warning decals on the equipment boxes.

Building Elevations

7. Obtain a building permit for the hollow plaster spheres prior to mounting these objects on the building.
8. Paint the plaster corner at the northeast building corner Behr 260F-5 Applesauce Cake on both north and east surfaces; do not change paint color at the corner as indicated.
9. Paint the existing, exposed fire riser at the west elevation near the southwest corner of the building Behr 200F-6 Sequoia Grove.

10. Paint backsides of roof parapets, including those that are exposed as well as those that are completely concealed, Behr 260F-6 Applesauce Cake, matching the color proposed for the site walls.
11. At existing steel fence, treat for rust where occurs and repaint all surfaces white, matching the existing fence color.
12. Typically paint both sides and top of site screen walls and monument sign base with cap and field color as indicated, including the sides facing west to the Southwest Institute and south to Apache Boulevard except as follows:
 - a. East of the site, paint the side of the screen wall facing east into the adjacent property a flat white.
 - b. At the existing refuse enclosure, paint the three wall surfaces of the interior of the enclosure a flat white that will help silhouette intruders.
 - c. Do not paint any off-site walls.
13. Conceal exposed electrical conduit that has recently been applied on the brick and plaster surfaces on the west side of the building. Obtain an electrical permit for the conduit change prior to executing any electrical work and repair plaster and brick surfaces as part of this operation.
14. Provide colors with a light reflectance value of 75 percent or less. Colors exhibited on the sample board are approved by planning staff. Submit any additions or modifications for review during building plan check process. During the repaint, planning inspection staff will verify colors on site.
15. Where modifications to security lighting or address signs are proposed, submit for building plan check and planning plan check for permit prior to commencing this work.

Landscape

16. Correct the violation to condition 4 of the Use Permit for Southwest Institute of Healing Arts (BA050135) as follows. Replace missing trees on site and in frontage with specimens that are minimum 24" box at installation, at a minimum including street trees on Apache Boulevard and in parking lot landscape islands. One tree is required per car length of island. One tree is required per thirty running ft. of street frontage (these may be clustered and are not required to be 30 ft. on center). On Apache Boulevard and in the landscape islands, provide thornless 'Desert Museum' Palo Verde in keeping with Apache street tree policy and the existing Palo Brea on site. Additionally, provide a minimum five plant groundcovers in each parking lot landscape island. Select plant groundcovers from "2 ft. Plant List" in conformance with ZDC Appendix "B". The list is also available at the Development Services Department counter. Repair and extend existing irrigation system as required so all existing landscape on site and in frontage is served.
17. Separately process a Development Plan for a site landscape design, including potted annual flowers around the building, similar to as proposed by the applicant. Optionally, include the driveway gate in the site landscape design, as described in condition 3. Incorporate the trees of condition 16 and generally preserve the existing, surviving landscape to the greatest extent possible. Have a registered landscape architect or an individual with a horticultural specialty prepare the submittal drawings.

Signage

18. Separately process a sign permit to apply the stylized letters "SWINA" and the stylized "I" that appears twice (mirror image) on the south elevation. Conform sign illumination (if any) and the sign itself to ZDC Part 4 chapters 8 (Lighting) and 9 (Signs).

HISTORY & FACTS:

- 1975 Design Review Board (DR-75.48) approved the building and landscaping for Sirloin Stockade located at 1112 E. Apache Blvd. in the C-2, General Commercial district.
- October 13, 1975 Board of Adjustment approved a Use Permit for Sirloin Stockade to permit a mobile home to be used as a caretaker's residence at 1112 E. Apache Blvd. during the construction of the building.
- October 19, 1977 Design Review Board denied the request of Fred Gang's Sirloin Stockade to repaint the entire building to "Navajo White" (off white, with an orange accent stripe along the roof line) at 1112 E. Apache Boulevard. in the C-2 General Commercial district.
Note: the proposal included paint application on the existing brick.
- February 21, 1979 Design Review Board approved the modifications to building and sign for Fred Gang's Sirloin Stockade located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- March 18, 1981 Design Review Board (DR-79.13) approved the building elevations, site and landscape plans and signage for Butterfield's Restaurant at 1112 E. Apache Blvd. in the C-2, General Commercial district.
Note: Condition 11 reads as follows: "That all existing brick presently on this building, not be painted and/or covered with wood siding. Details to be approved by staff prior to issuance of building permits."
Note: Condition 12 reads as follows: "That a red brick base be incorporated into freestanding signs, bricks to match as closely as possible the existing brick used on buildings, and shall not exceed a height of 4'."
- June 24, 1981 Board of Adjustment approved two variances for Butterfield's Restaurant to increase the area of a freestanding sign from 24 s.f. to 71.5 s.f. and increase the height from 8' to 12' for a period of 6 months.
- May 26, 1982 Board of Adjustment approved a variance to allow advertising copy on a freestanding sign for Butterfield's Restaurant.
- August 4, 1982 Design Review Board approved the elevation modifications for Butterfield's Restaurant located at 1112 E. Apache Blvd. in the C-2, General Commercial district.
- August 18, 1985 Design Review Board continued request for elevation modifications for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- September 4, 1985 Design Review Board continued the request for a color change to the building elevations for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- October 2, 1985 Design Review Board approved the elevation modification for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note: the proposal included covering the brick. The following condition was applied:
1 That the paint theme be as follows:
a. Primary building color - Gray;
b. Fascia and window trim – Woodlawn Green
c. Wood panel – Maya Pink

- May 4, 1988 Design Review Board approved the request for signage by King's Fine Chinese Food located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- March 3, 1998 Hearing Officer approved the request for the following by Peppino's Pizza
- a. Use Permit to allow a pizza restaurant;
 - b. Use Permit to allow outdoor dining in conjunction with the restaurant;
 - c. Variance to reduce the required off-street parking from 73 spaces to 59.
- March 18, 1998 Design Review Board approved the building elevations and continued the landscape plan for Peppino's Pizza located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- September 1, 1998 Hearing Officer approved variance request by Peppino's Pizza to reduce the required on-site parking from 59 to 58 spaces to accommodate an outdoor dining area.
- November 12, 1998 Design Review Board Staff approved request by Peppino's Pizza for a landscape plan. Note: this approval concluded the entitlement process begun on March 18, 1998.
- September 19, 2000 Hearing Officer approved the request by Donnie Brasco's Restaurant to open a restaurant on the site previously occupied by Peppino's Pizza. The site is located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- October 17, 2000 Hearing Officer approved the request by Donnie Brascos for the following:
- a. Use Permit to allow live entertainment, including a disc jockey and jazz band;
 - b. Use Permit to allow the use of an existing outdoor dining patio in conjunction with an existing restaurant.
- December 14, 2000 Design Review Board Staff approved the request for outline neon (indicated as Building Accent Lighting) on the plaster skyscraper and bridge forms for Donnie Brasco's located at 1112 E. Apache Boulevard in the C-2, General Commercial district. Note: the approval included the following condition to scale down the extent of neon:
1 Delete uppermost primary building outline neon to provide a "black" background for accented architectural design elements, details to be approved by staff. Note: the proposal was originally going to the Design Review Board on December 20, 2000, but the compromise condition 1 (above) allowed the case to be staff approved. The approval was signed by the Deputy Director of Development Services.
- June 12, 2001 Design Review Board Staff approved the request for building elevations, site and landscape modifications for Southwest Institute for the Healing Arts located at 1100 East Apache Boulevard in the C-2, General Commercial district. Note: this is the present use to the west of the subject site.
- August 21, 2001 Hearing Officer approved the request by Donnie Brasco's located at 1112 E. Apache Boulevard in the C-2, General Commercial district. Note, the approval included the following:
- a. Use Permit to allow conversion of an existing restaurant into a bar.
 - b. Variance to reduce required on-site parking from 109 spaces to 58 spaces (this variance is triggered by an intensification of this use from the previous use).
- December 17, 2002 Hearing Officer approved the Use Permit request by Landsharks Billiards and Sports Lounge located at 1112 E. Apache Boulevard in the C-2, General Commercial district.

Note: the approval included the following:

- a. Use Permit to allow a bar and restaurant.
- b. Use Permit to allow a billiard hall
- c. Variance to reduce required on-site parking from 71 spaces to 58 spaces (this reflects earlier variance for parking reduction).

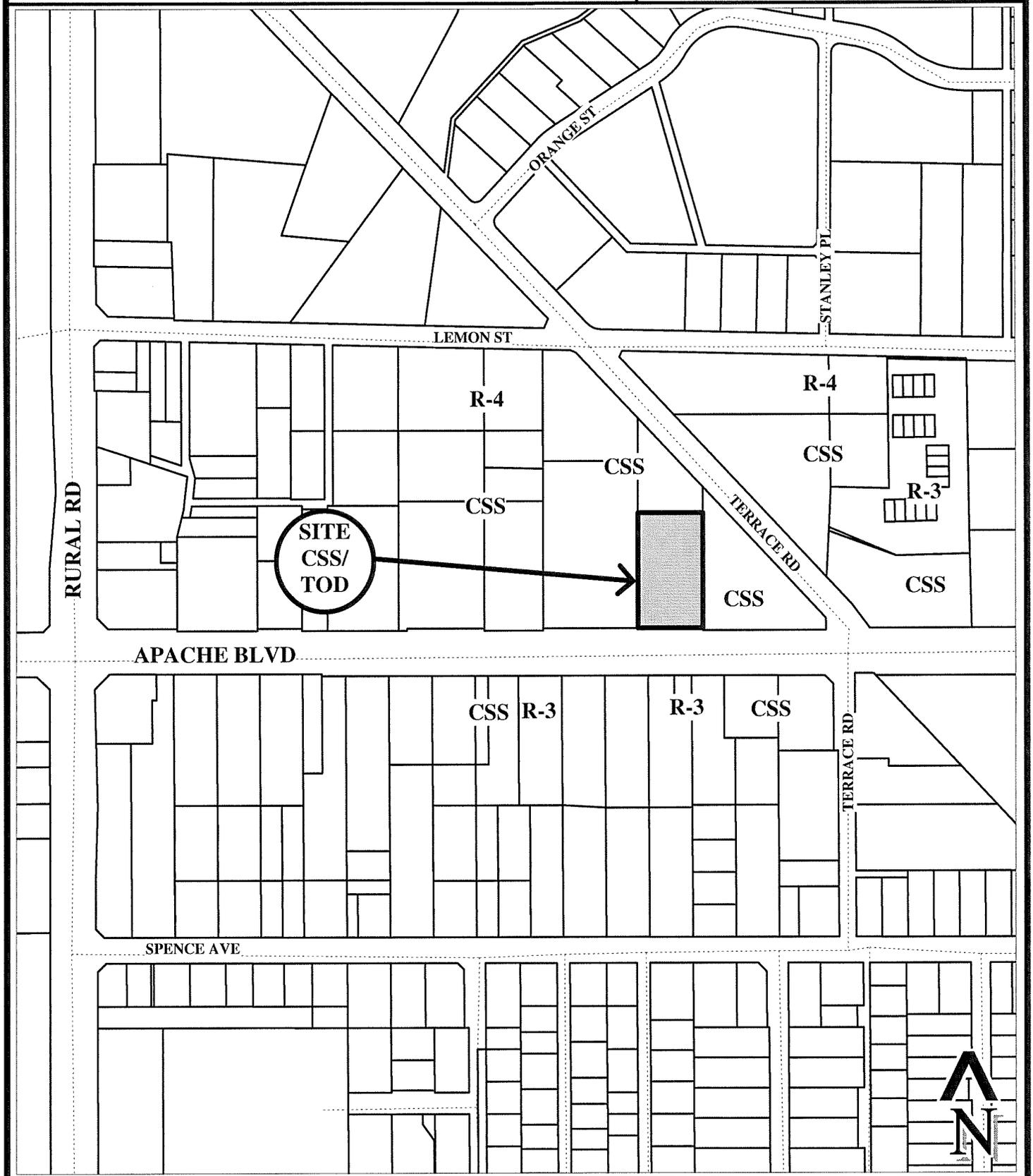
- August 5, 2003 Hearing Officer approved the Use Permit request by New School for the Arts – Middle School to allow a 7th and 8th grade charter school located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- September 22, 2005 Hearing Officer approved the request by the Southwest Institute of Healing Arts for a Use Permit to allow a vocational school (massage and natural aesthetics) located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note: the conditions of approval included the following, which was not fulfilled:
4. Replace dead and missing landscape material from parking lot islands by 12/20/05.
- March 27, 2007 Development Review Commission continued the request for Southwest Institute of Natural Aesthetics building elevations color modification located at 1112 East Apache Boulevard in the CSS, Commercial Shopping and Service District and the Transportation Overlay (Corridor) District.
- April 24, 2007 Development Review Commission continued the request for Southwest Institute of Natural Aesthetics building elevations color modification (alternate color scheme) located at 1112 East Apache Boulevard in the CSS, Commercial Shopping and Service District and the Transportation Overlay (Corridor) District.
- May 14, 2007 The owner presented a refined version of the alternate color scheme for Southwest Institute of Natural Aesthetics to a regular meeting of the Apache Boulevard Project Area Committee at the Escalante Center.

ZONING AND DEVELOPMENT CODE REFERENCE:

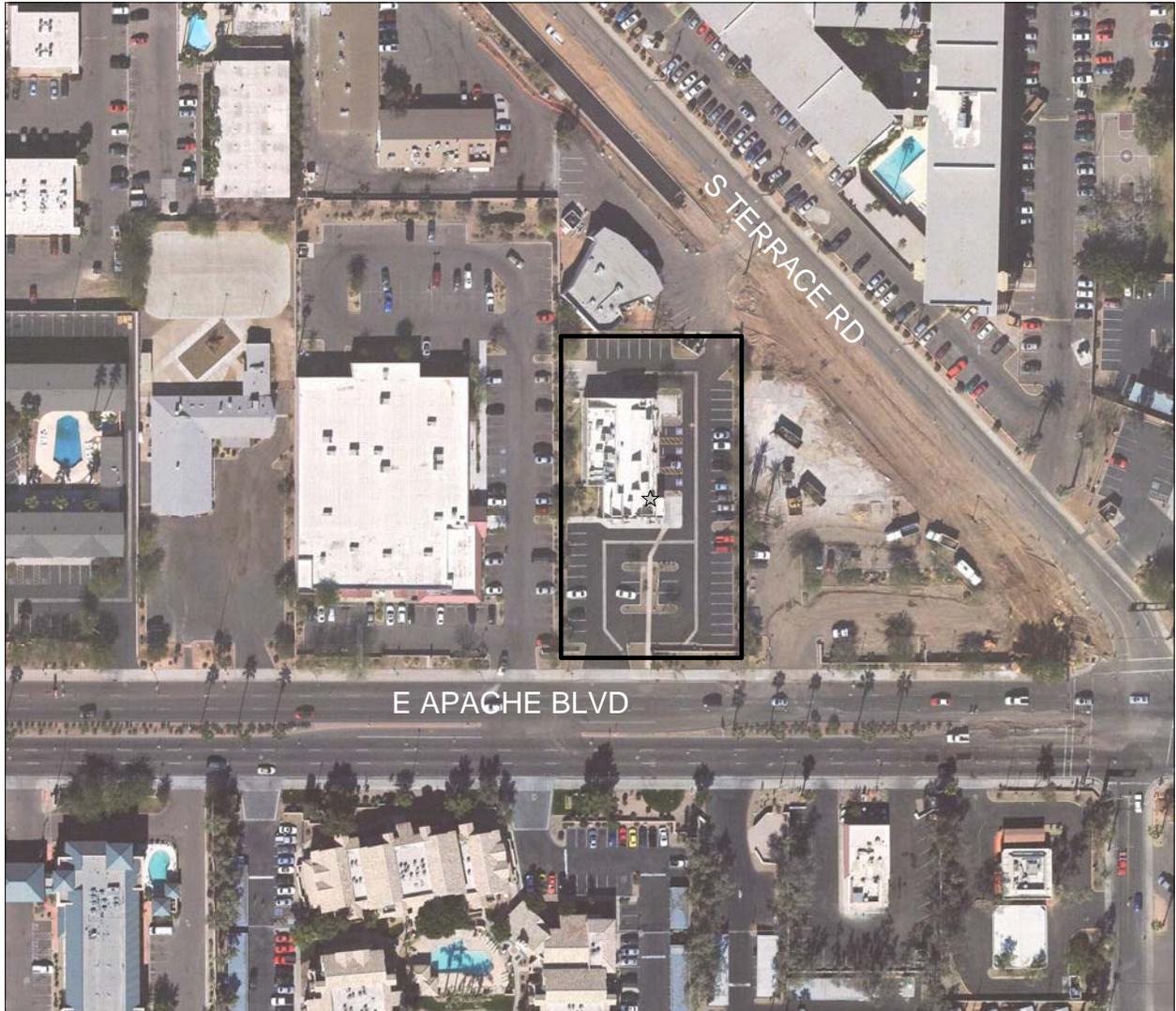
Section 6-306, Development Plan Review

SOUTHWEST INSTITUTE OF NATURAL AESTHETICS

PL070085



Location Map



SOUTHWEST INSTITUTE OF NATURAL AESTHETICS (PL070085)



Swina
Southwest Institute of Natural Aesthetics

March 15, 2007

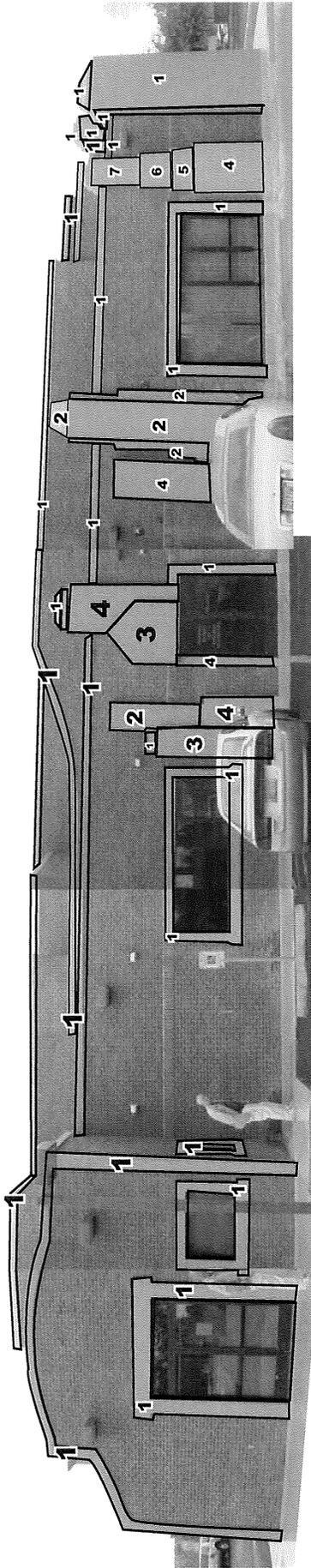
Kevin O'Melia, R.A., R.L.A
City of Tempe – Development Services Department
31 East Fifth Street
Tempe, AZ 85281

Dear Mr. O'Melia,
Southwest Institute of Natural Aesthetics, located at 1112 E Apache Blvd, is seeking approval to upgrade the building by painting with vivid colors in a mosaic style in an effort to bring an abstract depth to the facility. We feel as though the design that has been chosen will draw positive attention to the site. Currently with the increased amount of construction occurring due to the light rail, that it is important to create a look that is both eye catching and creative while keeping the natural look of the brick. The Southwest Institute of Natural Aesthetics is an organization committed to beautification. Pride is taken in providing students with an education utilizing skin care products that are holistic in nature. The colors chosen to paint the facility will reflect the creativity that is encouraged with in our curriculum. It is our request that we be granted approval to further beautify the location.

Respectfully,

KC Miller
Southwest Institute of Natural Aesthetics

1112 E. Apache Blvd ♦ Tempe, AZ 85281 ♦ 480-393-1415 ♦ Fax 480-517-5082



East Elevation

Southwest Institute of Natural Aesthetics

1112 E. Apache Blvd. • Tempe AZ

200F-6 Sequoia Grove

1

430F-5 Bahia Grass

3

340F-6 Mojave Gold

5

340F-4 Expedition Khaki

7

260F-5 Applesauce Cake

2

340F-7 Woven Basket

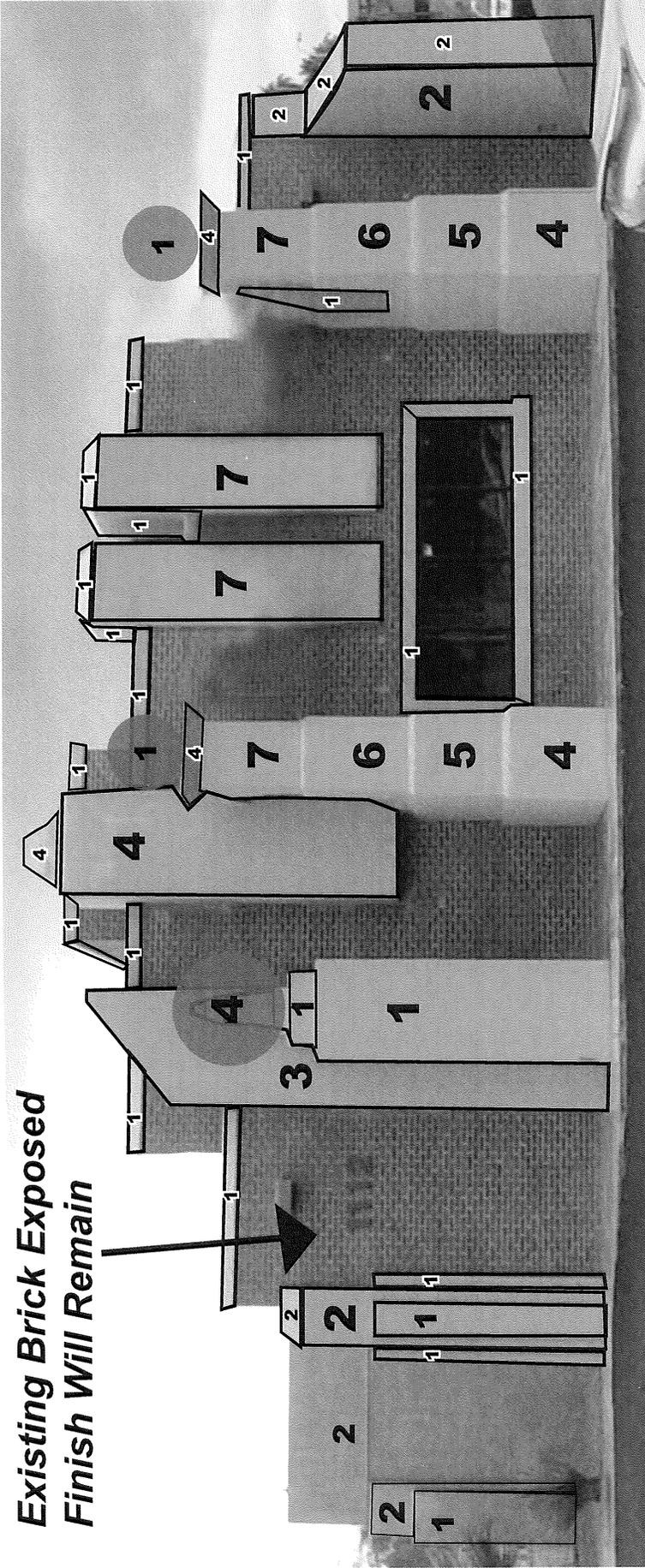
4

340F-5 Beachwalk

6

Brand name
BEHR Premium Plus paints

**Existing Brick Exposed
Finish Will Remain**



South Elevation

Southwest Institute of Natural Aesthetics

1112 E. Apache Blvd. • Tempe AZ

200F-6 Sequoia Grove

1

260F-5 Applesauce Cake

2

430F-5 Bahia Grass

3

340F-7 Woven Basket

4

340F-6 Mojave Gold

5

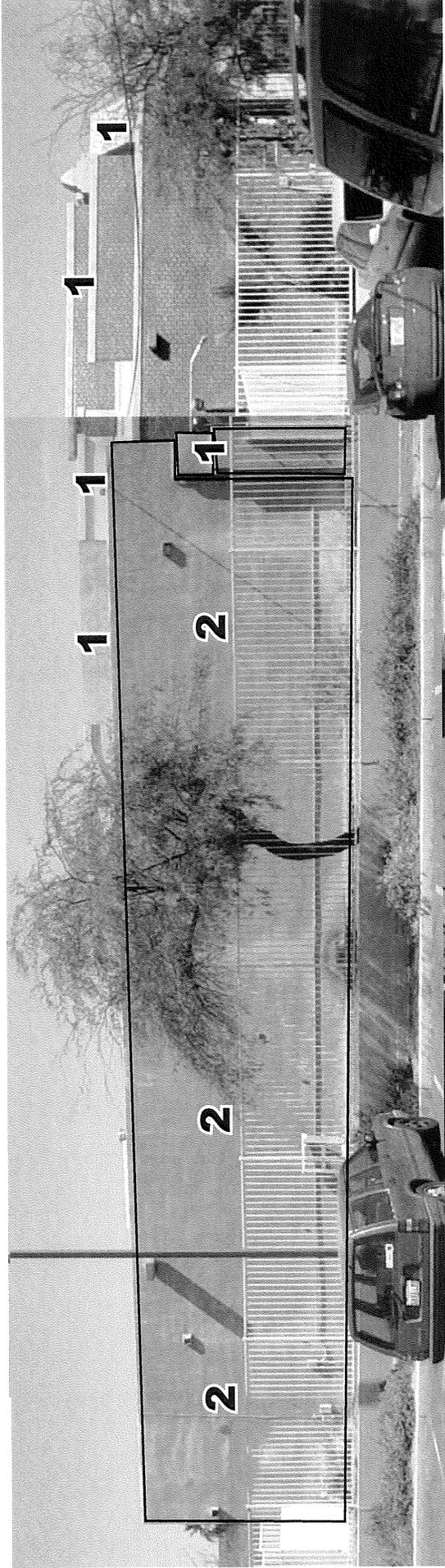
340F-5 Beachwalk

6

340F-4 Expedition Khaki

7

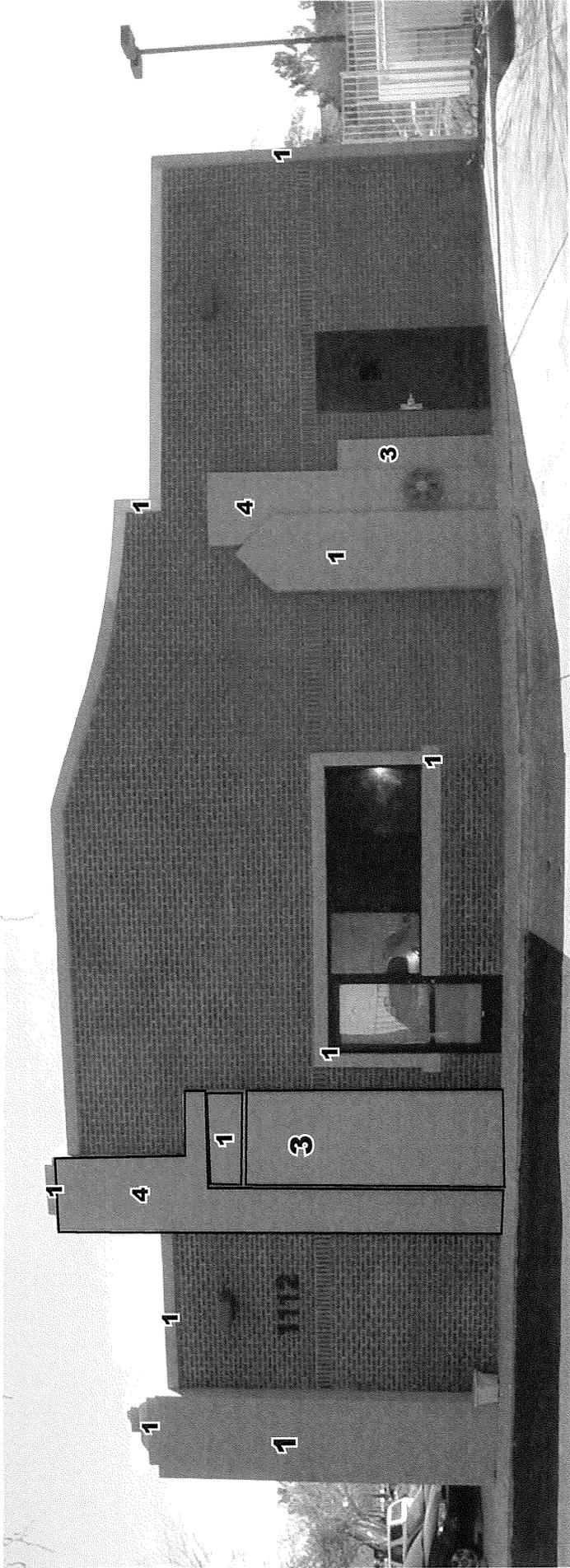
**Brand name
BEHR Premium Plus paints**



West Elevation



**Wall around
1112 E. Apache Blvd**



G

North Elevation

Southwest Institute of Natural Aesthetics

1112 E. Apache Blvd. • Tempe AZ

200F-6 Sequoia Grove

1

430F-5 Bahia Grass

3

340F-6 Mojave Gold

5

340F-4 Expedition Khaki

7

260F-5 Applesauce Cake

2

340F-7 Woven Basket

4

340F-5 Beachwalk

6

Brand name
BEHR Premium Plus paints



From: Jon Cline [jon@rsiaz.edu]
Sent: Tuesday, May 08, 2007 10:03 AM
To: O'Melia, Kevin
Subject: Southwest Institute of Natural Aesthetics

I am a resident of Tempe. I live at 1606 E. Calle de Caballos. I have been at that location for the past 22 years. My wife and I also own a business in Phoenix, just west of the Tempe/Phoenix border, and we are both graduates of ASU. At our age, that should indicate that we have a long history with, and appreciation for, the City of Tempe.

I have reviewed the design and color scheme that has been proposed for the building at 1112 E. Apache. As you know this building is intended to house the specialized program known as Southwest Institute of Natural Aesthetics, and is associated with, and adjacent to, the Southwest Institute of Healing Arts. I find nothing offensive about the color choices proposed for that building.

As I understand it, my opinion is in conflict with the Design Review Board. As I understand it, this body has stated that this project cannot continue as proposed because the colors do not "appeal" to them. While I have no doubt that this body of concerned volunteers have the best interest of the city at heart, I must ask what is significantly different between the color choices in question here and with Oregano's Pizza. In fact, I see many similarities. I think the color scheme is reflective of the "look and feel" I would expect to find in an upscale college town near the college campus. In fact, I when I consider the proposal I am reminded of the Boston area around BC, BU and Harvard, or in Spokane around Gonzaga University.

Finally, as the proposal is for an education institution intended to appeal to an artistic customer, a moderate degree of flamboyance as depicted should be expected. Thus, I recommend that the Design Review Board's opinion be accepted as just that, a subjective opinion, and allow the Southwest Institute of Natural Aesthetics to apply the colors they have proposed.

Sincerely,

Jon R. Cline
1606 East Calle de Caballos
Tempe, AZ 85284

480/345-1466
jon@rsiaz.edu

MAY - 8 2007

From: MEspersen@aol.com
Sent: Tuesday, May 08, 2007 1:58 AM
To: O'Melia, Kevin
Cc: kc@swiha.net
Subject: SWINA Bldg. 1112 E Apache Blvd.

As a long time Tempe resident (39 years) I was concerned when I heard that the Design Review Committee turned down K C Miller's paint color choices for her building at 1112 E Apache Blvd. on the grounds that it did not appeal to them.

Tempe has a 2 story building on east University that sits right on the street, in loud colors that don't seem to blend with the neighborhood in design or color. In contrast Mrs. Millers 1 story building sits on the back of the lot, with trees between it and the street, the colors are muted and only on parts of the building.... the rest would be the existing brick color. As the building stands now you can barely notice it from the street. The color palette she is requesting would enhance her building's visibility but wouldn't conflict with the neighborhood and existing businesses. The placement of the building on the lot and the trees between it and the street still keep it in the background.

I don't find the colors objectionable or feel they would be detrimental to the neighborhood. I feel it would add richness and depth to the building.

Thank you for considering my opinion as a resident and property owner who has seen many changes in Tempe and drives down Apache often; even with the construction.

Sincerely,

*Marilyn Espersen
1223 S Ash Avenue
Tempe, AZ 85281*

MAY - 8 2007

See what's free at AOL.com.

From: Arizona Private School Association [APSA@Eschelon.com]
Sent: Friday, May 04, 2007 4:20 PM
To: O'Melia, Kevin
Cc: Southwest Institute of Healing Arts
Subject: RE: Color scheme for SWINA
Importance: High

The Arizona Private School Association has been the recognized voice for Private Postsecondary Education in our state for forty years. As the Executive Director of APSA, I represent over 300,000 adult students that attend private colleges and technical schools.

I am writing you to express my endorsement for the color choices that KC Miller founder of Southwest Institute of Healing Arts and owner of the adjacent building located at 1112 E. Apache Blvd.

KC Miller has served on the Board of Directors of APSA for many years. She is a great innovator in education. The color choices reflect the teaching and the healing that goes on inside. I respectfully invite you to visit the campus. I promise, you will be impressed with the excellent education that KC's students receive.

Very truly yours,

Fred Lockhart
Executive Director
Arizona Private School Association
602.254.5199
www.arizonapsa.org
We Put Arizona To Work!

MAY - 4 2007

From: Sandy Jones [sandy@soulmotivations.com]
Sent: Monday, May 07, 2007 9:23 PM
To: O'Melia, Kevin
Subject: Appeal in regards to the paint color choices of the Southwest Institute of Healing Arts (SWINA)

As a resident of Tempe I have looked at the design that KC Miller, Founder of Southwest Institute of Healing Arts and owner of the adjacent building that houses the specialized program known as Southwest Institute of Natural Aesthetic and I am not offended by her color choices. I believe that the newly painted scheme will be a rich edition to this pathway that many travelers will view and it will add great eye appeal to all motorists as well as those traveling on the light rail in the future.

I appreciate your consideration in approving her color choices.

Blessings,

Sandy -

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w: www.soulmotivations.com
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480-491-2464
sandy@emerginghealers.com
www.emerginghealers.com

MAY - 8 2007

"Know yourself in the One Light where the miracle that is you is perfectly clear." A Course in Miracles

From: retablos [retablos@cox.net]
Sent: Monday, May 07, 2007 10:42 PM
To: O'Melia, Kevin
Subject: Design for new SWIHA Bldg.

I have looked at the design that KC Miller, Founder of the Southwest Institute of Healing Arts has submitted for her Southwest Institute of Natural Aesthetics. I personally find that the design and colors convey the vibrancy, dynamism, and creativity that the Southwest Institute of Healing Arts represents in our community. I strongly and unequivocally urge you to consider approval of this design that bespeaks the boldness and insightfulness of an innovative leader in our state and for her organization that has merited respect and admiration locally, nationally, and internationally.

Respectfully,

Rev. Fr. Jorge Eagar

Spiritual Director

The Shrine of Holy Wisdom

Tempe, AZ.

MAY - 8 2007

From: Tana Siebold [sieboldt@hotmail.com]
Sent: Tuesday, May 08, 2007 9:18 AM
To: O'Melia, Kevin
Subject: Southwest Institute of Healing Arts color choices

As a resident of Tempe I have personally looked at the design that KC Miller, Founder of the Southwest Institute of Healing Arts and owner of the adjacent building that houses the specialized program known as the Southwest Institute of Natural Aesthetics and I am absolutely **NOT** offended by her color choices. In fact, as truth be told, I find them to be very pleasing to the eye. I feel that she should be given the freedom of her personal expression by choosing her own paint colors for her business. Thank you for your time.

Sincerely,

Tana Siebold, B.A., LMT

sieboldt@hotmail.com

PC Magazine's 2007 editors' choice for best Web mail—award-winning Windows Live Hotmail.

MAY - 8 2007

From: Jeff.Gearhart@remingtoncollege.edu
Sent: Tuesday, May 08, 2007 9:48 AM
To: O'Melia, Kevin
Subject: Southwest Institute of Healing Arts

As a business located in Tempe I have looked at the design that KC Miller, Founder of Southwest Institute of Healing Arts and owner of the adjacent building that houses the specialized program known as Southwest Institute of Natural Aesthetic and I am not offended by her color choices. And to take this one step further the color choices made by the Southwest Institute of Natural Aesthetic clearly conforms to the geographic region of the Great Southwest. Should you have questions surrounding this subject or require additional information do not hesitate to contact me directly.

Regards

*J. Gearhart
Campus President
Remington College Tempe Campus
875 W. Elliot Road, Suite 126
Tempe, Arizona 85284
(480) 834-1000 ext. (212)*

MAY - 8 2007

From: Baxter Bill-rtph40 [Bill.Baxter@freescale.com]
Sent: Tuesday, May 08, 2007 11:08 AM
To: O'Melia, Kevin
Cc: Baxter Bill-rtph40
Subject: Southwest Institute of Natural Aesthetics

As a resident of Tempe for 3 decades, I have a long-term interest in the appearance and visual appeal of the community. I have looked at the design that KC Miller, Founder of Southwest Institute of Healing Arts and owner of the adjacent building that houses the specialized program known as Southwest Institute of Natural Aesthetic and I am not offended by her color choices. I'm quite surprised that the proposal has not been accepted, since it is certainly not out of character for the type of establishment nor other structures in the city.

Sincerely,

Bill Baxter

1836 E El Freda Rd, Tempe Az 85284

480 897 2143

The information contained in this email is classified as:

- General Business Information
- Freescale Internal Use Only
- Freescale Confidential Proprietary

MAY - 8 2007

MICHAEL R. ROONEY

2011 E. LaVieve Lane, Tempe, AZ 85284 (480) 425-2604 Cell (602) 376-2810

May 8, 2007

Kevin_Omelia@tempe.gov

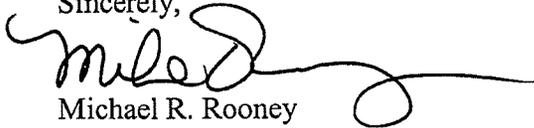
Mr. Omelia,

I have known KC Miller, founder of Southwest Institute of Healing Arts for more years than I can remember. During that period of time. She has made a significant contribution to the City of Tempe's redevelopment efforts.

Recently I learned that the Planning Department is concerned about the color that she wishes to paint her building located right next to the Southwest Institute of Healing Arts main campus. I have reviewed the design and color of the building in question and candidly, I like the color and support it, and I like the design.

It seems to me that design, art, and colors, are somewhat subjective in nature. I believe that this particular color and design should be approved.

Sincerely,



Michael R. Rooney

MRR/leg

MAY - 8 2007

From: Kaye Coleman [kayecoleman11@hotmail.com]
Sent: Thursday, May 10, 2007 12:21 PM
To: O'Melia, Kevin
Subject: Tempe Building proposal

As a resident of Tempe I have looked at the design that KC Miller, Founder of Southwest Institute of Healing Arts and owner of the adjacent building that houses the specialized program known as Southwest Institute of Natural Aesthetic and I am not offended by her color choices. I believe that adding color to the landscape of Tempe is beneficial. I think that this should be approved and celebrated!

Thank you for your time.

Sincerely,

Kaye Coleman - Tempe Resident

[Like the way Microsoft Office Outlook works? You'll love Windows Live Hotmail.](#)

MAY 10 2007

From: Chuck Wilson at 053 [CWilson@itt-tech.edu]
Sent: Tuesday, May 15, 2007 11:33 AM
To: O'Melia, Kevin
Subject: SWINA Design Review

Dear Mr. Omelia and members of the Design Review Board,

It has come to my attention that the Board is balking at approval for the color scheme and design submitted by Ms. KC Miller for the Southwest Institute of Natural Aesthetics at 1100 E. Apache Blvd. I find this somewhat baffling.

I am the Director of ITT Technical Institute. During 2002-3 when we planned to relocate from Phoenix to a newly constructed building in Tempe, the Board initially found our plans to be too bland or institutional, lacking in color or character. Revised designs with more color and innovative architectural features were approved by the Board.

I have reviewed the design plan submitted by KC. This plan appears to me to be very appealing and appropriate for the area and the type of business. The Board's hesitation surprises me, especially in view of my previous experience.

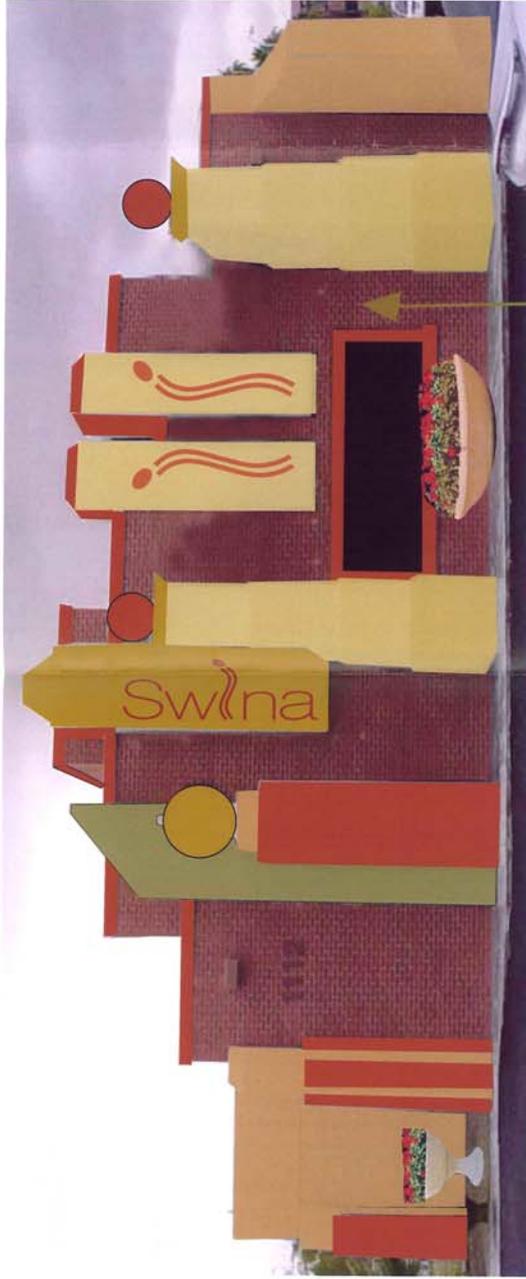
As a fellow member of the Board of Directors of Arizona Private School Association, I have known KC for many years. I have toured the SWINA campus and have frequently visited the adjacent campus at Southwest Institute of Healing Arts. I know KC to be a very competent and savvy business manager and I am confident she has put a great deal of planning and thought into the submitted design, not only in terms of the facility itself but also with regard to complementing the area.

I ask the Board to consider all factors and approve KC's design as submitted.

Thank you for your consideration.

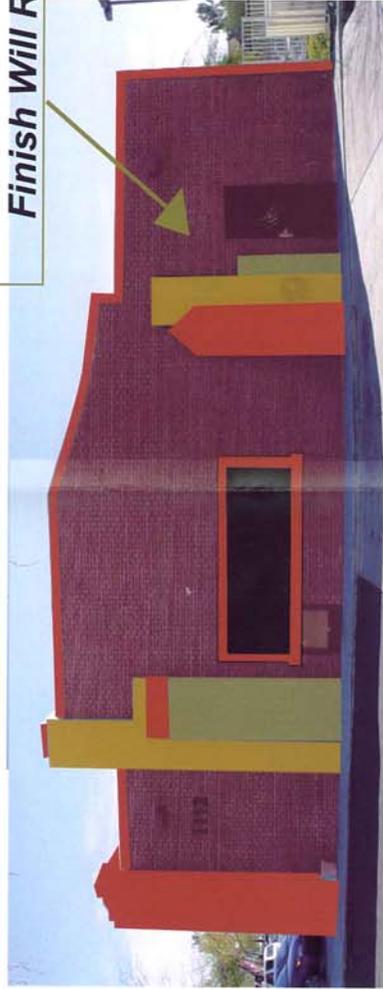
*Chuck Wilson
Director
ITT Technical Institute
Tempe, AZ 85282
602.437.7500
cwilson@itt-tech.edu*

MAY 15 2007



South Elevation

**Existing Brick Exposed
Finish Will Remain**



North Elevation



East Elevation

Existing Brick Exposed
Finish Will Remain



Wall around • 1112 E. Apache Blvd



West Elevation