

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 09/09/2014
Agenda Item: 2**

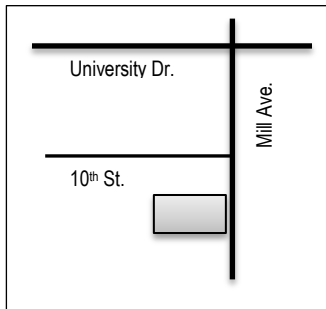
ACTION: Request for a Development Plan Review consisting of new paint colors for HILLEL JEWISH STUDENT CENTER, located at 1012 South Mill Avenue. The applicant is Jennifer Jalowiec, Hillel Jewish Student Center.

FISCAL IMPACT: There is no fiscal impact on City funds.

RECOMMENDATION: Staff – Approval, subject to conditions

BACKGROUND INFORMATION: HILLEL JEWISH STUDENT CENTER (PL140241) is an existing two-story building located on the west side of Mill Avenue, south of 10th Street. The applicant is requesting approval to repaint portions of the building and screen wall along Mill Avenue. The request includes the following:

DPR14146 Development Plan Review including building elevations.



Property Owner/Applicant	Jennifer Jalowiec, Hillel Jewish Student Center
Current Zoning District	CC (City Center)
Net site area	9,497 s.f.
Total Building area	3,678 s.f.
Lot Coverage	19% (100% maximum allowed)
Building Height	Two-story (50 ft. maximum allowed)
Building Setbacks	10' front, 0' north side, 8' south side, 95' rear (0', 0', 0', 0' min.)
Landscape area	10% (10% min. required)
Vehicle Parking	19 spaces (19 min. required)

ATTACHMENTS: Development Project File

STAFF CONTACT(S): Karen Stovall, Senior Planner (480) 350-8432

Department Director: Dave Nakagawara, Community Development Director
 Legal review by: N/A
 Prepared by: Karen Stovall, Senior Planner

COMMENTS:

This site is located on the west side of Mill Avenue, one lot south of 10th Street and is within the CC zoning district. The existing two-story building was constructed in 1981 and houses religious and classroom uses for the Hillel Jewish Student Center. The property is at the border of the historic Maple-Ash Neighborhood. Typical colors of both residential and non-residential buildings in this area are neutral/earth tones that complement the brick and river rock used in many of the historic homes. Bright colors within the neighborhood are generally limited to accenting building elements.

The applicant approached City of Tempe staff to inquire about a permit for a new sign. At that meeting, the applicant provided photos of the east building elevation and screen wall, which showed that they had been painted the proposed blue and yellow colors. Staff advised them that a Development Plan Review application is required for the repaint: the applicant then submitted this application.

This request includes the following:

Development Plan Review approval for building elevations, including building and screen wall colors.

Staff has the authority to complete an administrative review or process the request through a public meeting with the Development Review Commission. Due to the bright color proposed for the screen wall along Mill Avenue, staff has determined that public review of this case is warranted.

PUBLIC INPUT

- Neighborhood meeting was not required.
- At the date of report completion, there were no public inquiries or comments regarding this request.

PROJECT ANALYSIS

DEVELOPMENT PLAN REVIEW

The building is constructed of split-face, integrally colored concrete masonry units that are tan in color. The east elevation contains a center vertical element with a smooth stucco finish. This element has been painted Lapis, a bright blue. The mesh screening for rooftop mechanical equipment and the stairs, railing, and doors on the west elevation are also painted Lapis. A 3'-4' high wall with a smooth stucco finish along Mill Avenue has been painted Corn Harvest, a bright yellow. The applicant is requesting to approve the blue and yellow colors as currently painted. The Letter of Explanation is provided as Attachments 3-8.

The applicant's letter expresses a desire to have "a recognizable visible appearance" in the community and explains that the two colors were chosen to incorporate the color scheme of the organization's new logo which includes blue, yellow, and gray. Discussion between the applicant and Tempe's sign staff included the possibility of both a new building-mounted sign and a sign mounted to the screen wall. View of the existing building-mounted sign is partially blocked by mature trees; a new sign mounted to the screen wall along Mill Avenue would be clearly visible to passers-by and could include the selected color scheme.

The yellow chosen for the screen wall does not integrate with the overall site, nor is it consistent with other screen walls in the area. The bright color contrasts with its surroundings and functions as an attention attracting device, similar to a sign. The wall was once painted to match the building color (see Attachment 15) but has been repainted several times since the original Design Review Board approval. Typically, perimeter screen walls match or compliment the primary building in color and material. See Attachments 18 and 19-20 for photos of walls in close proximity to this property. Instead of using yellow on the screen wall, the applicant could include yellow elsewhere on the building. Suggestions include incorporating yellow into the vertical stucco element or painting the ceiling of the illuminated entrance on the east elevation; this would incorporate the yellow color and create a visible accent to the entrance at night. Staff has added a condition that a revised color be provided that either matches or compliments the integral split-face CMU of the building.

Building Elevations

Section 6-306 D Approval criteria for Development Plan Review (*in italics*)

1. *Placement, form, and articulation of buildings and structures provide variety in the streetscape; n/a*
2. *Building design and orientation, together with landscape, combine to mitigate heat gain/retention while providing shade for energy conservation and human comfort; n/a*
3. *Materials are of a superior quality, providing detail appropriate with their location and function while complementing the surroundings; other than new paint, no physical modifications to the site or building are proposed. The blue vertical element on the east elevation appropriately functions as an accent to the primary building color. The yellow screen wall does not compliment the building or surroundings.*
4. *Buildings, structures, and landscape elements are appropriately scaled, relative to the site and surroundings; screen walls are typically viewed as landscape elements that should complement the primary building. Use of yellow on the screen wall draws attention away from the building and to the wall as independent site feature that is inconsistent with the rest of the site and the neighborhood.*
5. *Large building masses are sufficiently articulated so as to relieve monotony and create a sense of movement, resulting in a well-defined base and top, featuring an enhanced pedestrian experience at and near street level; n/a*
6. *Building facades provide architectural detail and interest overall with visibility at street level (in particular, special treatment of windows, entries and walkways with particular attention to proportionality, scale, materials, rhythm, etc.) while responding to varying climatic and contextual conditions; the existing building provides architectural detail and interest. If the applicant wishes to use yellow in the color palette, it would be more appropriately used as an accent on the building itself.*
7. *Plans take into account pleasant and convenient access to multi-modal transportation options and support the potential for transit patronage; n/a*
8. *Vehicular circulation is designed to minimize conflicts with pedestrian access and circulation, and with surrounding residential uses; n/a*
9. *Plans appropriately integrate Crime Prevention Through Environmental Design principles such as territoriality, natural surveillance, access control, activity support, and maintenance; n/a*
10. *Landscape accents and provides delineation from parking, buildings, driveways and pathways; n/a*
11. *Signs have design, scale, proportion, location and color compatible with the design, colors, orientation and materials of the building or site on which they are located; n/a*
12. *Lighting is compatible with the proposed building(s) and adjoining buildings and uses, and does not create negative effects. n/a*

Conclusion

Based on the information provided and the above analysis, staff recommends approval of the requested Development Plan Review, subject to conditions.

REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use for this site.
2. The project will meet the development standards required under the Zoning and Development Code.
3. The proposed project and conditions of approval meet the approval criteria for a Development Plan Review.

CONDITIONS OF APPROVAL:

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. THE DECISION-MAKING BODY MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

Building Elevations

1. The following building colors are approved as presented:
 Split-faced CMU – existing integral color brown, to remain
 Stucco tower on east elevation – Dunn Edwards – Lapis Evershield DE5846
 Rooftop mechanical screening, stair railing and doors on west elevation – Dunn Edwards – Lapis Evershield DE5846
2. The color proposed for the existing screen wall and fencing along Mill Avenue (Dunn Edwards – Corn Harvest Evershield DE5348) is not approved. Submit a color for review by staff that matches or compliments the split-faced CMU.
3. Provide paint colors with a light reflectance value of 75 percent or less. Submit any modifications for review by planning staff.
4. These paint color modifications must pass inspection prior to November 9, 2014. Contact Planning inspection staff (Shawn Daffara 480-858-2284) to schedule an inspection.

CODE/ORDINANCE REQUIREMENTS:

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

- Development plan approval shall be void if the development is not commenced or if an application for a building permit has not been submitted, whichever is applicable, within twelve (12) months after the approval is granted or within the time stipulated by the decision-making body. The period of approval is extended upon the time review limitations set forth for building permit applications, pursuant to Tempe Building Safety Administrative Code, Section 8-104.15. An expiration of the building permit application will result in expiration of the development plan.
- Specific requirements of the **Zoning and Development Code (ZDC)** 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, become familiar with the ZDC. Access the ZDC through www.tempe.gov/zoning or purchase from Community Development.
- **SIGNS:** Separate Development Plan Review process is required for signs in accordance with requirements of ZDC Part 4 Chapter 9 (Signs). Obtain sign permit for identification signs. Directional signs (if proposed) may not require a sign permit. Directional signs are subject to review by planning staff during plan check process.

HISTORY & FACTS:

- | | |
|-------------------|---|
| February 27, 1980 | Board of Adjustment approved a variance to reduce the required number of off-street parking spaces from 24 to 19 (A-80-2.16). |
| June 5, 1980 | Design Review Board approved the building elevations, site plan, and landscape plan for the Hillel Student Center (DR-80.80). |

June 24, 1981 Board of Adjustment approved the request to reconsider the following portion of condition #3 of approval "#3 Continuous 4' high CMU fence be provided along (north and) south property lines" for A-80-2.16.

October 29, 1981 Certificate of Occupancy granted for the building located at 1012 S. Mill Avenue.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-306, Development Plan Review



DEVELOPMENT PROJECT FILE
for
HILLEL JEWISH STUDENT CENTER
(PL140241)

ATTACHMENTS:

1. Location map
2. Aerial
- 3-8. Letter of explanation
9. Site plan
- 10-13. Applicant photos
14. Material sample board
15. Photo of building (prior to 2002)
- 16-17. Photos of screen wall
18. Photo context plan
- 19-20. Photos of other screen walls along Mill Avenue



Location Map

HILLEL JEWISH STUDENT CENTER

PL140241



AERIAL Map



July 7, 2014

To whom it may concern:

I am writing to request approval for new paint colors for the Hillel Jewish Student Center, located at 1012 S Mill Ave, Tempe, AZ. Hillel, a non-profit organization, is a cultural center for area Jewish college students and also educates the broader community about Jewish religion and culture. Hillel has been an important part of the Arizona State University community since the 1940s, and has been at its current location since 1982.

Over the past year, we have made a concerted effort to reflect on how we can better serve our community. We realized that many students and community members were unaware of our existence and those that did know of us had difficulty finding our location. We have done many things to rebrand and become more visible. Most relevant to this request include:

1. Logo design competition – We received submissions from 12 ASU students and new signage, currently in development, will feature the winning design.
2. Rebrand with revised color scheme – As part of our logo redesign, Hillel brightened up our color palette to appeal to the college-aged audience. We selected a rich blue, ASU gold, and gray for our logo, and letterhead. We hope to also use these colors on the outside of our building.

I respectfully request approval from the City of Tempe to accent our building appearance by adding our new blue and gold color scheme to the neutral stone of our building. We would like our retaining walls in the front of our building to be gold and a panel on the front of our building to be blue. These colors will help visitors and passersby identify us. We aim to serve more community members by having a recognizable visible appearance, similar to many local businesses such as Oregon's (523 W University Dr.), Cabana on Mill (5101 S Mill Ave.), and Rula Bula (401 S Mill Ave).

On a deeper level, Jewish life at ASU has struggled and subsequently many Jewish students have lost touch with their heritage and culture. Hillel is working closely with ASU administration to reinvigorate Jewish life on campus and strengthen partnerships across the university. We hope to instill more pride in ASU Jewish students by becoming a more prominently visible and valuable part of the community.

The colors selected hold deep significance for our organization. Blue connects us to our heritage as it has been a significant color in Judaism for as long as Judaism has existed. In the Hebrew Bible, blue is referenced as the color for a dye made from a sea creature and subsequently woven into everyday garments and now into current-day prayer shawls. ASU gold bridges past with present, connecting us to our university community and also paying homage to the gold stars Jews were forced to wear during World War II. Just as other communities have reclaimed derogatory terms or symbols, we would like to



use this gold to bring a positive association to a color long connected with a very traumatic time in our people's history.

The changes to our physical appearance are an essential part of a broader plan to enhance Jewish life on campus. The attached article, recently published in the Jewish News elaborates on accomplishments this past year and plans for the upcoming year. If you have any questions about our color selection or need additional information, I can be reached via email or phone.

Sincerely,

Debbie Yunker Kail
Executive Director
Hillel Jewish Student Center
Arizona State University
debbie.kail@asu.edu
(480) 967-7563



Additional reasoning from community and students:

1. Andrew Cohn, Hillel donor and local real estate developer, stressed the importance of creating a building that can instill pride in students and the broader community.
2. Ron Davidow, Hillel donor and retired architect, is one of many community members and students who could not find Hillel on his first visit. He arrived frustrated and was the impetus for us to take on this entire rebranding project so that we could update our image and make efforts to be more visible.
3. Daniel Nemet, ASU Class of 2014, says that one of the most important aspects of Hillel for him is that we are a community center open to students throughout the day. He loves that Hillel serves as a homebase for Jewish students, giving them a smaller community within the largesse of ASU.

New Logo – Announcing August 1, 2014



Hillel completes transition year

LEISAH WOLDOFF | Managing Editor | Posted: Wednesday, July 2, 2014 10:00 am

For the past year, Debbie Yunker Kail, executive director of Hillel at Arizona State University, has worked closely with Rabbi Barton Lee, Hillel's founding executive director, to prepare for the future of the student organization.

Lee – who officially retired June 30 after more than four decades at Hillel, including his most recent role as part-time rabbi since fall 2012 – became Hillel's rabbi emeritus as of July 1. Although he will not have any formal responsibilities, he will still maintain an office at Hillel, Kail said.

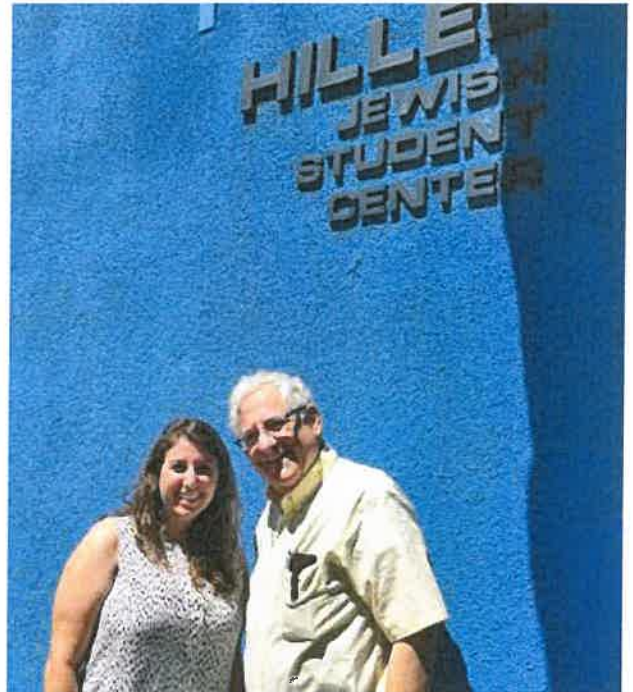
Kail recently sat down with Jewish News to discuss the transition and the future of Hillel at ASU.

Strengthening infrastructure

During the summer, Hillel staff members are busy with several office projects, from system upgrades to refurbishing the building, Kail said. New concrete floors and a fresh coat of paint throughout the building are courtesy of Andrew and Amy Cohn, and Barry Zemel sponsored a new roof. “We were able to add skylights on the second floor, which really brightened up the space,” Kail said, and Livia and Michael Steingart are helping refurbish the first floor with new furniture. Additionally, Hillel held a logo design contest as part of its rebranding initiative and the new logo – which will be unveiled sometime in August – will appear on new signs, which are courtesy of Deeann Griebel.

“We couldn't be growing without all these people,” Kail said.

Additionally, to ensure that nothing is lost during the leadership transition, an intern is helping create a digital archive. “We're scanning every single piece of paper that we have,” Kail said. “We're moving forward in a way that's very conscious of our foundation and our past.”



Passing on the reins

Debbie Yunker Kail, left, started as executive director of Hillel at ASU last summer, taking over the reins of the organization from founding executive director Rabbi Barton Lee, who retired last month. Photo courtesy of Hillel

New staff member

In preparation for the fall semester, Hillel has hired Jordan Rothenberg as director of engagement, which is a new position. He will oversee student engagement, which includes connecting with first-year students, working with Hillel's interns and developing new initiatives. He joins Kail and Operations Manager Jen Jalowiec, as well as longtime chef Mark Vanek and custodian Sylvia Hernandez.

Although Hillel will no longer have a staff rabbi, there is counseling support on campus and Hillel is reaching out to community rabbis to lead learning series, Kail said. The organization is also working with Beth El Congregation in Central Phoenix to help support Jewish life on the downtown campus.

Hillel's goal is to become more of a student-run organization, with staff members serving in facilitator or advisory roles, Kail said. "The staff shouldn't be in a room by ourselves thinking of the type of event students would like."

For example, over the past year, there's been an effort to build a student-run Shabbat program, similar to what's done at other Hillels that don't have a staff rabbi. "We wanted to make sure students felt empowered to do that moving forward," Kail said. "There are students who feel responsible for whether or not their peers and their friends have a pleasant Shabbat experience."

Three new focus areas

Hillel has three new focus areas for the fall, according to Kail: freshman engagement, mentorship and leadership training.

"We want to make sure [freshmen] have a really good, easy transition to campus," Kail said.

"Everything that Hillel does is designed to welcome them in a Jewish way ... really to ease their whole transition to college." This can range from providing connections with upperclassmen to discuss classes to providing advice about how to navigate Tempe.

Since Hillel doesn't receive information from the university about who the Jewish students are, the staff relies on friends, family and social media to find out about the Jewish students on campus. "Once we have that information, we can do personalized outreach, we can build relationships with them, connect them to the right opportunities and in the first week of school have a robust set of offerings that are really targeted at first-year students and connecting with them," Kail said.

Some of the planned programs include tabling (setting up a table on campus), personal outreach, events in freshmen dorms, special freshmen events in the Hillel building and social media.

Kail also reaches out to administrators and staff of Valley synagogues and youth groups during the year, and has worked with the Bureau of Jewish Education's Hebrew High. Last year, she did a program with Congregation Beth Israel's high school group, which included a tour of the campus, something she is looking to expand to other congregations. "We're trying to connect to as many students as possible, and that's challenging if we don't know who is on campus."

The second focus area is a mentorship program. Hillel recently received a \$6,000 grant from the Jewish Community Foundation for Pathways, which is designed to help students connect with local professionals. The plan is to hold a monthly dinner, starting in the fall, featuring local speakers who have an interesting career trajectory in their field, as well as leadership positions in the Jewish community.

Hillel is also looking at ways it can help connect students to local intern and job opportunities, Kail said.

The third focus area is leadership development. Each semester, Hillel has 10-15 interns who work on a number of projects, from freshman engagement and social media to programs with sororities and fraternities. An intern recently developed the organization's new website.

Since so many students end up staying in the Valley after graduation, "we really see ourselves growing and grooming future leaders in the Phoenix Jewish community," Kail said. "Everything we're doing is advancing Jewish life on campus now [and] hopefully advancing Jewish life in our community long-term."

Also included in Hillel's goals are providing connections to Israel, such as Taglit-Birthright Israel trips and following up with students after they return.

"Once people get back from Birthright, we help them process the experience and figure out what their next Jewish steps are," Kail said. This could range from helping the student plan for a return trip or become involved with other campus groups such as Challah for Hunger or Sun Devils for Israel.

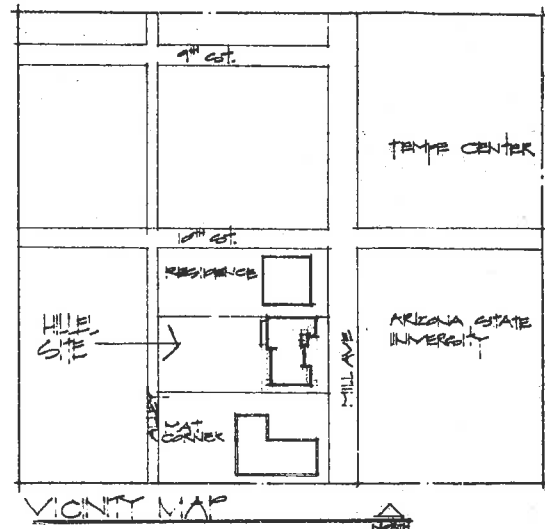
As far as Rabbi Lee's plans after retirement, he said that he's thinking that he and his wife, Marcie, "should relax and just take a few months to collect ourselves to see what we may want to do next," which will probably include traveling to Israel and working on a few writing projects.

"In terms of the future of Hillel, I'm very confident that Hillel will continue to grow and develop and will continue to be absolutely critical to the Jewish community. ...

"I look forward to retirement but with a sense of, 'Wow, where did the years go?' And the knowledge that I really loved Hillel and the students all these years, and it's been fun."

A celebration honoring Lee is scheduled for Nov. 16 at the Cutler Plotkin Jewish Heritage Center in Phoenix. Visit hillelasu.org.

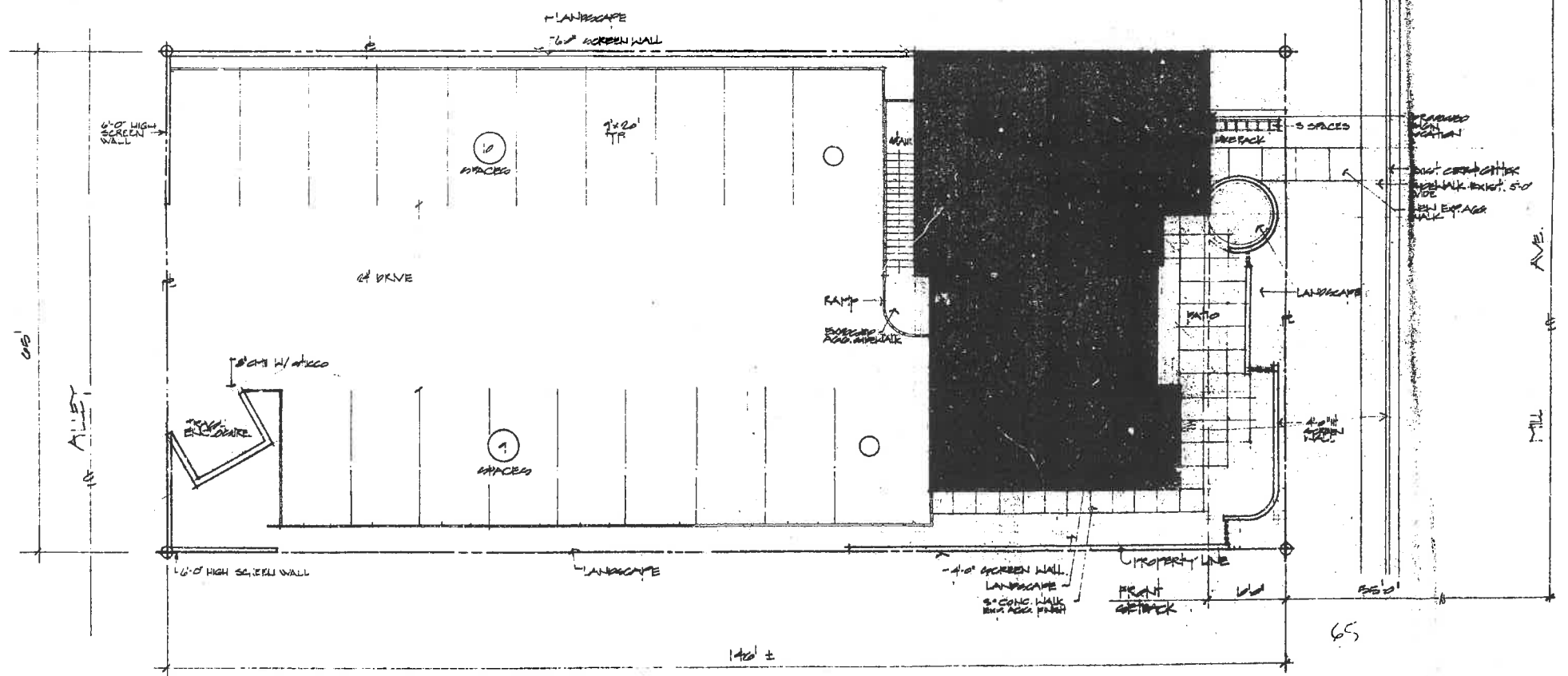
1012 S. Mill Avenue



SITE DATA:

LEGAL DESCRIPTION	LOT 9 BLACK PARK TRACT
LOT SIZE	9,190 SF
BUILDING AREA	6,000 SF
PARKING PROVIDED	17 SPACES
PARKING REQUIRED	19 SPACES
LANDSCAPING (ON SITE)	175 SF @ 1.5%
ZONING	CCB

ALL EXISTING BUILDINGS TO BE DEMOLISHED



site plan

hillside house



1/8" = 1' - 0"

RECEIVED
MAY 20 1990
PLANNING DEPT.

HILLEL
1012 S. MILL AVE.
TEMPE, AZ 85281

East Elevation



HILLEL
1012 S. MILL AVE
TEMPE, AZ 85281

East Elevation



HILLEL
1012 S. MILL AVE
TEMPE, AZ 85281

South Elevation



HILLEL
1012 S. MILL AVE.
TEMPE, AZ 85281

West Elevation



SAMPLE BOARD

PAINT COLORS

DUNN-EDWARDS
DE 5846
LAPIS
EVERSHIELD



DUNN-EDWARDS
DE 5348
CORN HARVEST
EVERSHIELD



NEW WALL COLORS



EXISTING WALL COLOR

Photo prior to 2002



ATTACHMENT 15





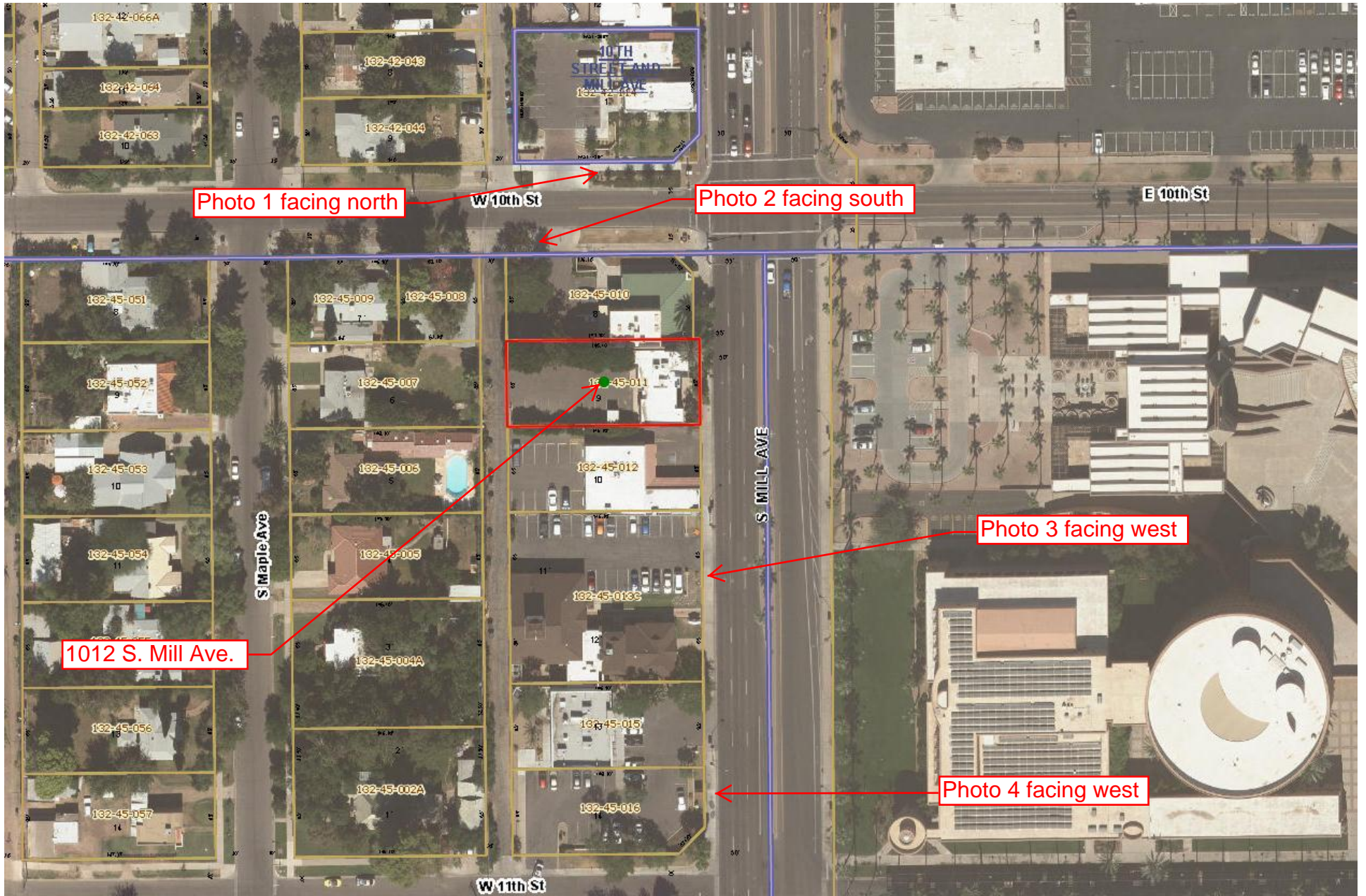


Photo 1 facing north

Photo 2 facing south

Photo 3 facing west

Photo 4 facing west

1012 S. Mill Ave.



Photo 1



Photo 2



Photo 3

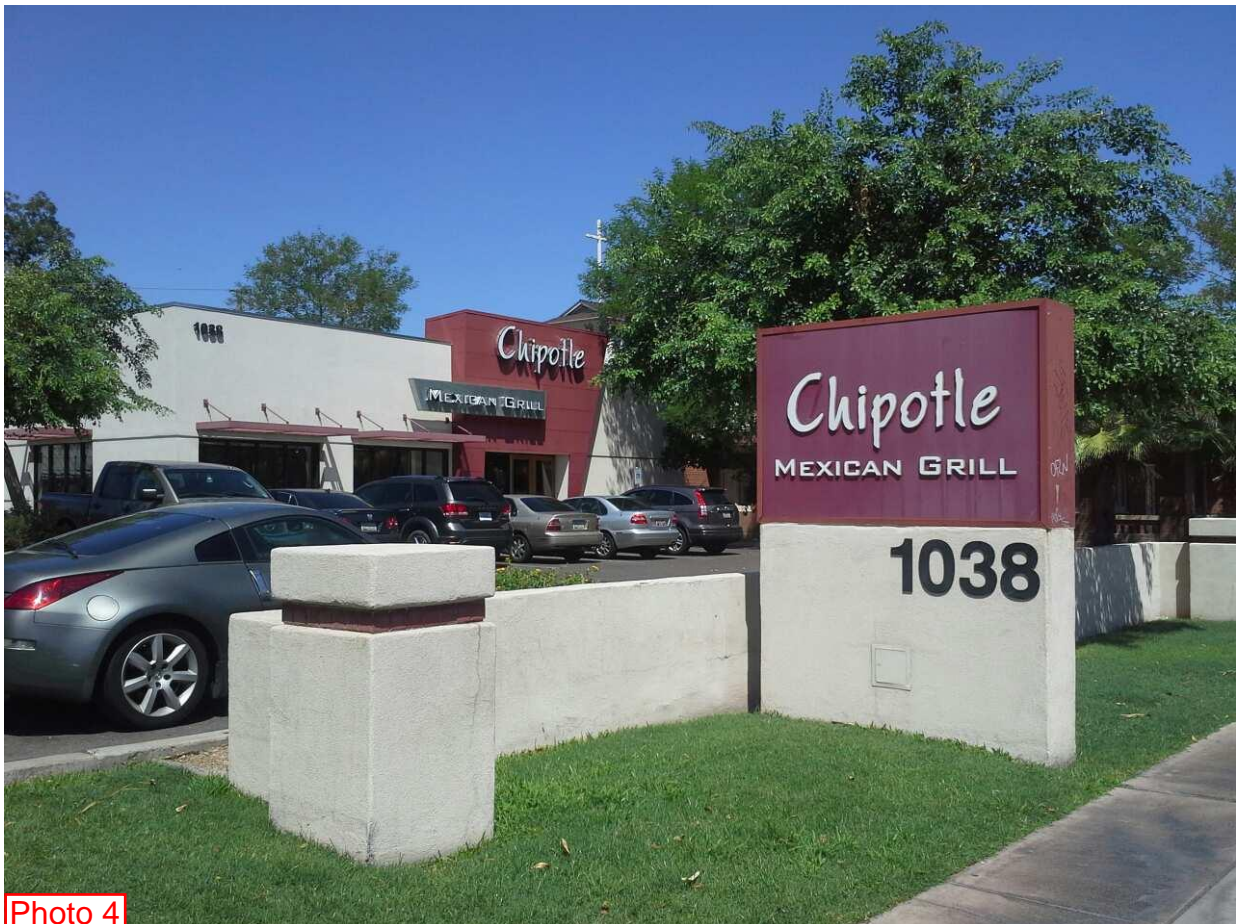


Photo 4