

February 3, 2014

City of Mesa  
11555 W Civic Center Drive  
Mesa, Arizona 85653

**RE: Project Narrative  
Proposed Burger King  
353 E. Brown Road, Mesa, AZ 85201  
APN# 137-19-685**

We are submitting this request on behalf of KRAF, Inc., for a combined Site Plan Review and Design Review Board Review.

**INTRODUCTION & PURPOSE OF THE REQUESTS:**

KRAF is proposing a 2,931 square foot drive-thru restaurant on a 0.91-acre site, with interior dining accommodating approximately 70 persons, within the Fitch Plaza parking lot at the southwest corner of Brown Road and Mesa Drive. The drive-thru facility is to provide stacking for approximately 8 vehicles. Overall parking for the new development is proposed to be approximately 48 spaces with 2 ADA parking spaces.

**EXISTING & PROPOSED DEVELOPMENT:**

The site is currently an empty parking lot and was formerly the site of a canopied fuel center. (Underground storage tanks have been removed and a site assessment made to the satisfaction of the Arizona Department of Environmental Quality.)

The parcel is currently zoned LC, and the use of a fast-food restaurant with a drive-thru fits within the approved uses for this zoning.

The new restaurant will provide interior seating and an outdoor patio, and the patio will be connected via a walkway to the public sidewalk on the corner. The existing perimeter wall on the corner will be minimized to make public access to the site more inviting, and new and enhanced landscaping will beautify the corner. New landscaping will be provided and will comply with ordinance requirements. Signage will be submitted as a separate submittal as required. Lighting will be shielded from traffic and adjacent properties.

**ADJACENT LAND USE – CONTEXT:**

The parcel is bound by Brown Road to the north and Mesa Drive to the east. Onsite and adjacent land use designations, zoning, and existing uses are as follows:

	<b>GP Land Use Descriptions</b>	<b>Zoning</b>
North	Brown Road – Across is Retail Shops	LC
East	Mesa Drive – Across is Retail Shops	LC
South	Fitch Plaza – Retail	LC
West	Fitch Plaza – Retail	LC

**ARCHITECTURAL CONSIDERATIONS:**

Mesa has established design principles to ensure the goal of enhancing the built and natural environments while mitigating project impacts of adjacent development.

It is the intent of KRAF to provide complementary building aesthetics to the surrounding area. The proposed restaurant and canopy are designed to provide a familiarity for the customer, while still allowing some site-specific flexibility. The façade includes brick and wood veneers, as well as paint colors that will accent the surrounding Fitch Plaza buildings while still providing style and color themes important to Mesa design, including color and texture considerations that remain consistent with zoning code intent.

This project is being developed within a formerly developed parcel. No known topography concerns or natural features exist that would hinder this site use. Grading changes and resultant impacts on surrounding areas will be minimal.

**CONDITIONAL USE CONSIDERATIONS:**

This project will provide no unusual or detrimental impacts on public health, safety, or welfare. Noise will be minimal, which is consistent with the use. No smoke, dust, vibration or odor issues are anticipated for this use. Lighting will be directed away from surrounding areas and meet code requirements.

No unusual traffic volumes or characteristics are anticipated. The site provides easy access and circulation for traffic off the main road and within the development.

Please let me know if I can be of any assistance or if you have any question about the subject.

Sincerely,

Eric J. Gerster  
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