

# DESERT RIDGE DESIGN L.L.C.

**Andrew J. Boubel (Desert Ridge Design, LLC Member, Manager & Architect)**

COMMERCIAL, RESIDENTIAL, AND FORENSIC ARCHITECTURE

AZ License No: 35853 & 19893

TX License No: 26711

February 4, 2019

City of Mesa  
Planning Department  
55 N. Center St.  
Mesa, AZ 85211

Re: Case # ZON18-00931 Planning Narrative Revised  
Beemer Haus  
1820 W. Broadway Rd.  
Mesa, AZ. 85202

Attention Planning Staff,

## Project Narrative

The Beemer Haus is a high end pre-owned independent BMW dealership that was formed over ten years ago. At its current location in Scottsdale, Arizona the bulk of their inventory is left outside exposed to the elements. The goal was to find a facility that could house their inventory while providing a quiet, pleasant, comfortable, indoor show room environment. The building at 1820 W. Broadway suites their needs perfectly!

The site is in a L.I. (Light Industrial) zone with over a dozen auto dealerships within a 2 mile radius. The existing building 1 is 26, 361 S.F. of warehouse that was formerly an auto dealership. The plan is to use approximately 90% of the indoor floor area for auto display – up to (40) cars and the rest for sales and administrative offices. The proposed 1,800 S.F. building 2 will be used for preparing the cars for sale. This entails washing and detailing along with changing rims and tires. There will be no repair work done in either building. We have included floor plans of both buildings to further illustrate the business operation.

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We propose to update the building's exterior with a sleek contemporary design with angled elements much like many of the new buildings in the area. The front facing façade closest to Broadway Rd. will be considered the Primary Public Entrance. The renovation of this part of the building entails raising the existing street facing fenestration line from 8 (eight) feet to 10 (ten) feet and wrapping seamless glass panels around the southeast corner. The area of the building behind the glass will house the main showroom and the panels will be operable and left open as weather permits. There will be a 6 (six) foot deep wood clad shade canopy surrounding the showroom glass. Much of the building will be re-skinned with corrugated metal panels on the body of the building and perforated panels above the parapet to allow wind to pass through. The skin will be mounted to a steel skeletal structure that will attach to the building and stand proud 6 inches from the original building face. There are portions of exposed block that will remain. These areas will be painted a darker gray to make the panels pop. The remaining elevations will be repainted – see Building Materials Color Samples and color rendered elevations attached.

As stated in the previous narrative, the majority of the interior space will be used for car display – see floor plan. In our original submittal, the site plan showed (76) spaces based on the LI zoning requirement of (1) space per 375 square feet of building footprint. In order to include a refuse enclosure based on detail M-62, we were forced to eliminate (3) spaces thus bringing the total of spaces provided to (73). Based on the Beemer Haus business model, the required number of spaces (76) is disproportional to the actual number of spaces that will be needed to operate the business. There will be no more than (10) patrons and (10) employees using the parking lot at one time. The rest of the spaces will be used for auto display with no special (elevated) display. The parking and other non-conforming elements – listed below – do not meet the requirements of the LI zone. Therefore, we are in agreeance with the staffs' recommendation to rezone the property to LI-BIZ.

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## **Deviation from (LI) Zoning**

### **Reduction of front landscape setback**

Required – 15 feet from future 65 foot ROW

Provided – 5 feet from future ROW

The 15 foot required from the future ROW would eliminate 16 to 18 parking stalls to the detriment of the LI requirement.

### **Parking rows with more than 8 un-interrupted spaces**

Required – up to (8) consecutive spaces

Provided – (3) rows of (9) consecutive spaces starting (1) row beyond the parking along Broadway.

Based on the current layout to maximize the parking there is not enough space to add additional landscape islands without eliminating (3) spaces.

### **Parking closer than 50 feet from the future ROW**

The south face of the building is 61 feet 2 inches from the future ROW. To comply with the LI zone would mean eliminating all parking adjacent to the public entrance.

### **Bay doors closer than 200 feet from the future ROW**

Required – 200 feet from future ROW

Provided – 178 feet 8 inches.

The bay doors are existing and a critical element in the operation of the business. We have screened the doors with large trees midway from the Broadway road frontage.

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## **Landscape Foundation Base for buildings over 10,000 S.F.**

Required – 15 feet Front, 5 feet side

Provided – 10 feet front, 5 feet side.

Due to the close proximity of the south face of the building to the street, a 15 foot base at the front would eliminate the front parking and the driveway as designed. We have provided a 5 foot base on the east side of the building in areas without pedestrian or vehicle entry into the building.

## **Exterior walls with a public entrance – 15'**

South elevation – 10' provided and east elevation 5'-5'6" provided.

## **Exterior walls adjacent with no public entrance adjacent to parking – 10'**

South elevation – 3'6" provided

## **Exterior wall with no public entrance and no parking – 5'**

As suggested we have provided a 5' wide area of stamped concrete in the areas where landscaping is not practical – where garage doors open to the parking and service area in the rear.

We hope we have addressed all your comments and concerns in this planning submittal and look forward to a favorable review. Feel free to contact us with any questions you may have.

Sincerely,

Andrew Boubel Member/ Manager/ Architect  
Desert Ridge Design LLC (480) 215-4961