



Project Narrative

October 1, 2019

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RE: DENNY’S – 5854 E. LONGBOW PKWY.

Proposed Project Summary

A new 4,412 SF, full-service Denny’s restaurant to be located within the Longbow Business Park – Phase 2 Development at 5854 E. Longbow Parkway, Mesa, Arizona.

Consistency and Conformity to the General Plan

The Community Character designated by the General Plan for this project location is a Mixed Use Activity District with a Community-Scale sub-type. Additionally, this location is within the Falcon Field Sub-Area Plan.

The primary goal for a project in a Community-Scale District is to “provide high quality opportunities for commercial and entertainment activities consistent with the needs of today’s consumer.”

A key characteristic for a project within the Falcon Field Sub-Area is “distinctive architecture” and “innovative design using high quality building form, materials and color.”

It is our belief that this project is consistent with and conforms to the Community Character envisioned by the General Plan. The following are project points which address the form and guidelines spelled out in the General Plan and the Planning Department.

Community-Scale District:

- The building height and lot coverage are within the stated guidelines.
- This project would be the only full-service restaurant within Longbow Business Park adding to the variety of choices to the consumer.
- The location and clientele would suggest an auto dominant project. However, the building’s orientation on the site is pedestrian friendly by providing a close accessible pedestrian connection to Longbow Parkway. It also has walkability by providing an accessible walkway from the main entrance, through the parking fields and to other buildings within the Longbow Business Park.

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- The parking fields meet the City's parking ordinance by providing parking rows with no more than 8 spaces along with landscaped parking islands. Thereby, breaking up the parking field to improve the visual appearance and reducing heat islands.

Falcon Field Sub-Area:

- The building utilizes three main finish materials: EIFS, wood grained fiber-cement siding and architectural masonry veneer. The colors and materials are consistent and very similar with the palette in the Longbow Design Guidelines. Some items match the palette choices exactly. Yet the project is still able to convey the familiar Denny's brand to the consumer.
- The main focal point of the building is the chevron, "V" shaped massing on the South elevation facing Longbow Parkway. It has the appearance of wings on an airplane or a soaring falcon. This unique geometric form contains angled scoring patterns and accent colors which articulate its innovative design.
- The main entry is articulated by high parapet walls and modern siding.
- Masonry pilasters and surrounds along with varying building heights, colors and finish materials ensure this building is far from being a "monotone box" but reflects a thoughtful and creative design.

Consistent with Existing Zoning Ordinance and other City of Mesa codes and regulations

The proposed restaurant is consistent with the existing LC-PAD-CUP (Limited Commercial, Planned Area Development, Council Use Permit) zoning district and will comply with the City of Mesa's Zoning Ordinance and all site regulations.

The Limited Commercial allows for indoor retail, entertainment and service-oriented businesses that serve the surrounding residential trade area within a one-to-ten-mile radius. Typical uses include, but are not limited to, restaurants and cafes.

The Planned Area Development overlay was established in 2002 (Z02-001) and modified in 2008 (Z08-063) and includes approved Design Guidelines.

The Council Use Permit was approved in 2017 to allow two freeway landmark monument signs (Z17-033).

Compatible with Adjacent Developments and Neighboring Zoning Districts

As described this project is consistent with and conforms to the guidelines for the Community Character and within the Longbow Business Park. It is also compatible with any neighboring zoning districts by having a common, recognizable character and a modest building scale. Thereby, avoiding large differences in these areas.

Within the same Longbow Business Park there will be a progression from this project which has a low building height near Longbow Parkway. Then a transition to the Fat Cats Entertainment project which has a higher building height and is set off from the street. The positioning and distance between adjoining projects allow for a harmonious transition between the different building scales and character.

Exterior lighting, both building and site conforms to the City of Mesa standards. Proposed parking lot light poles are non-pivoting downlights with recessed LED lights, not to exceed 25'-0" in height, and not to exceed 15'-0" in height adjacent to a residence. The exterior lighting shall have little to no impact on

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adjacent properties. Signage, although under separate review/permit by others, is included with this submittal.

Denny's utilizes high technology filters on all cooking equipment as well as maintaining a rigorous filter cleaning regimen reducing potential cooking smoke/odor impact. There are no noise or vibration elements that would exceed the City of Mesa allowable decibel limitations.

Site and Landscape Design

The project's site will sit approximately 4 to 5 feet above Longbow Parkway which it borders along with a main entry driveway.

The existing main entry driveway has abundant desert landscaping and mature trees. This project continues that theme where the property borders Longbow Parkway and throughout the site. Desert landscaping and trees chosen from the plant palette in the Longbow Design Guidelines will enhance the existing streetscape. So will the desert plants that will intertwine with multiple 3-foot-high steel frames combined with steel mesh to screen the parking lot along with staggered 3-foot-high masonry screen walls.

All these site improvements will make for an attractive street frontage, interesting for pedestrians and provide for greater safety by allowing people inside the building on a higher grade to have oversight of the street.

The refuse enclosures are in the middle of the property, have excellent service access, are not visible from the street and conform to the latest City of Mesa detail standards.

Local residents will most likely access the site from Longbow Parkway, while visitors will most likely access the site from Recker Road after exiting the 202 freeway at the Recker Road exit. As shown on the site plan, circulation on the site is safe and easy to navigate, designed to promote flow.

Off-street parking space size and quantity, accessible spaces and bicycle parking conform to the City of Mesa Zoning Ordinance.

The site contains 24'-0" wide minimum, two-way drive aisles, making vehicular circulation "non-combative" with the largest of vehicles. Emergency vehicles can maneuver throughout the site by providing turning radii of 35'-0" inside and 55'-0" outside per City of Mesa Fire Department requirements.

There are no outdoor activities or outdoor storage planned for this site. This Denny's restaurant shall operate 24-hours a day, year-round with exception on holidays to be determined later. Security will be maintained at high levels consistent with a major national brand.

Summary

We believe the proposed restaurant use, building and site design are consistent, compatible and conforms to the City of Mesa 2040 General Plan, the community character within the Mixed Use Activity Community-Scale District and the Falcon Field Sub-Area Plan and all of the development standards of the City of Mesa Zoning Ordinance. Thereby, the proposed Denny's restaurant will be an attractive addition to the City of Mesa.

Sincerely,

Jeff Looker, AIA

President