



Project Narrative

October 21, 2019

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RE: DENNY’S – 5503 S. POWER RD.; ZON19-00644

Proposed Project Summary

A new 3,990 SF, full-service Denny’s restaurant to be located at 5503 S. Power Road, 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. Additionally, this location is within the Inner Loop District of the Mesa Gateway Strategic Development Plan.

The primary goal for a project in a Mixed-Use Activity District is to “help these districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences.”

The focus for a project within the Inner Loop District is to “provide high-quality, mixed-use environment that is compatible with increasing over-flight activities associated with Phoenix-Mesa Gateway Airport operations.”

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.

Mixed-Use Activity District:

- Since this District aims to “attract customers from a large radius”, this project would be supportive to those visiting customers coming into the area. A full-service restaurant allows the consumer an opportunity to sit down and take a break from their activity that is nearby.
- The location and clientele would suggest an auto dominant project. However, with the building facing Power Road and providing a direct path of travel to the main entrance, this project will engage and connect with pedestrians.

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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.

Inner Loop District:

- The building and site design meet the standards outlined for this district regarding Building Height, Lot Coverage, Use and Landscape Character.
- This project use is ideal for the increasing activities coming from the nearby airport. Airplane passengers, airport employees and associated support personnel would benefit from having a high-quality restaurant nearby.
- It will complement the District's focus to add jobs that provide "services for those residing in the area."
- Also, it certainly would not impede future growth and development of the airport but be supportive.
- The building utilizes three main finish materials: EIFS, wood grained fiber-cement siding and architectural masonry veneer. The colors and materials are consistent and conform to the development that is envisioned within this district. 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 facing Power Road. 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 wainscot and surrounds along with varying building heights, colors and finish materials ensure this building adds to the variety of architectural styles that this district aims to attract.

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

The proposed restaurant is consistent with the existing LC (Limited Commercial) zoning with an Airfield Overlay 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 AOA 3 Overflight Area does not have any use limitations beyond those in the base district.

Compatible with Adjacent Developments and Neighboring Zoning Districts

As described this project is consistent with and conforms to the guidelines for the Community Character outlined in the General Plan. 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.

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 has one existing ingress/egress driveway on Power Road. The proposed project will keep the existing driveway intact. According to the City a future traffic light will be installed on Power Road at this driveway and the newly constructed driveway on the opposite side of Power Road.

This project uses native desert landscaping and trees with an irrigation system using the least amount of water necessary. The trees along the street frontage and near the pedestrian connection will provide shade, scale and heat absorption.

All these site improvements will make for an attractive street frontage and more interesting for pedestrians.

The refuse enclosures are set along the South side of the property, have excellent service access, have limited visibility from the street and conform to the latest City of Mesa detail standards.

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. Solid waste vehicles can maneuver throughout the site by providing turning radii of 29'-3" inside and 44'-0" outside per City of Mesa standard detail.

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 District, the Inner Loop District and all 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