

Project Narrative

Burger King

4403 E. Broadway Rd., Mesa AZ 85206
(SE Corner of Greenfield and Broadway)
DRB20-00082 & ZON20-00086

Introduction:

This project is for a new Burger King to be located on the SE corner of Greenfield and Broadway. Originally constructed as a bank, the site is now a funeral home. The existing building will be demolished as part of this project. The restaurant with drive-thru will include a 3,200 sf restaurant with a double drive-thru on the 1-acre site.

Adherence to the General Plan – Suburban Sub-Area:

This area has been identified as “Suburban” in Mesa 2040 General Plan. Zoning Districts allowed in this neighborhood designation are Office Commercial, Neighborhood Commercial, and Limited Commercial. Typical uses identify “small, neighborhood scale office, retail, restaurants... This property is zoning LC: Limited Commercial and complies with the intent of the General Plan. The orientation of the building will encourage the “bringing together” of the sub-area type. Located across the street from a mobile home community to the north and northwest, contiguous with an office development to the east, and a patio home community to the west, the building will be a natural draw for these communities and create a feeling of “place”.

Architecture:

The architecture of the building complies with the suburban neighborhood general plan designation and the design guidelines. These finish materials include brick veneer, composite horizontal panel siding, painted stucco, illuminated band parapet coping, shade canopies, aluminum storefront windows and aluminum doors with clear glazing. Building-mounted signage will be under separate permit review and approval process as well as the monument signage on Greenfield and Broadway.

Form and Guidelines:

Predominant building height is one and two stories: **Complied, 1 story building**

Lot coverage is less than 40%: **Complied, 7.5% coverage**

Sidewalks are available on both sides of street: **Complied, existing sidewalks along arterials.**

Massing and Scale:

Wall Articulation. Exterior building walls have been subdivided and proportioned to human scale, using projections, overhangs and recesses. Three materials are used on the facades of this building: brick, stucco/EIFS, and Nichiha wood grain fiber cement panels in order to add architectural interest and variety and to avoid the effect of a single, massive wall. Awnings and large windows also reduce the building to a human scale. Entrances are recessed on the west and south.

Roof Articulation. The building height is provided with least two (2) changes in height that are varied over different portions of the building. These areas are at the entrances, SW corner, SE corner, and order windows. In addition, a LED cornice terminates the parapet between the elements punctuating the façade.

Site Design objectives:

The existing bank site does not meet the current requirements. The entire site will be demolished. Planned landscape setbacks on the east (15'), south (15'), west (15'), and north (15') are provided.

Screening-Trash and Refuse Collection Areas: Refuse enclosure is located on the north behind a covered bus stop shelter. Solid Waste has approved this location. Parking screen walls utilize the existing 42" high stucco finished walls supplemented with new 42" high walls set back 24" from the existing walls.

Parking has spaces for 32 vehicles. This complies with the code of 100 SF (interior space)/vehicle for a restaurant with drive-thru. All spaces are 9'x18' with the minimum aisle of 26'.

Pedestrian Access to the site has been addressed. Accessible routes have been planned on the West and North. Both routes are over 5' wide and have a hard surface (concrete and asphalt) which will have painted stripes. The building and parking are exempt from the differing material/color/height requirement since the building and site are under the benchmark for these requirements (10,000 sf building, 50 parking spaces).

Offsites and Utilities: Driveways, curbs, gutters and transit bus stop are existing. The driveways do not meet COM's current design requirements and will be replaced. Electric lines that appear to be 16kva and less are located along Greenfield and will remain. An existing electrical transformer is located on the south property line. All utilities are on-site and will be "adjusted" to meet the needs of Burger King. An additional water meter will be required, and the existing water meter will be used for landscaping.

