

Project Narrative

Raising Canes Chicken Fingers

2165 N POWER RD MESA AZ 85215



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WHO IS RAISING CANES?

The first step to a successful business is a brilliant business plan, right? Determined to craft the perfect strategy, Todd and his friend created a business plan for a course at Louisiana State University. The project received a B-, the lowest in the class! The professor said a chicken finger restaurant would never work. The banks said the same. Undeterred, he took a job as a boilermaker working 90-hour weeks in a Los Angeles refinery, and then as a fisherman working 20-hour days fishing commercially for Alaskan Sockeye Salmon – to raise money himself. After purchasing and renovating his own building, Todd opened the first Raising Canes on August 28, 1996 – at the North Gates of LSU. It was an immediate success.

On March 16th, 2020 Raising Canes celebrated the opening of its 500th restaurant in Foothill Ranch, California, just down the street from the refinery where he worked to earn his money for the 1st Canes. Since 1996, the company has expanded to 547 restaurants in 29 states and 5 countries, all while staying true to its One Love – Chicken Finger Meals!

Raising Canes has a core value which is to Work with a Sense of Purpose. They appreciate Chicken Finger Meals, Customers, Crew, Community, and Culture. The company's vision is to grow restaurants serving Customers, all over the world, and be the brand for Quality Chicken Finger Meals, a great Crew, Active Community Involvement, and a cool Culture. To date, Raising Canes has given back over \$10 Million to their communities. The primary focus areas are Education, Feeding the Hungry, Pet Welfare, Active Community Involvement, and Business Development & Entrepreneurship.

ONE GREAT RESTAURANT AT A TIME

The Raising Canes design theme is One Great Restaurant at Time! The building architecture is fun, friendly and approachable; possesses an energetic environment; reinforces its cool crewmembers; is warm and welcoming; and feels unique and original. The design is contemporary but not modern.

The patio is a dynamic and social space – an extension of the inside – welcoming to all demographics and is also pet friendly when permissible. The open kitchen showcases crewmembers, quality ingredients, and cooked to order chicken. It's a theatre experience – with lemonade making, coleslaw and sauce preparation, in clear customer view.

Each restaurant shows Cane's commitment to community by including a hand painted exterior mural including the name of the City or neighborhood, as well as boasting an interiors package with dedicated local graphic art and materials specific to that area.

Exterior signage and lighting is designed to meet brand minimum standards, and has been thoughtfully considered to ensure no overly brash colors or excessive sizes, and fits within the context of the surrounding area.

The landscaping package is custom designed for each location which not only compliments the building but consequently heightens the curb appeal for the neighborhood. The overall design is created to be tasteful, welcoming, and uniquely part of its community.

PROJECT OVERVIEW

The project is a proposed Raising Canes located near the northeast corner of Power Road and McKellips Road. The proposed establishment, located at/near 2165 N Power Road, will be an approximate 2,966 square foot one-story building with covered outdoor dining area. The restaurant will provide the convenience of drive-thru ordering and pick-up, as well as to-go pick-up parking stalls for those who have ordered ahead. The strategic location for this site is on the northbound side of Power Road, just north of McKellips Road – which is near the Loop 202 intersection. The addition of this neighborhood Raising Canes complements the existing development in the area and will provide a convenient and fun location for patrons to enjoy quality food with friends and family.

EXISTING CONDITIONS

The site is an undeveloped pad which is currently used for drainage/retention purposes for adjacent public and private streets. The adjacent private street to the north (Delmon Drive) provides access to the existing AAEC Early College High School from Power Road, which will be access point for the Raising Canes as well.

DEMOLITION

The redevelopment will not require major demolition of buildings or structures.

FLOODPLAIN

The project lies outside of the 100-year floodplain, or in Zone X as found in the FEMA Flood Zone map, #04013C2285L, dated October 16, 2013.

UTILITIES

Existing onsite utilities will be used to service the proposed Raising Canes. These utilities include water, sewer, gas, power, and telecommunications which are all located adjacent to the site within Delmon Drive.

PARKING ANALYSIS

The below parking analysis has been completed to support to this project:

- Required parking ratio
 - 1/100 SF indoor seating area + 1/200 outdoor patio = 35 spaces
 - **Total spaces required = 35 spaces**
 - **Total spaces provided = 31 spaces**

ONE LOVE®

Quality **CHICKEN FINGER** *Meals*

We have a focused menu. We use only the highest quality ingredients with a handmade, cook-to-order flow that ensures great-tasting chicken finger meals, served hot and fresh every day.

