

Project Narrative

for



1.3 acres

at: 10744 E. Elliot Road

DRB23-00433 & ADM23-00437

Submitted by:



Submitted on Behalf of:

Circle K Stores, Inc.

Submitted to:

City of Mesa Planning Division

55 N. Center Street

Mesa, AZ 85201

December 12, 2023

1. Purpose of Request

The purpose of this request is for Design Review and Administrative Review of Site Plan to allow for the development of a convenience store with associated fuel station.

The property is located at the northwest corner of East Elliott Road and South Signal Butte Road as shown in the aerial photo below and more specifically identified as APN 304-01-006V. The General Plan character designation is Employment, and the parcel was rezoned under ZON21-00540. The property is vacant and is currently zoned Light Industrial with a Planned Area Development Overlay (LI-PAD) and approved for a Special Use Permit (SUP) for a service station (fuel sales) and a site plan to allow for the development of a convenience store with fuel sales.



2. Project Description

The proposed Circle K project will include the construction of a new 5,200 square foot retail building and a 3,936 square foot canopy providing 6 fuel pumps. The parking lot contains ample room for customer parking and vehicle maneuvering and the development will be well landscaped. Access to the Circle K store will be provided by the proposed drives on both Signal Butte Road and Elliot Road, respectively.

The proposed project is intended to be constructed in a single phase upon the Property. As this well-traveled intersection is not currently serviced by similar facilities, the proposed convenience store and fuel facility will be a commercial/retail use that supports Employment uses by providing desirable goods and services to the primary Employment type uses as well as the other travelling public.

The architectural design of the building and fuel canopy will incorporate contemporary design forms and colors to match the Elliot Road Tech Corridor. The structures feature a blue/gray color palette and incorporate a variety of contemporary materials, including Cementous wall panels, natural stone, and metal window and doors frames. Similarly, the fuel canopy incorporates the same colors and materials to provide a consistent architectural theme throughout the project.

3. General Plan Character Area – Employment

The property for this proposed project is located at the northwest corner of Elliot Road and Signal Butte Road. The General Plan character area designation for the parcel is Employment. The proposed project will be a commercial/retail use that supports Employment uses by providing desirable goods and services to the primary Employment type uses.

Table 1: Surrounding Uses

	Zoning	Current or Proposed Use
West	LI-PAD	Commercial Industrial & Retail
North	LI-PAD	Commercial Industrial & Retail
East	PS	Public & Semi-Public Use
South	PC	Industrial Use

The Employment Use designation for this area is to focus on developments devoted primarily to industrial, office, warehousing and related uses consisting of at least 20 acres. The subject parcel is less than 2 acres, and singularly would not fulfill the role of an Employment Use. However, the Employment district allows for retail and commercial uses that support Employment uses. The proposed project supports the Employment use in the following aspects:

- Located on the corner of two arterial roadways, the convenience store use supports Employment uses by providing a transition between industrial and residential uses to the south and employment uses to the north.
- A convenience store with fuel pumps provides essential infrastructure to support and facilitate commerce for Employment uses such as warehouse and distribution centers that require adequate fueling options.
- As a companion to Employment uses, a convenience store and gas station provides support to the core employment industries: Healthcare workers, Educators, Aerospace/Aviation professionals and Technology and Tourism experts.
 - Convenience store goods such as fresh coffee, fresh food, and fast snacks are highly desired by the busy professionals employed in these industries.
- Within the Employment District, supporting services shall not exceed 20-30% of the district.
 - Within a 1,200-foot radius of the subject parcel, the surrounding properties are entirely developed as Employment/Commercial or residential uses, with the exception of a few vacant or what appears to be non-occupied residential properties.

4. Mixed Use Community District – Mesa Gateway Strategic Development Plan (MGSDP)

The property for this proposed project located at the northwest corner of Elliot Road and Signal Butte Road also falls within the Mixed Use Community District of the Mesa Gateway Strategic Development Plans (MGSDP). The mixed use community district is envisioned to provide a variety of uses including low-to high-density residential, commercial, and employment uses. The proposed convenience store with fuel sales will serve the surrounding job centers as a supporting use and is consistent with the Mixed Use Community District of the MGSDP.

5. Alternative Compliance to Design Standards

In accordance with City of Mesa Zoning Ordinance 11-7-3(B)(5), this project located at the northwest corner of Elliot Road & Signal Butte Road conforms with the following criteria for Alternative Compliance to Design Standards set forth in subsection 11-7-3(B)(6) subparagraphs (ii) and (iv).

Per MZO Section 11-7-3(B)(5), building and structures shall be constructed of durable, high-quality materials appropriate for the climate to reduce the apparent massing and scale of building, facades shall incorporate at least three (3) different and distinct materials, and no more than fifty percent (50%) of the total façade may be covered with one (1) single material.

Circle K proposes to meet the intent of the Site Planning and Design Standards by providing a modern facility that incorporates three different and distinct materials of high-quality construction materials. The exterior of the building is an EFIS-type panel system providing a façade consisting of a variety of blue and gray colors combined with stone and masonry materials. The panel system does exceed more than 50% of the building exterior, but with a variety of colors, the building is aesthetically pleasing and consistent with the practices in the surrounding neighborhood.

Per MZO Subsection 11-7-3(B)(6)(ii), this lot is undeveloped land where three Character Areas meet and is also located at the eastern entrance to the Elliot Road Technology Corridor (ERTC). This modern Circle K facility will offer an exterior that meets or exceeds those of existing developments along both Signal Butte Road and Elliot Road. The size of the Circle K is small in comparison to the industrial developments of the ERTC, yet offers a transition from the nearby residential and public uses. Additionally, per Subsection 11-7-3(B)(6)(iv), the proposed Circle K exterior design is aesthetically more complementary to the site, and fits the context of this industrial employment area.