

NARRATIVE – ANGIE’S PRIME GRILL – STORE 11002, 1118 W. GUADALUPE RD

The following narrative is provided as part of the Special Use Permit submittal package for a new Angie’s Prime Grill to be located at 1118 W. Guadalupe Road, Mesa, AZ 85210.

The site is in an existing commercial center on the northeast corner of Guadalupe Road and Alma School Road. The Assessor Parcel Number for the site is 302-87-815. The proposed Angie’s Prime site is bounded on the south by W. Guadalupe Road, on the north, east, and west by existing commercial centers. The parcel is currently a car wash to be demolished.

The site is a 35,000 square foot developed pad with an existing car wash that will be demolished as part of the project. Angie’s Prime Grill consists of an 1,840 square foot building. The building consists of a kitchen, storage, restrooms and 411 feet of indoor dining. The facility will have a drive-thru window with approximately 251 lineal feet of queuing. The queuing will consist of two drive-thru lanes at the start of the drive-thru merging into one lane just before the “ORDER” station. Customers will exit the site onto Guadalupe Road.

The current zoning of the proposed Angie’s Prime Grill parcel is LC. All the parcels surrounding the Angie’s Prime Grill parcel are also zoned LC. The purpose of this Special Use Permit application is to ask for a variance to the required number of parking stalls for this type of development.

We are requesting the following:

| Variance Request | | |
|--------------------------------|--------------------------|---------------------|
| Type of Variance | City of Mesa Requirement | Reduction Requested |
| Required No. of Parking Stalls | 11 spaces | 8 spaces |

Parking Stall Reduction:

- A reduction in the number of required parking stalls for the project from the eleven stalls required to the eight parking stalls provided. Please refer to the parking study prepared by CivTech and included with this submittal for additional information.
- A reduction in parking stalls that are not needed also results in a safer site due to less conflict between pedestrians and vehicles in the parking lot.

The drive-thru nature of the project always raises concerns regarding the amount of available queuing. The following narrative along with the queuing study that has been included with this submittal, is meant to help the city understand how the queuing will work and why we feel it fulfills the intent of the city’s queuing requirements.

are the main customer focus along with quick turn-around times. Because of the limited menu and the efficient interior working space inside the restaurant, Angie's has developed a very efficient drive-thru lane model. There are 2 key points to their drive-thru model

- A limited menu
- Order Station Payments

Limited Menu - With a limited menu offering, food preparation time is reduced dramatically, which leads to greater efficiency in order preparation and delivery. Through testing and trial, Angie's has determined that they can have orders prepared and ready to deliver to the customer with approximately 42.5 feet between the order location and the pick-up window. This distance translates to one car at the order location, one car at the pick-up window and one car between the two. Orders are delivered quickly and the food is hot, two of the main objectives for Angie's.

Order Station Payments – Ordering and payment are completed at the order station. The customer uses a speaker box to place their order and then pays using a card reader. This form of ordering and payment is effective because of the limited menu and removal of the need for the employee to process the payment at the window. To keep the ordering efficient, a preview board is placed approximately twenty-four feet before the order station.

We are also providing two drive-thru lanes at the entrance of the drive-thru area. These lanes merge into one lane just before the preview board. With this configuration, we can provide enough queuing length for twelve vehicles.

This process is unique and different from the typical quick service restaurant models that have historically been developed within the City of Mesa. The queuing and parking studies included with this submittal indicate that the Angie's process addresses the city's concerns regarding traffic queuing creating congestion in surrounding areas and meets the intent of the city's new queuing requirements for quick service restaurant facilities. Because the model limits the amount of sit-down customers, the parking study shows the number of parking spaces provided will be sufficient to service this project.

After discussions with the City of Mesa, it was decided that referencing the materials of the Parts Authority building to the East was not desirable as the only finish was stucco, in three colors and Mexican tile roof that we are not using (see Exhibit 1 attached). However, referencing the materials used on the Walgreen's building to the West would be acceptable. Walgreen's uses stucco in four colors (totaling about 80% of elevations), split face C.M.U. (about 20%) and Mexican Tile Roof at drive-thru (see Exhibit 2 attached). We are adding the split face C.M.U. wainscot around the building as required (color close to Walgreen's), Cream color stucco (complimentary to Walgreen's), maintaining the vertical wood planks but in a wood composite to withstand AZ climate and metal trims in dark bronze. Existing masonry site walls with stucco finish are to be repaired and be painted to match the building CMU color.



1921 S. Alma School Road, Suite 101
Mesa, AZ 85210
480.424.2352

Jeffrey L. Williams, P.E.

We appreciate the opportunity to develop projects like this in the City of Mesa and feel that this project will be a benefit to the community in this part of the city. The Angie's team is proud to provide a new and innovative option in the fast food/drive-thru market.

Please do not hesitate to contact us with any questions.

EXHIBIT 1



EXHIBIT 2

