
Phase 2 of Cannon Beach

SEC Power Road & Warner Road

Project Narrative:

PAD Modification, Site Plan Review, Prel. Plat Amendment

Submitted by:

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On Behalf of:

Action Zone Business, LLC

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I. Introduction

Pew & Lake, PLC, on behalf of Action Zone Business, LLC, is pleased to submit this Project Narrative and related exhibits for development requests to allow for Phase 2 of the Cannon Beach Mixed Use development. The purpose is to allow for retail and pad buildings fronting Power Road on approximately 5.4 acres of the the approximately 37-acre overall site located at the southeast corner of Power Road and Warner Road in Mesa. The overall subject property is further identified on the Maricopa County Assessor’s Map as a portion of parcel number 304-30-009X (the “Property,” see Site Aerial below).

Figure 1 – Site Aerial



II. Request

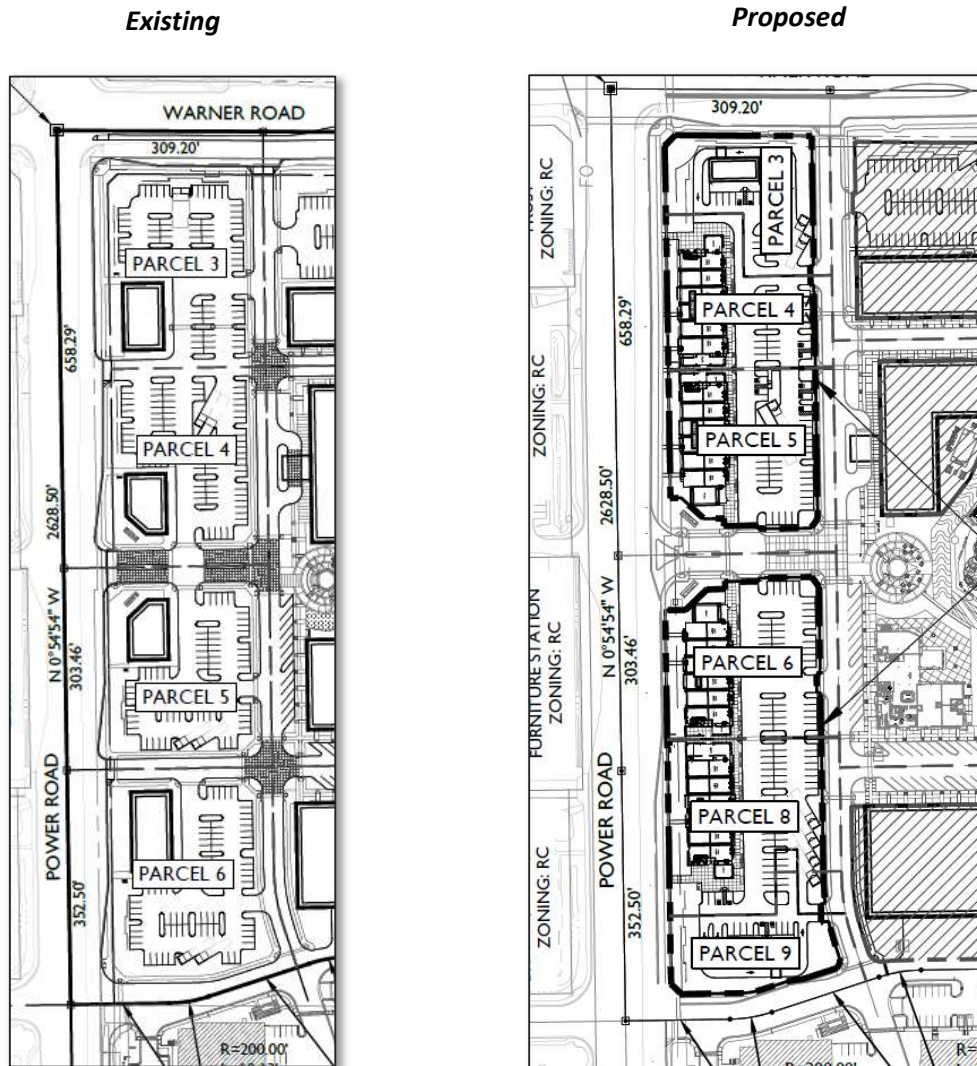
This application concerns a PAD modification, site plan amendment, and a preliminary plat amendment for a strip of property along Power Road in the Cannon Beach site plan, known as Phase 2 of the overall development Plan. The overall project was approved on September 21, 2020 for Rezoning and Site Plan Review (ZON20-00253). The Design Review applications for the Cannon Beach development (DRB20-00607, ADM20-00853) have also been completed.

III. Project Description

Modifications proposed in this application include eliminating 2 of the minor driveway access to

Power Road to control vehicular access at the main access point. This also upgrades many of the commercial Pads as shown on the submitted plan to a larger footprint, adding two drive-through pads. This is considered phase 2 of the Cannon Beach Development (see Figure 2 below).

Figure 2 – Existing and Proposed Site Plan



Circulation – The primary access for Cannon Beach remains in the same configuration as the prior approval. Also, the shared entry south of the flex building at the south boundary of the site remains in the approved location. Internal north-south circulation likewise is similar to before. The main modifications to circulation are to layout the parking areas and drive aisles to accommodate the modified retail buildings. Parking will also comply, and the updated parking is provided to account for the unified, overall development plan for Cannon Beach.

Layout – The commercial buildings are laid out so they face Power Road, thus interacting more with the street and public sidewalk than the prior plan. A pair of shops buildings each flank the Cannon Beach primary entrance, which contributes to the overall site’s prominent entry and respective monumentation. A pedestrian corridor is located between each of the two building pairs, which breaks up the building form and increases opportunities for outdoor activity and an enhanced pedestrian realm. Pathways and enhanced pavement crossings connect these buildings to the major activity center to the east.

For added interest, the elevations are designed with quality architectural design as though there are 4 fronts to the elevations in a sense. They provide creative architectural detailing and embellishments at the main entries facing the parking fields and main attraction to the east, and tower elements and other enhancements on the building elevations facing Power Road. Book ending each set are patios, which are distinct features seen from the side elevations, thus distracting from the SES/Fire Riser and equipment rooms that comprise only a small portions of the buildings and are as discretely positioned as practicable.

Two commercial/drive-through pads are proposed at the end of each pair of shops buildings and are designed with an estimated type of layout anticipated, although the detailed design will be submitted at a future date in potential administrative site plan and design review applications.

Landscaping - The project will conform to the overall intent of the Cannon Beach landscape plan, with specifics tailored to the enhanced qualities of this amendment. Foundation base landscaping comes in the form of landscape plantings activated sidewalks with planters and/or potted plants and hardscape for variety and aesthetic qualities. Monumentation will be addressed in a concurrent Comprehensive Sign Application, and screening walls are proposed as submitted in this case, which are consistent with the overall Cannon Beach project.

Design – The proposed architectural character meets or exceeds the intent of the Mesa Quality Design Guidelines, and the Complement the PAD design guidelines, colors, materials, and themes approved for the Cannon Beach project. Details will be reviewed during the concurrent design review case.

IV. PAD Modification

This request is consistent with the approved Cannon Beach PAD and incorporates the respective PAD narrative, PAD submittal, and the incorporated standards and guidelines. Likewise, the 5.4-acre Property in this request incorporates the permitted uses of the underlying zoning district. This also incorporates the development standards of the Zoning Ordinance, except as modified by the approved 2020 Cannon Beach PAD and this PAD modification.

This request includes a site plan review that addresses the detailed site design for Phase 2. As such, modifications to PAD development standards. Specifically, this PAD modification proposes the following:

1. 13.5 foot separation between the buildings in the center of each pair of shops buildings and a minimum 35-foot building separation (not counting the patio columns), where 30 foot separations are typically required between buildings that are 20-40 feet tall. This is supported by the enhanced features that created this modified standard – the pedestrian corridors with patios on each side. As noted before this feature varies the building form by breaking the masses into smaller segments to accommodate an enhanced pedestrian realm. The patios are more than typically applied to shops of this scale. In conjunction with the distinctive architecture and landscape plans, this modified standard is an appropriate request in this specific case.
2. Parking – Parking for these parcels comply with code, but the parking for these parcels updates what was previously approved for Cannon Beach. Where 141 spaces are required, approximately 188 spaces are provided. The parking will contribute to the vitality of the shops spaces, which as noted in the Cannon Beach approval, will likely have shared parking with the adjacent restaurants and commercial uses on the adjacent parcels to the east.

The requested PAD overlay is a tool designed to protect a project's quality design and to encourage creativity and flexibility in design that will implement the General Plan objectives and purposes of Zoning Ordinance. Cannon Beach Phase 2 will adhere to these policies and objectives, will offer many benefits to the City of Mesa and its residents, and satisfies the criteria for PADs. Situations where the project exceeds standards, such as in the case of architectural materials, building undulation in the elevations and rooflines, quality of patios, lot coverage, and in some instances, building setbacks and separation, all combine to justify the limited situations that modify the standards for this unique project.

V. Conclusion

Proposed are updates and refinements to the approved Site Plan, which are necessary for the development of Phase 2 of Cannon Beach and create an enhanced entry and frontage along the Power Road and Warner Road corridors. Project plans are consistent and harmonious with the planned intent for the approved Cannon Beach development plan and will make the site attractive to businesses seeking to locate in the City of Mesa.