

# PROJECT NARRATIVE

## ALDI GROCERY STORE

### GREENFIELD & MAIN

## INTRODUCTION

A new inline ALDI grocery store is proposed to be constructed at the existing shopping center at the Southeast corner of Greenfield Road and Main Street in Mesa, Arizona. This narrative will describe the necessary development characteristics for the site plan and design review submittal.

## SITE INFORMATION

### GENERAL INFORMATION

The proposed inline ALDI grocery store will consist of tenant improvements for an existing 25,850 square feet building. The project will consist of proposed architectural enhancements, a new front hardscape reconstruction, parking lot revitalization and re-grading, as well as a new northern driveway. The development is part of APN 140-32-001H, currently zoned LC. A site plan has been included with this narrative showing the intended location of the inline tenant improvements for the ALDI grocery store and the overall development.

### SITE CIRCULATION AND PARKING

The existing shopping center's drive aisles and parking stalls are proposed to be removed and replaced or milled and overlayed to revitalize the proposed ALDI parking lot as well as the overall shopping center. A new driveway is proposed at the north end of the site as well to increase accessibility to the site and to maintain ADA requirements.

### DRAINAGE

The existing shopping center's overall drainage will not be impacted by the proposed development; however, a valley gutter is proposed to be constructed in the center of the ALDI parking lot near the existing low points. This drainage structure will mitigate pavement damage over time and allow the stormwater to flow to its historical drainage outfall located at the southwest corner of the site. An increase in runoff is not anticipated with the proposed development. See Grading and Drainage plans for details.

### LANDSCAPING

ALDI's site landscaping proposes utilizing existing landscapes to match the current landscape palette for any hardscape changes. See Landscaping plans for details.

### ARCHITECTURE

The proposed ALDI grocery store is proposing a façade residing to modernize and enhance the overall building architecture and incorporate ALDI specific material (CMU, wood fiber composite panels, and aluminum composite panels) used throughout the Phoenix area. The proposed colors and materials are compatible with the adjacent gas station within the center as well as utilizes neutral colors and natural tones to be compatible with the variety of architecture of the adjacent shops and various pad developments surrounding the center. In addition, the development is requesting "Alternative compliance to design standards of section 11-6-3(B)(5) of the MZO" by incorporating three distinct materials on the front façade as well as no more than 50% of the front façade being covered with one material.

The design team understands that the proposed elevation redesign for the ALDI building introduces a new theme of the shopping center however the team feels that several material and color elements are

compatible. Additionally, the proposed design allows an opportunity for an enhancement of the surroundings and will be a benefit to the community where they can shop for healthy food in a revitalized shopping center. See attached Architectural Narrative for additional architectural descriptions.

Charlotte Bridges  
Mesa AZ Planning Division

Re: ALDI Greenfield and Main  
Application number DRB25-00647  
October 7, 2025

Dear Charlotte,

We are pleased to present the proposed ALDI remodel of the former 99c only space at 4433 E. Main Street in Mesa AZ.

Due to the significant investment that ALDI is proposing we feel that this is an opportunity to revitalize the shopping center that will benefit the community.

The existing building's architectural theme is outdated and is in need of significant repair.

We are proposing a façade redesign that will improve the building by providing high quality building materials to enhance the buildings architectural character.

The new entry feature for the supermarket will integrate a raised parapet above the door, add display windows surrounding the entrance and a new covered entry and cart storage area.

The covered cart storage area will screen the carts from view and provide shade over the proposed clear glazing providing visibility into the store.

At the rear we are proposing a new 8' high CMU wall to screen the delivery trucks from the residences to the South and will provide a noise barrier that does not currently exist.

Additionally, we are proposing a new and distinct entry feature for the future tenant space that will allow the façade to have a greater variation in scale and materials.

The site improvements include new landscape improvements and re-grading and repair of the existing parking lot.

In response to the planning comments to add back the blue elements from the prior façade, we feel that the proposed materials and finishes will be a better solution for the community.

Due to the setback from Main Street, we are proposing to maintain a higher scale than that currently allowed per code for the main parapet at 35'-2" at the highest point.

The existing entry feature was constructed at 34'-6" based on the available existing building plans.

The proposed colors and material are natural tones that work well with a variety of architectural themes that surround the property.

These design elements will create a pleasant inviting and safe environment for the customers, and we are excited to commence with construction as soon as possible.

Thank you for your consideration.

**Sean Unsell**

Senior Studio Director

Associate Principal

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Revisions:	Date:

Project Architect/Engineer	Date:
Architect/Engineer Name	##/##/##
Project Lead	Date:
Lead Name	##/##/##

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ALDI

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Project Name & Location:

Existing Building & Pad

Drawing Name:	Project No.
Date: 11.04.25	24189
Type: Retrofit	
Drawn By: ZL	A-3.0
Scale: As Noted	Drawing No.