## McDonald's

Design Review Narrative

Case No. ZON-24-00277

1<sup>st</sup> Submittal: September 30, 2024



## Development Team

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### A. Introduction and Project Overview

On behalf of McDonald's USA (McDonald's), this application is a request for Design Review for the approximately 0.82 net acre property generally located south of the southeast corner of Power Road and Elliot Road, otherwise commonly known as Maricopa County Assessor's Parcel Number 304-19-992 (the "Property"). See **Tab A, Aerial Map**. The Property is currently undeveloped though will be part of a larger retail center.

As detailed herein, this application proposes development of the Property with a McDonald's restaurant that is identified as PAD B within the Avalon Ranch master site plan currently being processed as ZON24-00649.

### B. Relationship to Adjacent Properties

The Property is identified as Lot 4 within the 7-lot Avalon Ranch retail center. It fronts Power Road along its western perimeter with a 7-Eleven to the north (Lot 3), Taco Bell to the south (Lot 2), and EoS Fitness to the east (Lot 2).



### C. General Plan and Zoning

The City of Mesa General Plan Land Use Map and designates the Property as Mixed Use Activity/Employment, the focus of which is to provide large areas devoted primarily to industrial, office, warehousing, and related uses, as well as retail areas and entertainment centers. (See **Tab** 

**B, General Plan Map**). The Property is also located within the Inner Loop District of the Mesa Gateway Strategic Development Plan, which contemplates a mixed use environment. (See **Tab C, Strategic Development Plan Map**).

The Property is zoned LC pursuant to ZON22-01271. (See **Tab D, Zoning Map**). As background, the Property is currently the subject of a master site plan and BIZ Overlay request being processed as ZON24-00649. The BIZ Overlay request includes the following amended development standards:

Development Standard	LC	BIZ Overlay
Foundation Base	15 feet	10 feet
Minimum Lot Width	100 feet	90 feet

### D. Proposed Development

McDonad's proposes development of the Property with an approximately 3,843 square foot restaurant with indoor service and seating for approximately 67 patrons as well as a dual drivethru for in-vehicle service. See **Tab E, Conceptual Site Plan**. The restaurant building consists of one story with a height of 23'-9" measured to top of parapet.

The building architecture, materials and colors are designed for consistency with the ALDI & EOS projects within the Avalon Ranch retail center. The aesthetics of the retail center area a departure from McDonald's corporate standards and the design team put significant effort to complement the surrounding development. Four-sided architecture is proposed with varying building materials and colors, pop-outs, and parapet height variation for building articulation. A canopy is provided over the drive-thru consistent with City standards. See **Tab F, Conceptual Renderings**.

All roof mounted mechanical equipment is architecturally screened and roof drain elements are internalized within the building. The design incorporates a mix of modern materials and a neutral color palette. The architectural building elements include color, texture, and material change that are distinct and recognizable, but also harmonious. Architectural building materials are of high quality and durability and consist of masonry, stucco, fiber cement board, aluminum, steel, and tempered glass.

#### Queueing

The proposed project will have dual ordering lanes that transition to one lane and three drivethrough windows. These are estimated to provide approximately 314 feet of queueing space, beginning at the drive-thru entrance on the east side of the building and ending at the third window on the northwest corner of the restaurant.

McDonald's has had the dual order points (side-by-side ordering) in-place for many years. The primary benefit being that the kitchen can receive two orders simultaneously and get a jump start on preparation to minimize service time.

The "3<sup>rd</sup> window" and "pull forward pickup" are two state-of-the-art drive-through enhancements that McDonald's has added, and then optimized over the last 10 years to improve the efficiency of the Drive-thru — especially during peak drive-thru times. Restaurant management and staff are trained to recognize when a large or complex drive-thru order is exceeding the 50 second rate of service standard. When this occurs, they will ask the customer to pull-forward from the traditional present window (window #2) to the 3<sup>rd</sup> window. This effectively removes the clog that would cause backing up to occur, and it allows the drive-through to resume normal flow. Since it is very possible to have more than one customer with a large or complex order, we also provide the "pull forward pick-up stalls". This redundancy provides restaurant staff two additional options to pull cars out of line. These stalls are located conveniently near the front of the restaurant and easily accessible through the staff only door from the kitchen. A designated runner brings the food out to the car. Collectively, these drive-through enhancements work extremely well to minimize queuing, and far exceed the industry standard.

### E. Adherence with Design Review Criteria

#### A. Design Review Criteria

The project has been designed to adhere to the Design Review (DR) criteria specifically noted in Ordinance Section 11-71-6.A - Review Criteria.

 The project is consistent with the applicable goals, objectives and policies of the General Plan and any applicable sub-area or neighborhood area plans; all of the development standards of this ordinance; other adopted Council policies, as may be applicable; and any specific conditions of approval placed on the zoning of the property.

**Response:** The Project is consistent with the Property's General Plan designation of Mixed-Use Activity Center/Employment and the Mesa Gateway Strategic Development Plan Inner Loop District designation. The Project provides a retail restaurant services to support the surrounding community.

2) The overall design of the project including its scale, massing, site plan, exterior design, and landscaping will enhance the appearance and features of the project site, the street type, and surrounding natural and built environment.

**Response:** The project is designed to be consistent and compatible with other development in the Avalon Ranch retail center and will provide a quality aesthetic for this area of the Power Road corridor. The project is in keeping with the existing and anticipated built environment.

3) The overall design will create a distinctive and appealing community by providing architectural interest in areas visible from streets, sidewalks, and public areas.

**Response:** Four-sided architecture is provided with varying building materials and colors, pop-outs, and parapet height variation for building articulation and visual interest. A canopy is provided over the drive-thru consistent with City standards.

4) The project site plan is appropriate to the function of the project and will provide a suitable environment for occupants, visitors, and the general community.

**Response:** The site design provides a high-quality indoor and drive-thru restaurant experience. The proposed project will have dual ordering lanes that transition to one lane and three drive-through windows. These are estimated to provide approximately 314 feet of queueing space, beginning at the drive-thru entrance on the east side of the building and ending at the third window on the northwest corner of the restaurant.

McDonald's has had the dual order points (side-by-side ordering) in-place for many years. The primary benefit being that the kitchen can receive two orders simultaneously and get a jump start on preparation to minimize service time.

Compliance with MZO site and landscape design requirements and City of Mesa Quality Development Design Guidelines provides a suitable and aesthetically pleasing environment.

5) Project details, colors, materials, and landscaping, are internally consistent, fully integrated with one another, and used in a manner that is visually consistent with the proposed architectural design and creates a safe, attractive and inviting environment at the ground floor of buildings on sides used by the public

**Response:** The Project provides details, colors, materials, and landscaping that are internally consistent and integrated in a manner visually consistent with the architectural design, creating a cohesive aesthetic throughout. The building facade features varied scale, changes in massing and façade height, and varied colors, textures and patterns. The

Project design presents a streetscape that is fully compliant with the landscaping and development standards as defined by the MZO and Quality Development Design Guidelines. In areas accessible to the public, parking, sidewalks, landscaping, lighting, and the façade design of the building all contribute to the creation of a high-quality commercial retail environment.

6) The project is compatible with neighboring development by avoiding big differences in building scale and character between developments on adjoining lots in the same zoning district and providing a harmonious transition in scale and character between different districts.

**Response:** The building architecture, materials and colors are designed for consistency with the ALDI & EOS projects within the Avalon Ranch retail center. The aesthetics of the retail center area a departure from McDonald's corporate standards and the design team put significant effort to complement the surrounding development.

7) The project contributes to the creation of a visually interesting built environment that includes a variety of building styles and designs with well-articulated structures that present well designed building facades on all sides, rooflines, and building heights within a unifying context that encourages increased pedestrian activity and promotes compatibility among neighboring land uses within the same or different districts.

**Response:** As described herein, the Project provides a high level of design that will contribute visual interest to the built environment in the surrounding area. Four-sided architecture is provided with varying building materials and colors, pop-outs, and parapet height variation for building articulation and visual interest.

8) The project creates visual variety and relief in building and avoids a large-scale, bulky, or box-like appearance.

**Response:** Four-sided architecture is provided with varying building materials and colors, pop-outs, and parapet height variation for building articulation and visual interest.

9) The streetscapes, including street trees, lighting, and pedestrian furniture, are consistent with the character of activity centers, commercial districts and nearby residential neighborhoods.

**Response:** The Project design presents a streetscape that is fully compliant with the landscaping and development standards as defined by the MZO and Quality Development Design Guidelines. The parking, sidewalks, landscaping, lighting, and the façade design of the building all contribute to the creation of a high-quality commercial retail environment.

10) Street frontages are attractive and interesting for pedestrians and provide for greater safety by allowing for surveillance of the street by people inside buildings and elsewhere.

**Response:** The Avalon Ranch retail center provides substantial landscape buffers along Power Road with a detached sidewalk and landscaped right of way to create an attractive streetscape and a positive pedestrian experience.

11) The proposed landscaping plan is suitable for the type of project and site conditions and will improve the appearance of the community by enhancing the building and site design; and the landscape plan incorporates plant materials that are drought-tolerant, will minimize water usage, and are compatible with Mesa's climate.

**Response:** The landscape design features native desert plants and appropriate trees, shrubs, and ground cover materials to accentuate the natural environment. The plants require minimal irrigation beyond establishment, and as native varieties should thrive with naturally occurring rainfall. Parking and drive-thru areas are sufficiently screened with landscape trees and shrubs.

12) The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. The project also mitigates the effects of solar exposure for users and pedestrians. For purposes of this criterion, buildings that meet environmental standards such as LEED™, Green Globes, or equivalent third-party certification are considered to be energy efficient.

**Response:** Solar exposure for patrons and drive-thru customers are managed through landscape shading, shade canopies, and site furnishings. Also, darker materials and colors at the building entrances are utilized to limit reflected sunlight and glare for approaching customers.

# F. Adherence with Quality Development Design Guidelines

This application has been prepared to be consistent with the goals and objectives of the City of Mesa Quality Development Design Guidelines dated December 2019 pertaining to Industrial developments:

#### 1. Site Design:

#### **Building Placement & Orientation**

The site is designed and the building is placed to most efficiently use the site while providing a strong relationship to the street and visual interest in areas visible from public

view. Site infrastructure includes a complementary landscape palette, hardscape paving, and site screen walls.

The building is oriented to front the interior of the retail center and the building entrances are clearly visible through visual design features which help orient customers. Attractive pedestrian paths with pavers are provided to connect pedestrians to the building.

#### Parking & Circulation

Parking is provided primarily on the south and west sides of the building to provide convenient access for customers and employees. Parking has been provided based on Restaurant use ratios to meet city requirements. Please refer to architectural site plan data information for required and provided parking.

Access points are provided via internal drive aisles within the Avalon Ranch retail center with convenient access from Power Road. The proposed project will have dual ordering lanes that transition to one lane and three drive-through windows. These are estimated to provide approximately 314 feet of queueing space, beginning at the drive-thru entrance on the east side of the building and ending at the third window on the northwest corner of the restaurant.

McDonald's has had the dual order points (side-by-side ordering) in-place for many years. The primary benefit being that the kitchen can receive two orders simultaneously and get a jump start on preparation to minimize service time.

#### Public Spaces and Pedestrian Amenities

Bicycle parking areas are shown on the site plan, and are located near the building entrances to allow for safe storage. Per Section 11-32-8 of the MZO, bicycle parking is provided at least 1 bicycle space per 10 on-site vehicle parking spaces and a total of 4 spaces are provided.

#### **Landscaping & Shading**

The landscape design features native desert plants and appropriate trees, shrubs, and ground cover materials to accentuate the natural environment. The plants require minimal irrigation beyond establishment, and as native varieties should thrive with naturally occurring rainfall. Parking and drive-thru areas are sufficiently screened with landscape trees and shrubs.

#### Lighting

Lighting fixtures have been chosen to be harmonious with the overall building design and architectural theme of the Avalon Ranch retail center. Exterior lighting consists of energy efficient LED lighting for parking, circulation, and pedestrian areas. Accent lighting is provided at main entry points and on building facades.

#### 2. Architectural Design:

#### General Design

The building architecture, materials, and colors are designed for consistency with the ALDI & EOS projects within the Avalon Ranch retail center. The aesthetics of the retail center area a departure from McDonald's corporate standards and the design team put significant effort to complement the surrounding development. Four-sided architecture is proposed with varying building materials and colors, pop-outs, and parapet height variation for building articulation. A canopy is provided over the drive-thru consistent with City standards.

#### **Entrances**

As previously noted, building entrances are oriented toward the interior of the retail center. Building entrances are served by pedestrian walkways and are also clearly defined by building design elements including storefront designs and metal shade canopies. The primary vehicular entrance to the site will be enhanced by use of a consistent tree palette and future monument signage.

#### Massing & Scale

Pop-outs, varied parapet heights, color and material changes, and a drive-thru canopy are all utilized to minimize a sense of singular building mass.

#### Façade Articulation

Four-sided architecture is provided with varying building materials and colors, pop-outs, and parapet height variation for building articulation and visual interest.

#### Materials & Colors

The architectural building elements include color, texture, and material change that are distinct and recognizable, but also harmonious. Architectural building materials are of high quality and durability and consist of masonry, stucco, fiber cement board, aluminum, steel, and tempered glass.

#### Signage

Project signage will be submitted for review and approval as part of the building permit process and will be in conformance with the Mesa Sign Ordinance.

#### Service Areas & Utilities

The overall site layout has been designed and oriented to keep service, loading and utility areas screened from public view. Mechanical equipment, including roof-mounted systems and roof drainage systems are internalized with the building.

### G. Summary

The proposed use is consistent with the Property's zoning and General Plan designation and is an effective execution of the Mesa Gateway Strategic Development Plan. The site layout and orientation will allow for efficient use of the site with landscaping and pedestrian pathways creating an aesthetic streetscape and quality user experience. Additionally, quality architectural design provides variation and visual interest and a complementary aesthetic with the neighboring development in the Avalon Ranch retail center.

## **TAB A**

### **Aerial Map**





## **TAB B**

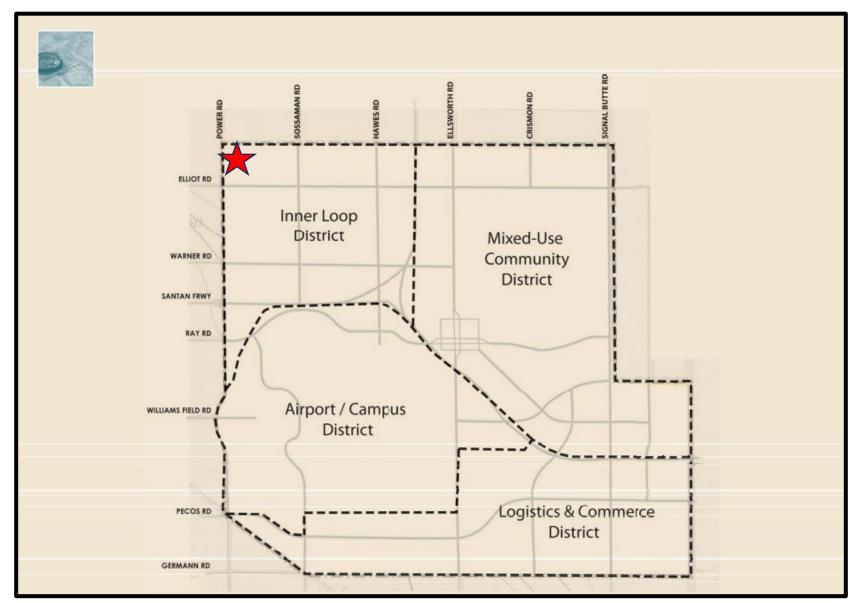
### **General Plan Map**





## **TAB C**

### **Mesa Gateway Strategic Development Plan Map**





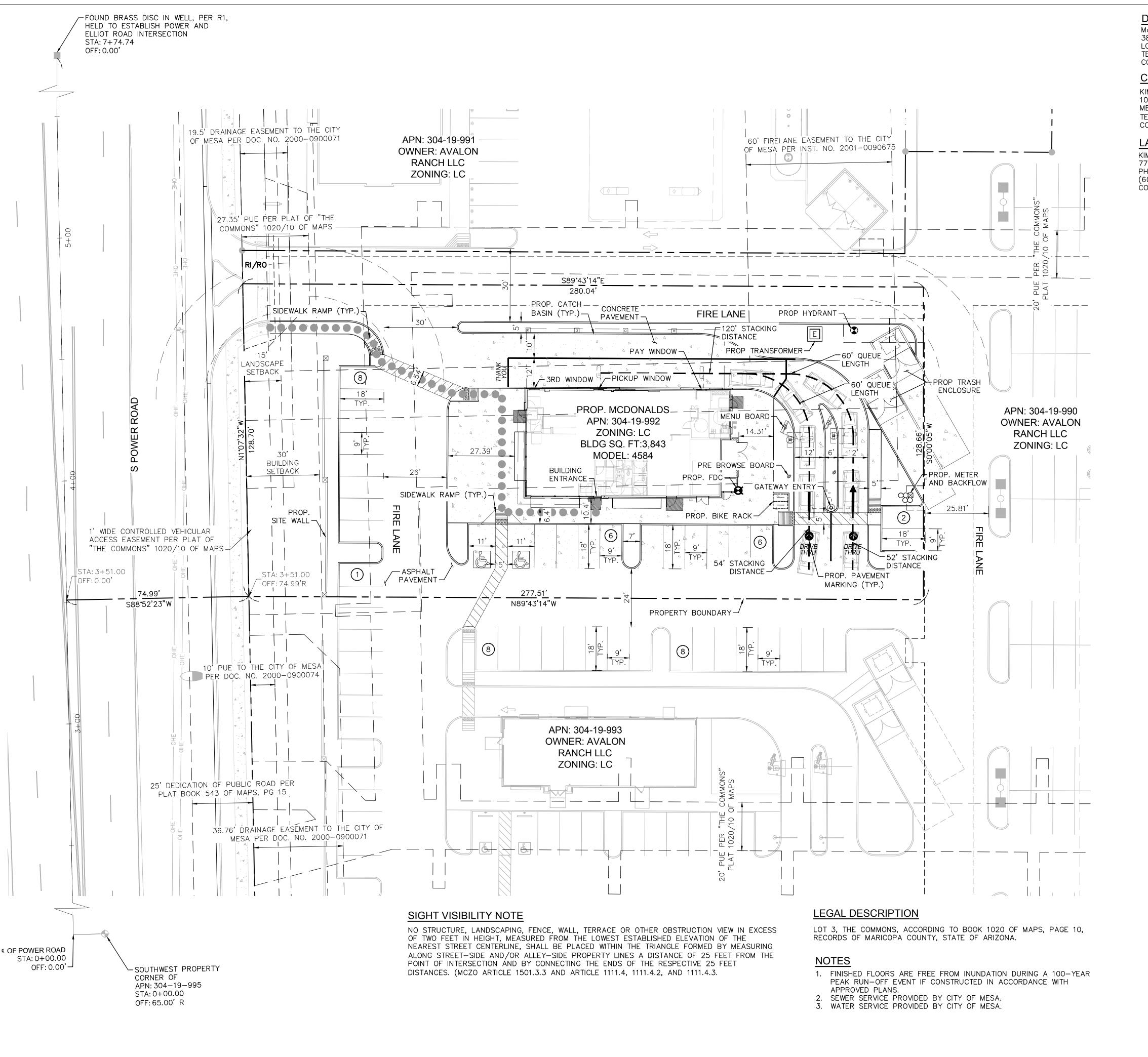
## TAB D

### **Zoning Map**





## **TAB E**



### DEVELOPER

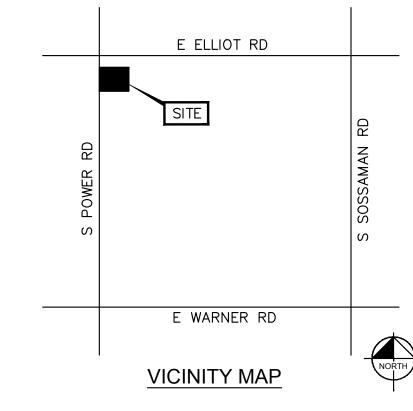
McDONALD'S USA, LLC 3800 KILROY AIRPORT WAY LONG BEACH, CA 90806 TEL: (951) 323-3002 CONTACT: SCOTT AUDSLEY

### **CIVIL ENGINEER**

KIMLEY-HORN AND ASSOCIATES, INC. 1001 W SOUTHERN AVE. SUITE 131 MESA, ARIZONA 85210 TEL: (623) 552-3189 CONTACT: MATT UPDEGRAFF, PE

### LANDSCAPE ARCHITECT

KIMLEY-HORN AND ASSOCIATES, INC. 7740 N. 16TH STREET, SUITE 300 PHOENIX, AZ 85020 (602) 906-1103 CONTACT: ANDREW VALESTIN



### PROJECT INFORMATION

PROJECT NAME: MCDONALD'S — POWER AND ELLIOT PROPOSED USE: RESTAURANT — MCDONALD'S

EXISTING ZONING: LC

PROPOSED ZONING: LC
JURISDICTION: MESA, ARIZONA

### SITE CALCULATIONS

BUILDING HEIGHT: 21'-0" TO TOP OF PARAPET (ONE STORY)

BUILDING AREA: 3,843 SF DRIVE THRU CANOPY AREA: 2,033 SF

TOTAL LOT COVERAGE: 5,876 SF / 35,867 SF = 16.38%FAR (FLOOR AREA RATIO): 3,843 SF / 35,867 SF = 10.71%

LOT NET AREA: 0.82± ACRES (35,867 SF) LOT GROSS AREA: 1.05± ACRES (45,520 SF)

### PARCEL NUMBER: 304-19-992

PARKING CALCULATIONS
PARKING SUMMARY

McDONALDS:

REQUIRED PARKING RATIO 1 SPACE

1 SPACE PER 100 SF OF INDOOR AREA 1 SPACE PER 200 SF OF OUTDOOR SEATING AREA

(3,843 SF / 100 SF) + (0 / 200 SF) = 39 SPACE REQUIRED

INDIVIDUAL PARKING: REQUIRED PROVIDED STANDARD 37 37 ACCESSIBLE PER ADA 2 2 TOTAL PARKING 39 39\*

\* 16 SPACES SHARED WITH TACO BELL PROPERTY TO THE SOUTH

### LEGEND

CONCRETE HARDSCAPE

McDONALDS' PROPERTY LINE

BUILDING SETBACK LINE

ADA PATH

CONCRETE SIDEWALK

RI/RO

PARKING SPACE COUNT

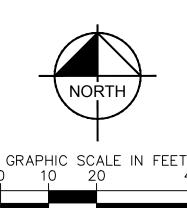
RIGHT IN AND RIGHT OUT



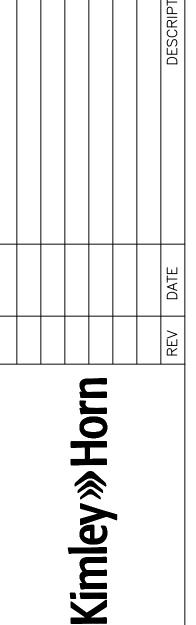
FIRE/DELIVERY TRUCK TURNING RADIUS

	FOUNDATI	ON BASE*	
BUILDING FACE	AREA(SF)	LENGTH(LF)	AVERAGE DEPTH(LF)
NORTH**	170	85.3	2.0
WEST	1432	45.7	31.4
EAST	971	45.9	21.2
SOUTH	887	81.8	10.8

\* PER CITY OF MESA ZONING ORDINANCE CHAPTER 33: LANDSCAPING 11-33-5
\*\* AT-GRADE DECORATIVE CONCRETE.









McDonald's USA, LLC
drawings and specifications are the confidential and proprietary
y of McDonald's USA, LLC and shall not be copied or reproduced
written authorization. The contract documents were prepared
on this specific site in conjunction with its issue date and are
table for use on a different site or at a later time. Use of
drawings for reference or example on another project requires the

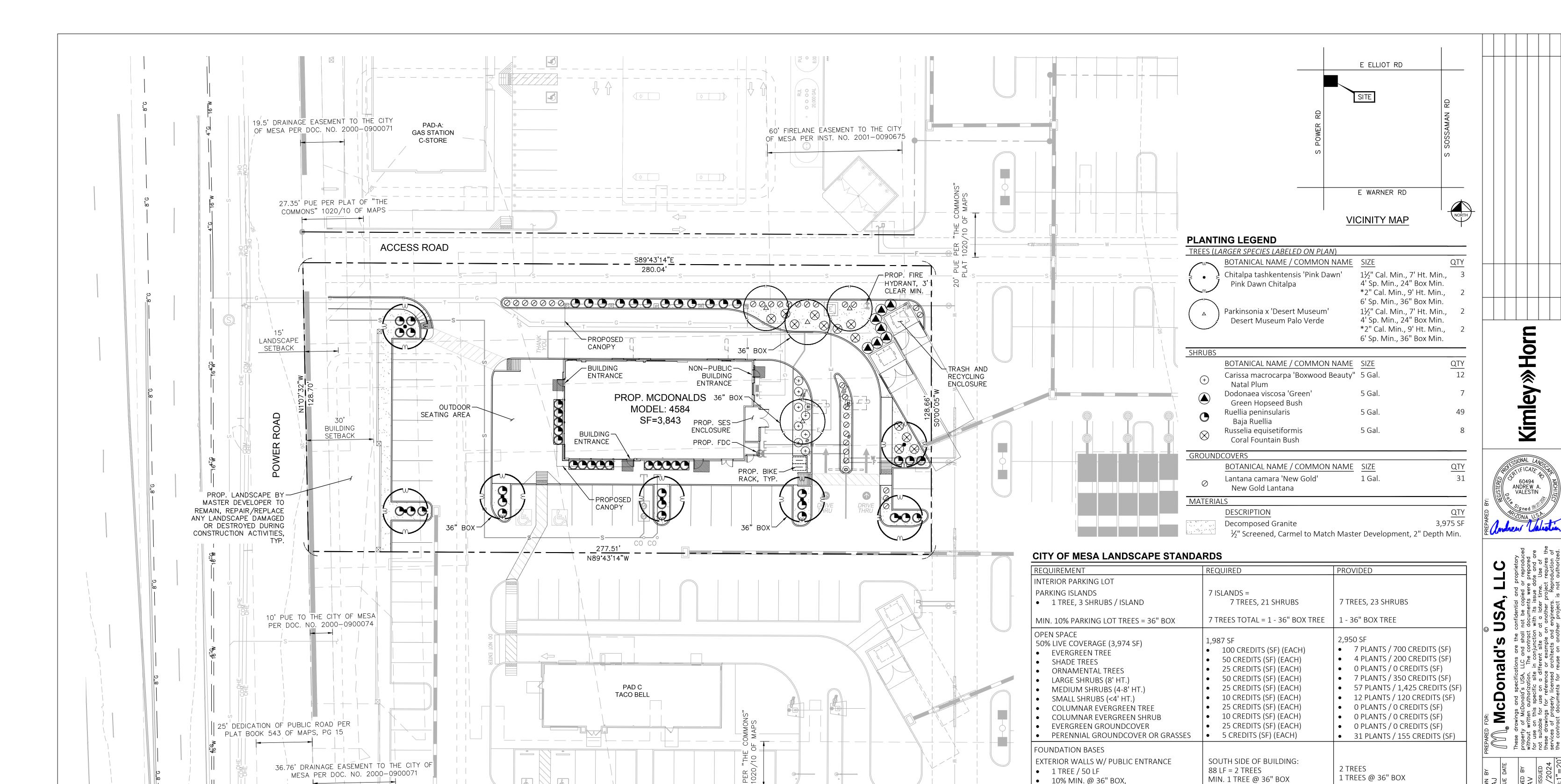
חודנב מידר מי		DRAWN BY MTH	
SIIE PLAN	Z.	STD ISSUE DATE	ш
DESCRIPTION		REVIEWED BY	
		MTC	
		DATE ISSUED	
		9/30/2024	4
SITE ID	SITE ADDRESS	SCALE (H)#####	##
002-1098	SOUTHEAST CORNER OF E ELLIOT RD AND S POWER RD SCALE (V): N/A	SCALE (V): N/A	

1 OF 3

## **TAB F**



## **TAB G**



CIVIL ENGINEER

KIMLEY-HORN AND ASSOCIATES, INC. 1001 W. SOUTHERN AVE, SUITE 131 MESA, AZ 85210 TEL. NO. (623) 552-3189 CONTACT: MATT UPDEGRAFF, PE EMAIL: MATT.UPDEGRAFF@KIMLEY-HORN.COM

LANDSCAPE ARCHITECT

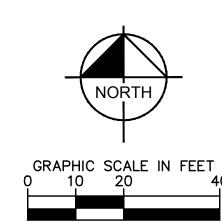
KIMLEY-HORN AND ASSOCIATES, INC. 7740 N. 16TH STREET, SUITE 300 PHOENIX, AZ 85020 TEL. NO. (602) 906-1103 CONTACT: ANDREW VALESTIN

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McDONALD'S USA, LLC LONG BEACH, CALIFORNIA 90806 TEL. NO. (480) 341-5344 CONTACT: SCOTT AUDSLEY

### OWNER/DEVELOPER

3800 KILROY AIRPORT WAY, SUITE 200 EMAIL: SCOTT.AUDSLEY@US.MCD.COM



30 LF OF LANDSCAPE

88 LF = 2 TREES

45 LF = 1 TREE

45 LF = 1 TREE

NORTH SIDE OF BUILDING:

MIN. 1 TREE @ 36" BOX

WEST SIDE OF BUILDING:

MIN. 1 TREE @ 36" BOX

MIN. 1 TREE @ 36" BOX

12 LF OF LANDSCAPE

12 LF OF LANDSCAPE EAST SIDE OF BUILDING:

22 LF OF LANDSCAPE

• LANDSCAPE AREA - 33% MIN.

• LANDSCAPE AREA - 25% MIN.

• 1 TREE / 50 LF

• 10% MIN. @ 36" BOX,

EXTERIOR WALLS W/OUT PUBLIC ENTRANCE



41 LF OF LANDSCAPE

1 TREE @ 36" BOX

1 TREE @ 36" BOX

1 TREE @ 36" BOX

40 LF OF LANDSCAPE

20 LF OF LANDSCAPE

88 LF OF LANDSCAPE

2 TREES

1 TREE

1 TREE

1 OF 1