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Project Name: AZ International market at NEC of Broadway and Dobson Rd.
Address: 1832 W BROADWAY RD,
MESA, AZ 85202
APN: 134-32-001V
Application No.: DRB24-01009

PROJECT NARRATIVE

Our client would like to remodel the existing AZ International Marketplace, located at the NEC of Dobson and Broadway in Mesa. The remodel will include upgrades to the building's interior, sitework, and building façade.

The project focuses on the existing AZ International Marketplace suite, which has a total area of 95,758 S.F. The objective is to demise the existing AZ International Marketplace into two: Suite 2 with 44,191 S.F. and Suite 3 with 51,567 S.F. The developer's goal is to use Suite 2 for amusement purposes and Suite 3 for a new grocery store, while all the other tenants will remain. A new transformer and S.E.S will be added east of Suite 3 to accommodate potential new tenants.

The sitework will address current zoning landscape requirements by adding diamond-shaped landscaped curbed islands to enhance shade coverage. The existing garden center, currently used for storage, will be transformed into a community-friendly open space with four landscaped islands, shaded trees, and bench seating. This pedestrian-friendly area will enhance the center's overall appeal. Additional improvements include 10 new parking spaces with three parking islands, four ADA-accessible ramps, and a new sidewalk at the southwest corner to improve site accessibility. Two new trash enclosures are planned at the northwest corner of Suite 1, and a recessed truck loading dock will be added at the northeast corner of Suite 3 for the grocery store. New monument signs are also proposed to accommodate potential tenants.

Request for Alternative Compliance

An alternative compliance for Sections 11-7-3(B)(6), 11-7-3(B)(2)(c) – Roof Articulation, 11-7-3(5)(a) – incorporating at least (3) different and distinct materials, 11-7-3(5)(b) – no more than 50% of the total façade may be covered with (1) single material is requested due to the scope of the project as part of this submittal. Per Section 11-7-3(B)(6), the project meets criteria iv which states that "The proposed alternative is aesthetically more complementary to the site, better fits into the context of the area, improves the overall architectural appeal of the area and/or meets or exceeds the design objectives as described in the City's General Plan." We provided aesthetically pleasing design and materials at the south and west of the building (refer to sheet A4.0 for the new South

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Elevation, and sheet A4.1 for the new West Elevation). The new materials that are used are concrete masonry unit, metal coping, wood cladding, Hardie board panel, concrete base, and metal canopy in addition the existing stucco material. These new materials are applied at the west, and south elevations to comply with the new requirement as it is facing the major roads – Dobson Road and Broadway Road respectively. These 2 sides of the buildings are also where the public entrances are located. This design is also in compliance with Section 11-7-3(5)(a).

The entire south & west facade of the building, spanning from the existing AZ International Marketplace to the existing eastern tenant, will be renovated to align with current architectural trends, resulting in a cohesive and visually appealing design. The east side of the building will have minor changes such as adding pilasters to break the span of more than 50'-0" of blank walls. These pilasters also add articulation. The remodel will retain functional existing elements, such as the existing entry door to the AZ International Marketplace, wall pack lighting, load bearing walls, and other structural components of the building. Enhancements include the addition of two new glazed windows and a storefront for Suite 2, new entry towers, and new exterior finishes. The west façade will also feature new entry towers for suite 1 and 2. Both facades will incorporate materials such as brick, James-Hardie board panels, and wood cladding to add depth and texture. Architectural details like decorative cornices, covered canopies, and trellises with vine plants will further elevate the appearance – refer to sheets A4.0 for the existing and new south elevations, A4.1 for the existing and new west elevations, A4.2 for the existing and new north elevations, and A4.3 for the existing and new east elevations.

The south, west, and east elevations will only be the building sides that are in compliance with Section 11-7-3(B)(2)(c) – Roof Articulation. There are various height differences on these sides of the building from 22'-3" to 36'-7" – refer to sheets A4.0 for the new South Elevation, A4.1 for the new West Elevation, and A4.3 for the east elevation. These heights are achieved by adding new pilasters, piers, and building towers.

Section 11-7-3(B)(2)(a) for blank, uninterrupted wall lengths exceeding 50 feet will not be complied on north side. As per section 11-7-3(B)(6)(b)(i), the building is already existing on site and would be impractical to bring into full compliance. We comply this on all other side with no blank wall lengths exceeding 50 feet.

Section 11-7-3(5)(b) – no more than 50% of the total façade may be covered with (1) single material will not be complied on all sides. The new south elevation (refer to sheet A4.0) will be covered in stucco by 62% of the whole perimeter compared to the existing south elevation which has 86% stucco. The new west elevation (refer to sheet A4.1) will have 75% stucco, while the existing west elevation has 98% stucco. The new east elevation (refer to sheet A4.3) will have 93% stucco and the existing north elevations has 95%. In conclusion, the building will not meet the maximum 50% of a single material, however, we lessen the percentage of the stucco area by 25% which adds to it aesthetic.

If there are questions or concerns, please contact Randy Haislet at rhaislet@rkaa.com or at 602-955-3900.