



April 28<sup>th</sup>, 2025

City of Mesa  
Design Review Project Narrative  
**Potato Barn Distribution Facility**  
**7244 E. Ray Road**  
**Mesa, AZ 85212**

## **Introduction**

*The Potato Barn Distribution Facility* is part of the overall master plan development of The *NOX* music venue; a premier music event center located in Mesa, AZ and designed to provide unforgettable live music experiences across multiple genres. The distribution facility completes the 3-parcels complex consisting of the Potato Barn and the *NOX*.

## **Existing Conditions & Surrounding Context**

The subject property is vacant and is located southwest of the existing Potato Barn site and across Seaver Avenue from The *NOX* and east of the adjacent existing industrial buildings and is part of the Ray Road Commerce Center Plat development according to Maricopa County Assessors. The property's address is: 7244 E. Ray Road and its parcel number is 304-30-057 and is approximately 3.18 acres. The associated companion parcel is 304-30-043 located directly north of the site which is the *NOX* Music venue site located at 7224 E Seaver Ave Mesa, AZ 85212 and is approximately 3 acres. The current site zoning and surrounding zoning is LI (light industrial).

## **Proposed Project Use**

The owner desires to develop a new facility consisting of approximately 48,000 sf single story warehouse with site improvements installed to support the parking needs. The new facility consists of mostly an open-air floor plan and shell space for storage use. The facility will also contain a small showroom for customer retail showcase. Supporting functions include restrooms, loading docks for trucks to load equipment, and electrical / fire riser rooms. The main entrance to the building is from the north facing façade and visitors have easy access to the main entrance. A shaded canopy feature consisting of exposed beams, purlins and columns help to shade the entry and the building, while also adding to the overall architectural character that is unique to the Potato Barn development. Site development such as landscape and civil work will be designed and related to the new building.

## **Site Plan Considerations**

The site plan is designed to be integrated with the existing Potato Barn site to the northeast as well as the *NOX* Music venue space, meaning the existing entry drives and interconnecting parking lots provide for a

complete on-site circulation system. Collectively this specific development will have three total driveway entrances. Two driveway entrances from East Seaver Avenue and the other driveway entrance connection are from East Ray Road.

Parking for the warehouse project is self-supporting but is part of a shared parking agreement with the NOX and Potato Barn sites.

### **Landscape Architecture**

The key goal for this project landscape design is to promote a connection and relationship to landscape design from the NOX music venue site. Various hardscape materials and plantings create a unique and cohesive experience to support and enhance the architectural theme. Thought-out spatial programming that attributes to the NOX venue space has been provided while blending the native desert environment through a landscape palette, connecting all these elements from the new Potato Barn Distribution Facility to the NOX music venue space.

### **Building Architecture**

The building architecture concept harkens from existing surrounding industrial warehouse buildings part of the Ray Road Commerce Center, as well as some inspirational features taken from the existing Potato Barn facility. The application of materials is designed to present a modern approach to color variations within the façade and popout treatments. The use of concrete tilt-up panels as the main building material is consistent with existing surrounding context of the warehouse developments at Ray Road Commerce who use the same concrete tilt-up panel systems and add a variety of stained colors to them. Panel joints and score joints on the new building façade assist in establishing a pattern and rhythm in the treatment for the color locations and window features. Additional design features also include corrugated metal awnings for shading of windows, exposed columns and beam canopy shade structure at the north frontage, various window size treatments, and a wrought-iron specialty door at the main entrance (exact design to be determined). The glazing is placed higher in elevation and more in the form of smaller windows that are safety-tempered and insulated, providing enough daylight without too much heat exposure. The Potato Barn Distribution Facility architectural character is much more than just a utilitarian building, rather it engages a combination of modern and rustic feel of materials very much like the unique furniture that is part of their signature selling products to customers at their main Potato Barn facility.

Exterior lighting, such as decorative wall sconces, wall packs, and ground-mounted up-light wall-wash fixtures have also been integrated, illuminating the surroundings while complying with the modern-style building. Exterior signage is expected to be positioned over the main entrance façade and will be finalized under a separate signage submittal in the future.

### **Citizen Participation**

The *Potato Barn Distribution Facility* is in an industrial-zone area with no residential zoning or existing residential for miles. Gateway Airport controls and operates the land across Ray Road and surrounding property across the freeway and to the west and east is an industrial zone. Based on this fact no formal citizen participation meetings are planned. The following effort will be made to communicate to the public:

- Project boards will be placed in the lobby of the existing Potato Barn for review.
- The owner will send a mailer to the designated properties within 1000 feet of the exterior boundary of the project site. The mailer will provide basic information about the project. The mailer will go out in the mail by *June 4<sup>th</sup> (City Planner to please verify / confirm deadline date)*.
- The required city notices will be provided as required along with property posting as required.

Overall, we feel that our proposed project is compatible with the Design Guidelines established for this area of Mesa and relates well to the surrounding context of the existing Potato Barn facility, as well as the existing adjacent industrial warehouse buildings part of the Ray Road Commerce Center. We have taken careful measures to appropriately design the new Potato Barn Distribution Facility in accordance with the adjacent properties and design site features of the *NOX* Music venue space as well as the existing Potato Barn facility. We have studied and implemented those standards to our site, landscape and architectural design characteristics.

### **Alternate Compliance**

Alternative compliance allows development to satisfy the Site Planning and Design Standards by providing comparable standards in a creative way. Requests for alternative compliance may be accepted for any application to which Site Planning and Design Standards apply. The proposed alternative shall demonstrate that it is aesthetically more complementary to the site, fits into the context of the area better, improves the overall architectural appeal of the area and/or meets or exceeds the design objectives as described in the City's General Plan.

- The distribution center is connected to the *NOX* design that provides integrated landscape musical theme with pavement treatments, plant selection and screen wall design that supersedes the design standard.
- The exterior design is contextually connected to the surrounding buildings and architectural statement. The surrounding buildings are primarily painted precast concrete treatments with other design features. Even though this facility may not meet the prescriptive measures outlined in the guidelines, the form and volume of the architecture is compatible and consistent with the surrounding buildings. The architectural response is also 360-degree treatment as the building has street frontage on 3 sides.
- The use of multiple colors, concrete panel relief, scorelines, exposed steel architectural columns, glass treatments with a variety of opening sizes and shapes, awnings all reinforce the building architecture.



We believe we meet the burden of an aesthetically more pleasing and complimentary building and site design beyond the prescribed standards.

Thank you for your consideration and review of our application.

On behalf of Potato Barn:

Sincerely,

*Vincent P. Di Bella*

Vincent P. Di Bella AIA, CSI

Adaptive Architects Inc.

Principal Architect