

5449 S. POWER COMMERCIAL

Project Narrative

Case: DB23-00898



Request:

Design Review Application for the development of a new Starbucks Café & Drive Through located at S. Power Road just south of Ray Rd Mesa, AZ

Submitted To:

City of Mesa, Arizona

Submitted By:



SCAPEGOAT
DESIGN STUDIO

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1. INTRODUCTION

ScapeGOAT Design Studio is submitting an application request for a Design Review for a proposed commercial development (the "Project") on an approximately 0.88-acre parcel located at 5449 S. Power Road Mesa, AZ; generally located on the east side of Power Road, approximately ¼ mile south of Ray Road in Mesa, AZ. The Property is further identified on the Maricopa County Assessor's Map as parcel number 304-37-026A (the "Property").

The application outlines a plan to divide the current parcel into two separate lots through a separate Lot Split Application, facilitating a phased approach for the commercial development. The first phase, referred to as "Phase 1" or "Lot 1", will initiate with the partitioning of the parent parcel to accommodate the construction of a new Starbucks drive-through café. This phase will serve as the guiding force for the comprehensive design and development.

The intent of the proposed project has a high-quality design that utilizes permitted mixed commercial while featuring unique architectural and site plan characteristics that will enhance the existing parcel (see *Figure 1 – Site Aerial* below).

Figure 1 – Site Aerial



2. DEVELOPMENT REQUEST

This narrative is requesting approval from the City of Mesa for the following:

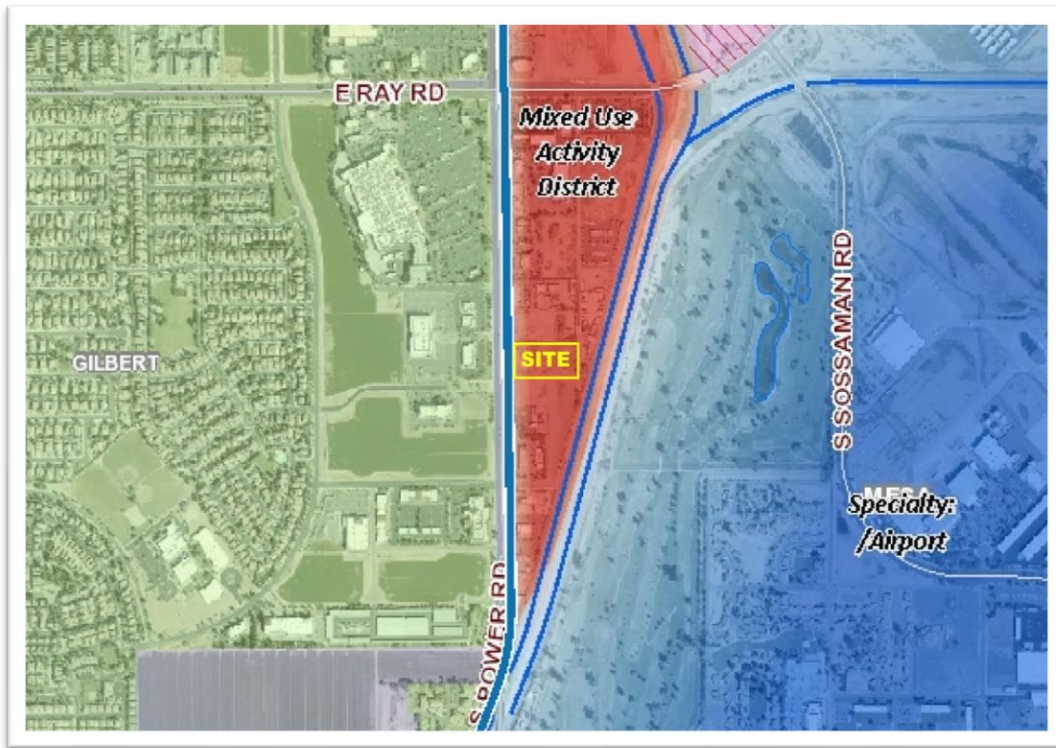
1. Design Review – Lot 1

3. GENERAL PLAN CHARACTER AREA AND ZONING

The property is designated in the General Plan as Mixed-Use Activity and is zoned Limited Commercial (LC). The site also lies within the Airfield Overlay District.

Per the Mesa Zoning Ordinance (“Zoning Ordinance”) Table 11-6-2 states that restaurants with Drive-Thru facilities, general retail and minor auto repair shops are permitted within the LC district.

Figure 2 – Mesa General Plan Map (Current)



4. EXISTING CONDITIONS AND EXISTING ZONING

The parcel is zoned LC (Limited Commercial) and is surrounded by the following land uses and zoning:

Direction	Existing Land Use	Existing Zoning
To the North	Whataburger	LC/LI
To the East	RV and Boat Storage	LC
To the South	Dutch Brothers/Mesa Drainage Basin	LC
To the West	Mixed Commercial	LC (City of Gilbert)

Table 11-6-2: Commercial and Mixed-Use Districts regulates that restaurants with Drive-Thru facilities, retail/offices and minor auto repair uses are permitted within the LC district. As these are permitted uses, a

use permit is not required.

5. DEVELOPMENT PHASING AND INTENT

Lot 1, constituting Phase 1 of the project, is positioned as the pivotal launch point for the comprehensive development strategy, wielding substantial influence over the design and criteria for both Lot 1 and Lot 2. This deliberate approach aims to establish a coherent architectural theme and a unified aesthetic vision that will seamlessly extend across both Lots 1 and 2. As the first phase commences, meticulous attention will be devoted to the intricacies of the Starbucks drive-through construction, ensuring that it not only aligns with the commercial goals but also sets a high standard for the subsequent developmental of Lot 2.

Phase 1 primarily emphasizes site development, encompassing a systematic execution of the necessary parcel improvements, with a specific focus on defining the site layout, circulation patterns, and master grading and drainage design. This meticulous approach lays the foundation for a robust and practical infrastructure, fostering a conducive site design for the entire parcel, ensuring long-term functionality and efficiency.

In contrast, Phase 2 is designated for the eventual establishment of a minor auto repair facilities, operating within the master site design and architectural themes established by Phase 1 and will be subject to an independent design review process as necessary to ensure general conformance with the Mesa design guidelines. By establishing site specifics and layout of the phase 1 development, the development team can tailor the planning and design parameters to suit the specific demands and intricacies of these individual commercial ventures. This deliberate approach underscores the commitment to precision and adaptability, emphasizing dedication to creating a versatile and dynamic commercial space that caters to the diverse needs of the local community.

Notably, while specific lot improvements are scheduled for Lot 2, any future adjustments to the building pad, land use, or site design will be subject to a minor or major site plan/design review as outlined in the development procedures of the City of Mesa ordinance. This review process aims to ensure that future building architecture and site design of Phase 2 align with the site plan review and adhere to the established site plan. In accordance with the Mesa ordinance (Section 11-69-7), any modifications exceeding the 10% threshold will require a comprehensive site plan amendment. This commitment to adhering to zoning regulations underscores the project's dedication to responsible and compliant development practices.

6. MASTER SITE PLAN OVERVIEW

The site plan ensures a logical and efficient layout that utilizes the parcel's unique size and constraints while providing adequate space and circulation for pedestrians and vehicles on both tenant lots. Special building placement within the parcel was taken into consideration to provide the best opportunity for overall function and placement of both lot uses.

A. Building and Lot Layout

The proposed placement of the Starbucks drive-through will be on the western half of the parent parcel and will contain most of the frontage along Power Road, creating Lot 1 with a size of 0.88 acres. Concurrently, the eastern portion of the parcel will be dedicated to future retail and/or minor auto repair, forming Lot 2, which spans a larger area of 1.12 acres. Notably, Lot 2 will also serve a dual purpose as the master retention location, providing ample open space for the necessary requirements.

In order to comply with the lot configuration standards outlined in the Mesa City Code, Lot 2 will be

extended to Power Road, ensuring the maintenance of appropriate roadway and utility access from this main thoroughfare. This strategic flagging-out of Lot 2 will enhance the overall functionality of the development while adhering to city guidelines and facilitating smoother traffic flow and utility provisions.

The Starbucks Building will be 2,510 SF and is oriented at a horizontal length along the property in order to properly serve road frontage while minimizing view of the drive-through lanes. Due to the size of the new Lot 1 and the necessary flagging of Lot 2, the Starbucks's building's location will be inhabiting the north portion of Lot 1 with parking located south of the Starbucks building.

The below table provides the development standards of the proposed drive-through site plan and the future Lot 2 site plan, in relation to the LC district requirements:

Standard	LC	Lot 1 (Starbucks Café)
Building Height:	30 ft.	21 ft.
Min. Lot Size:	10,000 SF	35,719 SF (0.88-acres)
Min. Lot Width:	100 ft.	± 149 ft.
Min. Lot Depth:	100 ft.	± 241.62 ft.
Max. Building Coverage:	80%	± 8%
Building Setback		
Front-Arterial (Powe Rd.)	15 ft.	± 125'
Interior Rear (East Side) – Adjacent to Commercial:	15 ft.	± 24'
Interior Side (North and South Side) – Adjacent to Commercial	15 ft.	± 62'
Landscape Buffer		
Front-Arterial (Power Road)	15 ft.	± 15.5'
Interior Side/Rear – Adjacent to Commercial:	15 ft.	± 7' (North Side of Lot 1) ¹
¹ 7' allowed where cross access exist		

B. Parking, Circulation, and Landscape Buffering

The layout of the proposed development is designed to provide adequate circulation patterns that will satisfy vehicle/pedestrian needs while meeting the parking standards required for both the drive-through facility and future commercial development. The Drive-through lanes are oriented perpendicular to Power Road to minimize visual of the drive-through activity from the street view. Landscape along Power Road will provide for additional buffering through a 15' landscape buffer.

- i. Cross Accesses – Circulation for the two lots will be accomplished through two (2) cross accesses. The first cross access will be between Lots 1 and the north parcel (known as the “Whataburger” lot). An existing cross access agreement is already in place and will be implemented upon the construction of the Starbucks. The 2nd cross-access will be between Lot 1 and Lot 2 through a new cross access agreement that will be drafted and implemented prior to permit issuance for Starbucks. It is required that the 2nd cross-access agreement will need to be implemented prior to permit issuance for the Starbucks.

C. Landscape

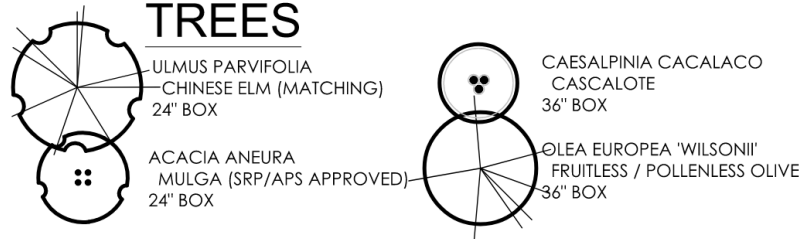
It is understood that setback areas are to be landscaped in order to provide proper buffering along the road frontage as well as buffering from the parking and drive-through areas. The drive-through aisle is oriented along the north and west lot side and will be buffered from landscape that will be improvised at formal development. The total landscape area for the Project will be 13,384 SF made up of a mixture of permeable decomposed granite, and desert friendly bushes and trees.

Where appropriate, landscaping areas will be configured to provide swales for collection and transmission of storm water. This will allow for natural infiltration of rainwater and the application of Low Impact Development best practices

Planting materials will exceed what is required in Sec. 11-33-3 of the MZO – planting guidelines for spaces and shade coverage – and will include the following plant materials:

LANDSCAPE LEGEND

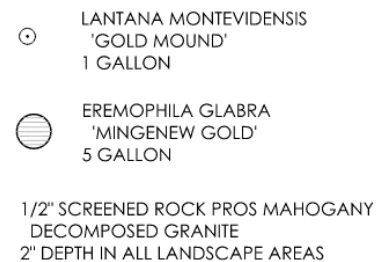
TREES



SHRUBS



GROUND COVER



7. ARCHITECTURE

A. Building Materials

The proposed architecture will include a material palette consisting of at least four (4) primary materials along each building façade, including:

- Sandblasted Finished EIFS
- Modular Brick
- Lead-Cote Metal Paneling
- Faux Wood Composite
- Dark Brown Anodized Aluminum Glazing

Per Sec. 11-6-3(B)(5) of the Mesa Zoning Code, no more than 50% of the total façade may be covered with one (1) single material. The proposed architectural drawings show that each material does not exceed the 50% threshold and will create an evenly distributed and diverse palette for each façade. The public entry of the building (south elevation) shows an emphasized shade canopy that dimensions out of the building plan to accentuate the public entryway.

B. Building Facades

Each building facade contains diverse materials and colors that will create dimension and undulation for each building wall. Per, Sec. 11-6-3(B)2 of the MZO, the site is designed so that no wall plane is more than 50' without some sort of change in texture, color and/or plane. The building also provides undulation along each building wall to help break apart any monotony in text, plane, or material. In addition to the undulation of each facade, the building will also host unique paneling and canopy structure that differentiates from the EIFS and bricks portions of the building wall while creating a vertical change in plane and dimension.

C. Trash Enclosure

The trash enclosure will consist of decorative concrete masonry with a color scheme of the trash enclosure that will be consistent with the principal building and screen wall design.

D. Screen Wall

The site proposes to raze the existing screen walls along Power Road and rebuild new screen walls that will consist of decorative CMU and material consistent with the principal building to create a unique screening element that will accentuate the overall architectural design of the building and lot. Height of the rebuilt screen walls will be 3'.

8. GENERAL PLAN COMPLIANCE

The proposed development supports the vision, goals, and objectives of the Mesa General Plan, which encourages the development of neighborhood-scale commercial uses in the Neighborhood Character Area. The Property is a suitable site because of the compatibility with the surrounding land uses, site constraints, and consistency with the General Plan.

A. Compatibility with Surrounding Land Uses

Dynamic uses and an eclectic array of design types characterize the vicinity of the proposed development site. Land use patterns exhibit a diverse range, spanning from aged retail outlets and cinemas situated along Power Road to the west, to a blend of commercial and industrial entities such as vehicle storage facilities and restaurant drive-throughs to the east, north, and south. With a mindful approach to the non-residential nature of the roadway, the proposed commercial development adopts a mixed-commercial concept, ensuring compatibility with the existing environment. This distinctive mixed-use commercial theme redefines the interior lot design, departing from the conventional single-purpose commercial developments and embracing the consolidation of space for multi-functional purposes. Additionally, meticulous attention to the building's orientation and site layout, coupled with the integration of high-quality design elements, promises to deliver added value to the local community.

B. Unique Site Constraints

The specific attributes of the property strongly support the feasibility of the proposed development. Positioned as an infill site, the current state of the property highlights neglect and underutilization. Furthermore, the existing structures on the property do not meet certain conformity standards, contributing to the overall deterioration of the site.

The property's positioning along Power Road and the layout of the current driveways raise concerns about efficient ingress and egress, as they do not comply with Mesa's driveway standards, which stipulate specific distances between driveways. In response, the proposed development plan incorporates the removal of the existing north driveway. This strategic adjustment guarantees the alignment of the driveways with the prescribed standards, thus resolving potential conflicts arising from their close proximity to each other and the north neighboring property's driveway.

The proposed mixed-use commercial plan not only introduces a diverse and vibrant atmosphere but also optimizes the lot's potential by enabling a denser and more unified development along the Power Road frontage. By consolidating various commercial functionalities within a single space, the project maximizes the utilization of the available land area, promoting a more efficient use of resources and infrastructure. Additionally, the integration of mixed-use elements supports a sustainable and environmentally conscious approach, seamlessly incorporating natural surface retention features within the expansive property.

This innovative approach facilitates the integration of green spaces, landscaping, and natural water retention systems, effectively mitigating the impact of stormwater runoff and advocating for eco-friendly practices. By strategically utilizing the expansive land space for these natural surface retention initiatives, the development not only contributes to the preservation of the local ecosystem but also enhances the aesthetic appeal of the surroundings, fostering a harmonious

blend of urban development and natural landscape elements. This thoughtful design not only enriches the overall appeal of the site but also underscores a commitment to sustainable and responsible land management practices, further benefiting the surrounding community.

C. Consistency with the General Plan vision, policies, and guidelines

The proposed development is fully consistent with the Mixed-Use Activity Character Area and the General Plan vision, policies and guidelines as follows:

- By replacing an out-of-date development with a new development with upgraded design features, the project will enhance a highly visible commercial frontage along Power Road.
- The development is in line with the objectives of the Mixed Use Activity by introducing a diverse combination of "primary" commercial elements, including a drive-through coffee shop and potential future retail and/or auto service facilities. (Community Character, p. 7-20)
- The implementation of a mixed-use commercial development featuring a drive-through coffee shop will bolster the residential community in the vicinity, offering a blend of appropriately scaled amenities that can accommodate pedestrian and bicycle traffic. Furthermore, the integration of commercial functionalities will foster a more dynamic synergy between the two land uses. Given its pedestrian-friendly attributes, the coffee shop will serve as a gathering spot for nearby residents and patrons of the adjacent commercial lot 2, enhancing the overall appeal and accessibility of the surrounding retail area. (Community Character, p. 7-21)
- The site does not disrupt, but embraces the existing land use fabric by creating a use that is not only pedestrian centric, but synthesizes both auto access historic to Mesa and this area, and pedestrian access from public pathways to facilitate multi-modal transportation. (Community Character, p. 7-20)
- The site not located in a Village and is appropriate redevelopment type of character for this specific property. The proposed change helps the Property integrate better into the land use context (Community Character, p. 7-8)
- Landscape programming, architectural designs, or other visual elements are promoted that are consistent with the surrounding properties, intentionally contributing to an upgraded project design and character (Community Character, p. 7-20).
- Economic Development: The General Plan encourages redevelopment of aging properties in Mesa and projects that support businesses and investment into the community through tax receipts that contribute to the City's infrastructure, parks, and services (Chapter 5, 5-1)
- If approved, this development will increase the value of the Property, which can also increase the values of surrounding properties and contribute to Mesa's fiscal objectives. Added tax revenues will ultimately benefit funding of local schools and projects that promote the public health, safety, and welfare. (Chapter 5, 5-4)
- The incorporation of solar panels in the design of the Starbucks building serves to offset the dependency and load on the city's energy power grid. By harnessing solar energy, the building can generate a significant portion of its required power independently, thereby lessening the strain on the municipal energy resources and utilizing the City's incentive program for solar energy resourcing (Chapter 8, p. 8-7)

9. ADDRESSING

Each Lot will be addressed in accordance with the approved Lot Split Application (separate submittal):

- Lot 1 – 5443 S. Power Road Mesa, AZ
- Lot 2 – 5449 S. Power Road Mesa, AZ

10. CONCLUSION

This proposal seeks to demonstrate a high-quality, mixed-use commercial development that will enhance and redevelop the Property. Project design will be compatible with the commercial character of the neighborhood where the site context has already established setting for commercial uses that are designed as proposed in this request. The building setbacks, improvements to the site layout and landscape character form conditions that will contribute to a newly designed and enhanced opportunity for this Property.