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*Location: NWC of the 202 Freeway and Recker Rd*  
*Proposed Use: Retail spaces*  
*APN: 141-41-002N*  
*Zoning: LI-BIZ*  
*Date: 09/05/2022*

### **Project Narrative**

Prepared for: **City of Mesa, Planning & Development Department**  
P.O. Box 1466  
Mesa, AZ 85201

Location: NWC of the 202 Freeway & Recker Rd  
Proposed Use: Retail Spaces  
APN: 141-41-002N  
Date: 05/04/2022

#### **Request:**

Re: Proposed application is a request for combined rezone and site plan review/modification application for proposed drive thru coffee shop, cookie drive thru & medical office located at NWC of the 202 Freeway & Recker Rd in Mesa Arizona, parcel number 141-41-002N with existing LI (Light Industrial) with BIZ (Bonus Intensity Zone) overlay. Per Table 11-7-2 of the MZO, limited-service restaurants with drive-thru facilities developed in compliance with all MZO development standards, including the additional development standards for drive-thru facilities (Section 11-31-18 of the MZO), are permitted in the LI District.  
Case No. PRS21-00670, ZON22-00546 & DRB22-00547

#### **General Plan:**

The Mesa 2040 General Plan Character area designation on the property is Mixed-Use Activity District (MUAD) with primary focus of the Mixed-Use Activity.

The subject site is also located within the Falcon Field Sub-Area Plan. The intent of the Falcon Field Sub-Area is to create a vibrant and progressive urban center that serves as an oasis of aviation related businesses, abundant high-quality employment, and regional entertainment. The Falcon Field Sub-Area Plan identifies subject site as Mixed-Use Employment.

The goal for this character area is to help these districts be strong and viable centers of commercial activity that attract people to unique shopping and entertainment experiences. We believe that the proposed commercial, medical office, retail & restaurant use will support and encourage the surrounding shopping and entertainment uses also due to the proximity to freeway access and street frontage we believe that this use is the most viable use for this.

#### **Project goal and how it complies with Falcon field sub area plan.**

We have reviewed the design guidelines and overarching vision for the Falcon field sub area plan and believe we could build a vibrant project that would further enhance the area and be

a significant improvement in the Falcon field sub area. From the conforming signage and color palette to the environmentally conscious design and smart operations technology, this project would set the standard for modern-day development and create a vibrant progressive center.

From our internal market studies, we believe that this project and type of use and services would be greatly appreciated by the residents and businesses within this district and surrounding developments. As one of the goals of the Falcon field sub area District is to be a mixed-use shopping center.

This area is a hub for advanced business and financial services, health care, and retail industry. This area is expected to see growth in the retail and residential use because of proximity to freeway SR 202 Red Mountain Freeway. We believe that this area is rapidly growing area and will have a significant demand for a retail, restaurant facility and proposed project will serve the need and meet the demand of this area.

At the street level, the complementary use of colors found on surrounding developments repurposed as accents on the building will promote visual interest. While strategic placement of windows, color, and pop outs on the proposed storage building in the back along the proposed major pedestrian walk ways and entries connect to the public to welcome further interaction. In a larger scale, color accents on the upper portion of the façade and use of form and texture will create a sense of movement and draw attention from the major road ways and passer byes.

As a response to climatic and contextual conditions the development will provide sufficient shade areas throughout the frontage of site complemented with appropriate landscaping to maximize human comfort and encourage activation of space. . Landscaping areas will also be located throughout the site frontage.

We would ensure that building, signage, and landscape create an interesting and engaging experience for all traffic, both pedestrians and vehicles.

#### **Project Description/Scope of Work:**

The proposed site is located at 3358 N Recker Road Mesa, Arizona 85210. The overall site area of parcel 141-41-002N is approximately 1,083,729 S.F. or 24.87 Acres. The Proposed site area for this application is approximately 109,423 S.F. (2.51 Acres). The existing zoning of this parcel is LI (Light Industrial) with BIZ (Bonus Intensity Zone) overlay and proposed zoning is to remain same as exiting LI (Light Industrial) with BIZ (Bonus Intensity Zone) overlay. The east side of this property is Recker Road and south of this property is Loop 202 Red Mountain Freeway. North of this property is existing Virginia Street and proposed Virginia Street extension. West is LI with BIZ zoning. The site is currently vacant.

Diversified Partners is in contract for the above-mentioned site in Mesa at the Northwest corner of the 202 Freeway and Recker Road. We will be constructing 6,617 SF of retail spaces, that include drive-thru and sit-down options. A list of companies and intended uses include: Dutch Bros, Drive-Thru Cookie Shop, and a Womans Health Doctors Office.

The project that we are proposing is to develop 2 new pads that include retail and drive-thru restaurants. We are proposing all single-story buildings with a patio and a drive through window. Building's materials and colors will consist of the following: natural tan stucco, espresso brick veneer, panoramic porcelain tile, urbane bronze metal, and red barn-colored canopy and awnings.

For the Drive-Thru space on PAD-1, we designed the drive-thru to allow cars to enter on the side closest to entry driveway on west side that circulates in a clockwise rotation away from Recker road. We felt this was the best way to minimize traffic and congestion in the center's parking lot and allows cars to flow smoothly in the drive thru & meet Mesa design guidelines and design standard.

As for PAD-2, Dutch Bros, the franchisee has chosen to make the drive through lanes significantly longer than city code requires, so that more cars can be contained within the drive through lanes rather than just the 7-car stack required in most cities. The "double funnel" design shown on the site plan allows two rows of cars to stack in the side-by-side drive aisles. The orders will be taken face to face by Baristas with I-pads in the sidewalks beside the drive through lanes and they text the orders to the drink production area inside and will direct the cars into the funnel after their order is taken.

In addition to the Dutch Bros space, the site plan has what we are internally referring to as an "Escape Lane." This is the striped lane parallel to the main drive through lane against the building. This is a new feature on Dutch Bros site plans. For the past two years Dutch Bros has been constructing stores with a "Runner Door" beside the drive through window that allows the Operations team to run drinks out to cars as soon as the order is ready, so they don't have to wait until they get to the drive through window to enjoy their drink. The addition of this escape lane allows cars that receive their drinks early to pull out of the lane and drive out around the car at the window. This increases our speed of service and helps to shorten the drive through queue significantly.

### **Complies with Bonus Intensity Zone (BIZ) Overlay.**

The purpose of the BIZ Overlay District is to provide for variation from the application of residential densities and other development standards to allow greater intensity of development and encourage unique, innovative developments of superior quality. It must be demonstrated that the resulting development will further the goals and objectives of the General Plan, Specific Plans, and Council policies and will provide significant social or economic benefits to the City. This overlay district applies more frequently to individual projects which may consist of one or more buildings. Moreover, the purposes of this district are to:

- A. Encourage unique, innovative development of superior quality that utilizes sustainable development practices and promotes pedestrian activity.  
Provided on this site is an array of shaded canopies and patios that invite pedestrian usage and activities in this area.

- B. Allow for the establishment of unique land use regulations and development standards to achieve the goals of the General Plan for the area.  
With diverse tenants on site, it provides multiple usage to encourage activity throughout the site.
- C. Promote development patterns that encourage conservation of natural resources and provide opportunities for renewable energy production.  
The buildings were designed keeping solar orientation in mind as well as providing canopies and shaded patios.

We are excited about the opportunity to develop this project within the City of Mesa and look forward to your approval. Please contact me at the number below should you have any questions or need additional information.

Sincerely,

*Emma Barreca*

**Emma Barreca  
Project Manager  
(610) 469-4000**

**Diversified Partners Commercial Real Estate  
7500 E McDonald Dr  
Scottsdale, AZ 85250**



## **Project Narrative**

Prepared for: **City of Mesa, Planning & Development Department**  
55 N Center Street  
Mesa, AZ 85201

Location: NWC of 202 Freeway and Recker Road  
Proposed Use: Dutch Bros. Coffee  
APN: 141-41-002N  
Date: August 23, 2022

RE: Zoning Case ZON22-00546

### **Project Description/Scope of Work:**

Dutch Bros Coffee is in contract for the abovementioned site in Mesa at the Northwest corner of Recker and the 202 Red Mountain Freeway. We will be constructing a new 896 SF building plus a covered patio, drive through lanes, new parking spaces, sidewalks, landscaping, screen wall and other site improvements including a Shade Canopy over the order taking area of the Drive Through Lane. It is our goal to begin the planning process immediately and to open in the Spring.

### **Administrative Use Permit for Parking exceeding 125% of Code:**

As part of the application for Zoning Case ZON22-00546 we are requesting an Administrative Use Permit for a parking count that exceeds 125% of the code recommended number of parking spaces. The reason for this is that the Dutch Bros building has no dining room and the bulk of the building is used for making drink orders. A busy Dutch Bros has 10 people working per shift including two people outside taking orders. The shifts are 6 hours long so at the daily shift changes twice per day Dutch Bros needs 20 parking spaces needed just for employees plus another 5 spaces for guests on the patio. We respectfully request that the City will consider Dutch Bros unique business model and grant this Use Permit as part of the Zoning Application.

### **Building and Finishes**

The building that we are proposing consists of a main coffee production area with public restrooms, a covered patio and a separate Freestanding Shade Structure to cover the order taking area of the drive through lane. The building finishes will be a combination of stucco, cmu and metal panels. There will be a fully covered patio on the walk up side of the building. Screening will be accomplished through a block screen wall and landscape plantings.

### **Hours, Operation and Products**

Dutch Bros Coffee would like to operate this store 24 hours a day but will begin with hours of operation from 5 am to 11 pm weekdays and 5 am to 1 am on weekends.

Dutch Bros Coffee does not utilize a drive through intercom system, orders are taken by baristas on the sidewalks along the drive through lanes who text in the order with an iPod. This significantly increases the speed of service to an average of 45 seconds or less per vehicle. There is no interior dining room. The business model is predominantly drive through, but we have included a small covered patio for those customers who prefer to walk up and enjoy their beverage on site. There will be pedestrian access sidewalks from Recker Road to the front of the building to facilitate that foot traffic.

The products served are Espresso based beverages (Latte's, Cappuccino, Mocha's, etc), Frozen Coffee Drinks (Freezes), Hot and Iced Tea, Flavored Energy Drinks, Fruit smoothies, Shakes (called Frosts), Kid Friendly Versions of the drinks and Custom Pastries that are delivered fresh each morning. There is no food production on site.

### **Access, Circulation on Site and "Escape Lane"**

The store can be accessed from internally from the Shopping Center entrance off of Virginia street.

The Franchisee has chosen to make the drive through lanes significantly longer than city code requires so more cars can be contained within the drive through lanes rather than just the 7 car stack required in most cities. The "double funnel" design shown on the site plan allows two rows of cars to stack in the side by side drive aisles. The orders will be taken face to face by Baristas with I-pads in the sidewalks beside the drive through lanes and they text the orders to the drink production area inside and will direct the cars into the funnel after their order is taken.

Additionally, this site plan has what we are internally refer to as an "Escape Lane." This is the striped lane parallel to the main drive through lane against the building. This is a new feature on Dutch Bros site plans. For the past three years Dutch Bros has been constructing stores with a "Runner Door" beside the drive through window that allows the Operations team to "run" drinks out to cars as soon as the order is ready so they don't have to wait until they get to the drive through window to enjoy their drink. The addition of this escape lane allows cars that receive their drinks early to pull out of the lane and drive out around the car at the window. This increases our speed of service and helps to shorten the drive through queue significantly.

### **Summary**

We are excited about the opportunity to expand into a second location within the City of Mesa and look forward to your approval. Please contact me at the number below should you have any questions or need additional information.

Sincerely,

*William Cantieri*

Bill Cantieri  
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