

McDonald's
Design Review and Site Plan Review Narrative
Mountain Vista Marketplace
Northwest Corner of Signal Butte and Hampton

Revised November 5, 2019

1328 S SIGNAL BUTTE RD
APN: 220-81-985

Property Owner:

MVM SHOPPING CENTER LLC
1707 E HIGHLAND STE 100 PHOENIX
AZ 85016

Developer:

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Contact: Scott Audsley

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Phoenix, AZ 85013
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Engineer/Planner:

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Mesa, AZ 85210
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Applicant:

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Contact: Stephen Earl

Introduction

This request is to obtain the necessary approvals to construct a McDonald's restaurant on a new PAD site in the new 9.5 net ac. Mountain Vista Marketplace Shopping Center at the northwest corner of Signal Butte Road and Hampton Ave. The site is approximately 1.17 acres in size and is identified by its Assessor Parcel Number (APN) 220-81-985.

While the larger shopping center received site plan and DR approvals, the PAD for this development, known as P3, was shown as a future phase that would be submitted separately for review. The center is anticipated to have a total of approximately 68,000 sf. and slightly more parking is provided versus required.

Site Conditions and Accessibility

Primary access into the McDonald's pad site will be from an existing driveway off of Hampton and cross access is provided thru the balance of the center. A total of 5 existing driveways provide access to the shopping center.

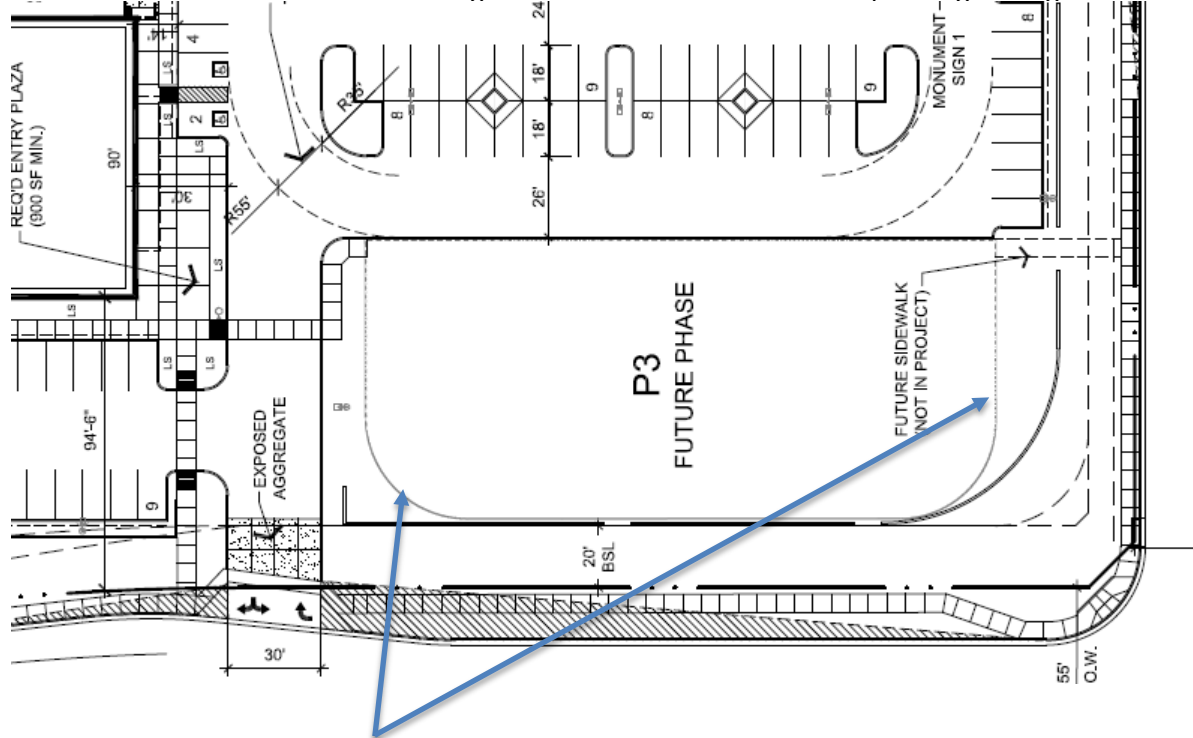
Compliance with Zoning & General Plan Designations

The proposed restaurant with drive-thru is consistent with the 2040 Mesa General Plan (Mixed Use Activity District) and LC-PAD zoning district. The proposed McDonald's restaurant with a drive-thru is permitted in the Limited Commercial (LC) zoning district.

Site Plan and Architecture

Site Plan

The enclosed site plan illustrates the building size and location; vehicular circulation and parking. The site plan has been designed to fit within the envelope of the rectangular P3 PAD site and to conform to the larger center's circulation aisles/parking configuration.



The curved radiuses shown in the approved shopping center site plan anticipated this use developing PAD P3. These curves generally represent the curves of the drive-thru lane. The site design conforms to the larger shopping center's existing design. This restaurant is required to provide 44 parking spaces and 64 are provided on the PAD.

As a result of the lot shape, the building must be oriented east-west which helps to reduce heat gain. The parking should be and is on the same side of the building where the entrance to the building is located. As such, the drive-thru lane must parallel Hampton Ave. In accordance with City objectives, the view of the drive-thru lane from Hampton Ave. will be screened by a combination of an existing 3-ft. high masonry wall and a new section of 3-ft. high masonry wall. The Hampton Ave. elevation will be enhanced with a drive-thru canopy similar to the Center's walkway canopies. We have proposed a more open trellis drive-thru canopy except directly above the drive-thru windows a solid roof is used. The aluminum canopies and parapet cap are designed to create more articulation and architectural interest. All of the architectural design elements create an inviting and attractive streetscape appearance.

A 20-ft setback was envisioned in the original center site plan approval and is being continued with this plan. Again, part of the existing 3-ft. high masonry wall will be retained but part of it must be removed and replaced to accommodate the "bypass lane" that has become standard practice. The bypass lane is designed to improve drive-thru efficiency during peak demand periods. It allows the queue to bypass a customer with a large order or an order that requires more time to prepare thus reducing potential for vehicle back-up into the parking field.

Improvement plans for the adjacent streets and sidewalks were submitted under separate application by others.

With respect to site plan comments made by Staff at the Pre-Submittal Conference, we can confirm that:

1. The submitted site plan is completely dimensioned site plan and shows all improvements, landscaped areas, parking and circulation. NOTE; There are no outside uses.
2. A table is provided on the site plan listing project data that includes building areas, parking calculations, landscape area calculations and building heights.
3. The trash enclosure has been relocated to the west so the opening does not face Signal Butte Road and it is closer to the building service entry.
4. The plans provide for:
 - a. Physically separate drive-thru traffic lane from the non- drive-thru traffic area with at least a five foot (5') wide raised landscape median; at the west end of the site.
 - b. The pick-up windows are now architecturally integrated in proportion, color, material and texture to the building. An architectural structure is provided for interest and at the window, above the customer will be a solid covering for weather protection.
 - c. A 3-ft. high masonry wall will be constructed to match the 3-ft. height of the existing screen wall.
 - d. At least 100-feet of stacking distance is provided between the pick-up window and order-placing speaker, and at least 40-feet of stacking distance is provided between the order-placing speaker and entry to the drive-thru lane and these distances are on the site plan.
6. The foundation base dimensions are now called out on the site plan.
7. A pedestrian connection to Signal Butte Road public right-of-way in the form of a colored concrete sidewalk is now included in the site plan.

Landscaping

All landscape improvements will comply with MZO 11-33 "Landscaping" including quantity, size. Landscape islands or diamonds are provided every eight parking spaces. The Foundation Base requirement is met along all elevations except inside the drive-thru lane as noted earlier. At the building entrance, at least a 15' wide foundation base is provided.

In Chapter 11-69-5 of the Zoning Ordinance, specific review criteria are provided for Staff to evaluate a Site Plan Review application. Following are our answers to each of these criteria.

1. The project shall be consistent with and conform to the adopted general plan and any applicable sub-area or neighborhood area plans, is consistent with all of the development standards of this Ordinance, and is consistent with any specific conditions of approval placed on the zoning of the property.

Response: The proposed restaurant with drive-thru is consistent with the 2040 Mesa General Plan (Mixed Use Activity District) and LC-PAD zoning district.

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 and surrounding natural and built environment.

Response: This project is part of a larger shopping center. This single-story building was planned for and is fully consistent and compatible with the shopping center design.

Significant effort was put into the architectural design of the center. The architectural character of the center conveys a design sensitivity and attention to detailing creating a clean, contemporary and sophisticated look. This buildings character makes use of clean horizontal forms and varying parapet heights and projections to break up the linear massing of the storefront façades. Smooth and split face masonry, steel I-beams, channels and composite wood planking elements combine with warm natural stucco finishes of desert hues to create an engaging and inviting experience for those visiting the center. Accent elements of composite wood planking on steel channel standoffs add another layer of visual and textural interest to the experience. Recessed storefronts, covers along with trellis elements provide plentiful shading for pedestrians.

3. 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: Correct.

4. 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.

Response: The building architecture is intended to convey a contemporary and fresh look utilizing clean lines, painted metal canopies at the entries, clear anodized storefront, and a straightforward paint scheme.

5. 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: See answer to No. 2

6. 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, 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: The proposed building design compliments the overall Center's architecture and colors, while maintaining some features of the newer

McDonald's prototype. The white aluminum canopy at front and entry of building with yellow underscore are maintained. The horizontal metal panels have been replaced with Nichiha cement board to compliment a similar treatment on center. A cmu wainscot is introduced to utilize the center's cmu walls. Sections of the exterior walls are stuccoed and banded with colors to match the center. The parapet height varies as advised by the City. A metal parapet cap with reveal is introduced similar to the Center. As recommended by City planners, we have implemented a drive-thru canopy similar to the Center's walkway canopies.

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

Response: Correct.

8. *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: This is true in our view. Except for behind the required screen walls and apart from any view obstructions that could be caused by the attractive landscape approach, the building and the site improvements are in full view of the public.

9. *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: Yes.

10. *The project has been designed to be energy efficient including, but not limited to, building siting, and landscape design. For purposes of this criterion, buildings that meet environmental standards such as LEEDTM, Green Globe or equivalent third-party certification are considered to be energy efficient.*

Response: The east-west building orientation minimizes solar gain. The project will also be designed to meet current energy code as required by the City of Mesa. We are not attempting to receive certification from any third-party organization. It should be noted however, that the current Building Codes include regulations and requirements that are much closer to the LEED standards than previous codes.

Site Plan Data is summarized in the table below.

Site Plan and Parking Space Data	
APN	220-81-985
General Plan	Neighborhood Commercial (NC)
Zoning	Limited Commercial (LC)
Net Site Area	1.17 net acres
Building Area	4,408 sq. ft.
Parking Required	
1 per 100 sq. ft.	44
Parking Provided	64*

**The total of 64 parking spaces includes 26 shared parking spaces with the center pursuant to the shared parking allocation exhibit for Mountain Vista Marketplace prepared by Kitchell Development.*

Architecture

The proposed building design compliments the overall Center's architecture and colors, while maintaining some features of the newer McDonald's prototype. The white aluminum canopy at front and entry of building with yellow underscore are maintained. The horizontal metal panels have been replaced with Nichiha cement board to compliment a similar treatment on center. A cmu wainscot is introduced to utilize the center's cmu walls. Sections of the exterior walls are stuccoed and banded with colors to match the center. The parapet height varies as advised by the City. A metal parapet cap with reveal is introduced similar to the Center. As recommended by City planners, we have implemented a drive-thru canopy similar to the Center's walkway canopies. We have proposed a more open trellis drive-thru canopy except directly above the drive-thru windows a solid roof is used. The aluminum canopies and parapet cap intend to create more articulation and architectural interest. We have variation in color & materials in the longer elevations.

In the words of another who described this design approach; *"Thoughtful use of color and texture help to define McDonald's new modern architecture. The new architecture creates an "inviting warmth" using signage, messaging, gold and warm wood tones to define the entries."*

Lighting on the building will include half round LED sconce lighting fixtures on each side of the building strategically placed under the trellis elements along the walkways. All lighting will meet Mesa Zoning Ordinance requirements. The site is well over 500-ft from any residential use.

Signage

Signage will conform to the Comprehensive Sign Plan BOA17-00210 which includes sign standards for PAD users.

Conclusion

The development team is committed to ensuring the development of another high-quality project and looks forward to working with the City of Mesa. The proposed development will add to the economic development base in the City and we look forward to gaining all the necessary approvals to build a high-quality project.