

May 13, 2025

Application Number: **DRB25-00083**
Planning Division
55 N. Center St. Mesa, AZ 85201

RE: **Culver's Frozen Custard – Mesa, AZ | CFC24001**
1830 E McKellips Road
Mesa, AZ 85203

To Whom It May Concern,

This letter serves as a formal narrative request for alternative compliance pursuant to Section 11-6-3-B(5)(f) and Section 11-6-3-B(7)(iv) of the Mesa Zoning Ordinance (MZO).

Section 11-6-3-B(5)(f) states that "predominant façade colors shall be low reflectance, neutral or earth tone colors. Accent colors shall cover no more than five percent (5%) of the street-facing facades."

Section 11-6-3-B(7)(iv) allows for alternative compliance where "the proposed alternative is aesthetically more complimentary 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."

Narrative Justification:

The proposed Culver's restaurant located on McKellips Road features a street-facing façade with approximately 38% of its surface area utilizing Culver's signature blue as an accent color. This percentage exceeds the 5% maximum typically allowed for accent colors per the MZO. The areas contributing to this percentage include the drive-thru elevation, and the entrance tower. Please refer to the submitted elevations and renderings for visual reference.

We respectfully request approval to maintain the proposed façade design as currently shown. The blue accent color is an essential component of Culver's national prototype and brand identity. It is integral to the building's recognition and contributes to the cohesive design language used across Culver's locations.

We believe that the blue accent:

- Provides a visually appealing contrast to the neutral and earth tone elements of the building, the stone, EIFS, and wood panel materials.
- Enhances the overall architectural interest and appeal of the site;
- Reinforces brand identity in a manner consistent with Culver's national design standards;
- Clearly highlights signage by using the blue background to make white lettering legible and visually prominent.



The proposed design harmonizes with the surrounding context while elevating the visual interest and architectural quality of the area. We believe this request meets the intent of the alternative compliance and aligns with the objectives of the City's General Plan.

We appreciate your consideration and look forward to your favorable review.
Feel free to contact us should you have any questions or follow up for additional information.

Sincerely,

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