



Whataburger Mesa NWC Stapley and Baseline

Project Narrative



(Example Rendering)

Request:

Site Plan and Design Review Application for a proposed fast-food restaurant,
located at 1140 E. Baseline Road, Mesa, AZ

Pre-App Submittal: May 12, 2021
1st DR/Site Plan Submittal: October 5, 2021



DEVELOPMENT TEAM

Owner

Stapley & Baseline, LLC
955 E. Javelina Ave., Ste B114
Mesa, AZ 85204

Developer

Whatabrands Real Estate
Contact: Cindy Espinoza
300 Concord Plaza Drive
San Antonio, TX 78216
Phone: (210) 476-6180
Email: cespinoza@wbhq.com

Civil Engineer & Planning

Sustainability Engineering Group (SEG)
Contact: Kevin Zenk
8280 E. Gelding Drive, Ste. 101
Scottsdale, AZ 85260
Phone: (480) 740-8950
Email: kevin@azseg.com

I. Introduction

Sustainability Engineering Group (“SEG”) is requesting a Site Plan/Design Review application for a proposed fast-food facility (the “Project”) located at the address of 1140 E. Baseline Road Mesa, AZ (Assessor’s Parcel # 139-11-001N); general location at the NWC of S. Stapley Rd and E. Baseline Road. The Project proposes a “raze and rebuild” development that would demolish an existing car wash and develop the existing 1.75-acre parcel of land for a new 3,735 SF fast food facility with a 2-lane drive-through. An aerial map has been provided (see **Figure 1 – Aerial Map**) to show location of the subject property and contextual reference.

Figure 1 – Aerial Map



The Site Plan details the proposed layout of the Whataburger building, drive-through lanes, parking area and circulation within the existing lot.

II. Existing Conditions and Existing Zoning

The property is fully developed and contains an existing car wash facility with two (2) canopy structures. Direct entrance into the property is accessed from a fully developed 40' shared driveway off of Baseline. The parcel is zoned LI (Light Industrial).

Table A

	Existing Land Use	Existing Zoning
North	Professional Offices	PEP
East	Banks of America	LI
South	Baseline Rd/Retail Shopping Center	RC (Gilbert Zoning)
West	Alliance Bank of AZ	LC

Table 11-7-2: Employment Districts regulates that restaurants with Drive-Thru facilities are permitted within the LI district. As this is a permitted use, a use permit is not required, and the project would follow the Design Review/Site Plan process.

III. Site Plan Overview

Building and Lot Layout

Building and drive-through placement will be primarily on the west half of the lot while utilizing extra space on the west half for landscape and retention. The eastern half of the lot will be used for parking and access. The total square footage of the building will be 3,735 SF with a parking count of forty-four (44) spaces, as required per Mesa Parking Standards. The site intends to preserve and re-use the existing canopy located at the northwest portion of the lot. Current, building setback standards require a 20' setback for all structures. In an effort to re-use and preserve the existing canopy and bring the existing structure into conformance with current setback requirements, a 9.55' portion of the north canopy side will be removed so that the canopy does not encroach into the required 20' building setback.

The below table provides the development standards of the proposed Project in relation to the LI district requirements:

Standard	LI	Proposed
Building Height:	40 ft.	21 ft.
Min. Lot Size:	1-acre	76,580 s.f. (1.76-acres)
Min. Lot Width:	100 ft.	± 285 ft.
Min. Lot Depth:	100 ft.	± 286 ft.
Max. Building Coverage:	90%	± 4%
Building Setback		
<i>Front (Baseline Road):</i>	15 ft.	15 ft.
<i>Interior Side/Rear (North) – Adjacent to Commercial/PEP:</i>	20 ft.	20 ft.
<i>Interior Side/Rear (East/West) – Adjacent to LI, GI, or HI:</i>	0 ft.	0 ft.
Landscape Setback		
<i>Front (Baseline Road):</i>	15 ft.	15 ft.
<i>Interior Side/Rear (North) – Adjacent to Commercial/PEP:</i>	5 ft. ¹	9.5 ft.
<i>Interior Side/Rear (West) – Adjacent to LI, GI, or HI:</i>	15 ft. ¹	15 ft.
Screen Wall	Sec. 11-30-9(H)1	Proposed
<i>Max Height:</i>	32"-40"	36"
<i>Material:</i>	Deco. CMU	Deco. CMU
¹ Landscape yard reduction allowed on sites where cross-access exists.		

Parking & Circulation

The layout of the proposed development is designed to provide an adequate circulation pattern that will satisfy customer vehicles while updating the landscape and parking needs of the overall site. Currently, the east side of the car wash facility has an existing canopy with open access from the shared drive aisle. The proposed drive-through would demolish the east canopy to create room for a new parking lot area. A new 6' wide landscape planter would buffer the new parking area from the shared drive aisle. The remaining access ways would be rebuilt, see *Site Plan* for more details.

The location of the trash enclosures provide a suitable location that will enable refuse collection vehicles a convenient 1-way route to the trash receptacles when entering from Baseline.

The Drive-through lanes are oriented perpendicular to Baseline Road to minimize visible drive-through activity from the street view. Drive through lanes will be appropriately buffered by existing landscape that will be revitalized, as necessary.

Standards	Required	Proposed Whataburger
Standard Parking Stall Size:	9' x 18'	9' x 18'
Minimum Drive Aisle Width (90° Stalls)	24'	35'/25'














Drive-Through Lane Landscape Buffer:	5'	48.85' (west side) 9.5' (north side)
Min. Fire Access Width (Lane):	20'	30'

To view the overall circulation, setback and building orientation, please refer to the submitted *Site Plan*.

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 existing landscape that will be improvised at formal development. The total landscape area for the Project will be 28,010 SF made up of a mixture of permeable decomposed granite, desert friendly bushes trees.

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:

PLANTING MATERIAL LEGEND				
	TREES	SIZE	NOTES	QTY
	Parkinsonia x 'Desert Museum'	24" Box		25
	Desert Museum Palo Brea	5'-8'H 3'-4' W	*ADWR	
	Caliper Size: 1.5"			
	Acacia aneura	36" Box		12
	Mulga	7'-9'H 4'-6"W	*ADWR	
	Caliper Size: 2.0"			
	Chilopsis linearis 'Bubba'	36" Box		27
	Desert Willow	8'-10'H 5'-7"W	*ADWR	
	Caliper Size: 2.0"			
	GROUNDCOVERS			QTY
	Lantana montevidensis	5 Gallon		37
	Trailing Lantana 'Purple'	can full	*ADWR	
	Eremophila glabra 'Mingenew Gold'	5 Gallon		100
	Outback Sunrise Emu	can full	*ADWR	
	SHRUBS / ACCENTS			QTY
	Bougainvillea gl. v. 'La Jolla'	5 Gallon		35
	La Jolla Bougainvillea	can full	*ADWR	
	Ruellia peninsularis	5 Gallon		30
	Baja Ruellia	can full	*ADWR	
	Calliandra x 'Sierra Star'	5 Gallon		44
	Sierra Star Red Fairy Duster	can full	*ADWR	
	Callistemon 'Little John'	5 Gallon		15
	Little John Dwarf Bottlebrush	can full	*ADWR	
	Muhlenbergia rigida 'Nashville'	5 Gallon		76
	Nashville Muhly Grass	can full	*ADWR	
	Hesperaloe parviflora	5 Gallon		88
	Red Yucca 'Brake Light'	can full	*ADWR	
	Aloe X 'Blue Elf'	5 Gallon		13
	Blue Elf Aloe	can full	*ADWR	
	LANDSCAPE MATERIALS			
	Decomposed Granite, 1/2" screened "Painted Desert", 2" deep in planting areas per plan.			28,010 S.F.

IV. Architecture

Building Materials

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

- Brick Veneer
- EIFS Stucco Finish
- Lead-Cote Metal Paneling
- Clear 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 have provided a façade calculation to 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 (east elevation) shows an emphasized archway that dimensions out of the building plan to accentuate the public entryway. The archway will also be equipped with contrasting brick coloring.

Building Facades

Each building facades 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 is text, plane, or material. In addition to the undulation of each facade, the building will also host wainscot features and rooftop paneling to create a base and top feature that differentiates from the middle portions of the building wall while creating a vertical change in plane and dimension.

Trash Enclosure

The trash enclosure will consist of decorative concrete masonry with metal paneling access gates. The color scheme of the trash enclosure will be consistent with the principal building.

Screen Wall

The site proposes to raze the existing screen wall along Baseline Road and the west side of the property and rebuild new screen walls that will consist of decorative CMU. Height of the rebuilt screen walls will be 3' and will break apart every 20' - 30' so as not to create any monotony or continuing flat plane.

V. General Plan Character

According to the General Plan Character Area Map, the designation for this property is Employment. Chapter 7 of the General Plan focuses on Employment character designations that provide for a wide range of employment opportunities in high quality settings. Employment Districts may include supporting secondary uses such as commercial and retail, provided the minimum percentage of primary uses is established for the character area and the secondary uses do not exceed 20 – 30% area of the district. A minimum of 70% of the total character area shall be reserved for primary uses.

The below table provides a calculation that shows that the proposed use will conform to the designated ratios for secondary land use conformity. The calculations are based on the 23-acre Business Sub-Type district with which the Project is based off of:

Parcel	Land Use	Business	Acreage
139-11-096	Primary	Stapley Corp. Center	6.17
139-11-097	Primary	Stapley Corp. Center	7.90
139-11-001K	Secondary	Circle K (Retail/Commercial)	1.57
139-11-001Q	Secondary	Restaurant (Retail/Commercial)	2.08
139-11-095	Primary	Offices	1.58
139-11-094	Primary	Banking/Office	1.77
139-11-001P	Primary	Banking/Office	0.99
139-11-001N	Secondary	Proposed Whataburger	1.75
Total Acreage:			23.81
Total Acreage of Secondary Uses			5.40
Secondary Use Calculation (5.40-ac / 23.81-ac)			22%

VI. Conclusion

This Project provides a compatible use that implements unique design characteristics that are consistent with the Mesa Zoning and Design Standards and are properly compatible with the surrounding architecture. The intent of the Project will revitalize what is an existing dilapidated property with a more contemporary designed and appropriate land use.