
Phase 3 of Cannon Beach Mixed Use

SEC Power Road & Warner Road

Design Review Narrative

Industrial-Commercial-Flex Building



Submitted to:

City of Mesa
Planning Division
55 N. Center Street
Mesa, AZ 85201

Submitted by:

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On Behalf of:

Power 40, LLC

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I. Introduction

Pew & Lake, PLC, on behalf of Power 40, LLC, is pleased to submit this Design Review Narrative and related exhibits for Phase 3 of the Cannon Beach Mixed Use Development, which is located on the approximately 3.05 acres on the southern portion of the 37± acre overall site at the southeast corner of Power Road and Warner Road in Mesa. The Phase 3 property is further identified on the Maricopa County Assessor's Map as parcel number 304-30-082 (the "Property," see Site Aerial below). This request applies to the commercial-industrial flex building on the southern boundary of the site that was planned for commercial and indoor recreational uses.

Figure 1 – Site Aerial



Background – The overall Cannon Beach mixed use project was approved in 2020 for Rezoning and Site Plan Review (ZON20-00253, ZON21-00892). The Design Review applications for the Cannon Beach development (DRB20-00607, ADM20-00853) have also been completed. The PAD zoning approval included approved Design Guidelines to provide for a consistent architectural character for buildings constructed within Cannon Beach. The submitted plans are consistent with the approved design guidelines and principles as applied to industrial-flex buildings. The proposed plans are creative, high quality and continue to be consistent with the Cannon Beach PAD and its related DRB guidelines.

Phase 1 included the wave lagoon and restaurants, driveways, and parking areas. Phase 2 included the commercial pads fronting Power Road. Phase 3 in this request is adjacent to, and

south of, Phase 1 and includes only the building and its surrounding landscaping.

II. Description

Proposed in Phase 3 of Cannon Beach is an approximately 120,000 sq. ft. one-story building east of the secondary entrance to Cannon Beach at Nunnely Road, which enters the site from Power Road. As planned in the approved original site plan review, this commercial-industrial flex building faces north toward the restaurant row and has an impactful pedestrian node and connection to the north in the foundation base landscaping. Parking stalls are located along the building's north and east boundaries behind foundation base landscaping that meets or exceeds standards. As submitted, the building is designed with entrances for commercial and recreational tenants, including a recreational parkour gym and other uses that complement the Cannon Beach center. The building has been designed to provide flexibility in tenant occupiable areas.

The scale and proportions of the building are of the nature of industrial-flex buildings and transitions to the industrial buildings of similar scale on the adjacent industrial parcel (not related to Cannon Beach property) located directly south of the proposed building. The shared entry drive from Power Road allows access to both the Cannon Beach Commercial- Phase 3 building as well as to the south parcel industrial space.

The architecture of the Industrial Flex Building is related to the Cannon Beach development in terms of sharing similar color palettes and brick materials as described in the Design Guidelines. The proportions, volumes, and architectural features such as building popouts, awnings, and modern design is reflective of similar elements used throughout the Cannon Beach development. The PAD guidelines specifically mention and has imagery with the following elements that this project includes: exterior materials with patterns and reveals, tilt-up exterior with different textures and colors, metal accent materials included in the mix of exterior material treatment, shade awnings, insulated glass with aluminum frame, and cable rail on the upper balcony. The guidelines allow for unique materials for this transitional flex commercial-industrial building and includes imagery with the tilt-up concrete. Special colors, forms, and textures combine to create a quality architectural experience that was intended for the overall development. Also of note is the creative use of windows with both lower level and upper level windows that provide detail that is more enhanced compared to typical industrial tilt-up buildings like those next door.

A mixture of small and large anchored spaces will be organized throughout the building. A mezzanine exterior structure is designed near the center of the exterior frontage highlighting one of the key tenants that potentially will be utilizing the suite. The mezzanine level is protected by code compliant railing systems and at the same time provide seamless views out to the landscape and the other restaurant buildings to the north.

Entrances:

Main building entrances for the general public occur along the north side of the Industrial Flex Building where people have good access from the parking lot.

Massing and Scale:

The architecture of the building is reflective of a contemporary theme compatible with the overall Design Guidelines that have been established and approved for the Cannon Beach development. Various design efforts have been made to achieve this type of architecture by organizing the structure in proportions, volumes, massing and scale. The massing of the overall building is designed to various heights and volumes to provide a relief in the architectural façade and a flexibility of design interest that allows for various tenants to occupy each space as they wish. Anchor tenants have higher volumes and popout features with additional glazing to allow for key entry features to the building. The remaining portion of the building also has a play of interesting volumes and massing to provide distinguishing features among each future tenant space. The overall building architecture is a contemporary clean feel, with modern designs that are consistent to the design standards established for the Cannon Beach development.

Façade Articulation:

Within each volume / or mass of the façades are a series of storefront glazing and high bay windows provided for views to the guests who are visiting and utilizing opportunities for daylighting to the interior of the spaces. The storefront glazing and windows are protected by either a series of shade canopies, awnings and / or building popout overhangs to provide shade, as well as rain protection, and another layer of visual interest to the façade articulation.

Materials and Colors:

Building materials are comprised of tilt-up concrete, corrugated horizontal metal siding, ACM composite panels, and brick veneer form. The tilt-up panel systems provide different smooth finish to the overall building with multiple types of color applications to achieve an interesting design and compatible theme for the Cannon Beach area. The main colors of the building range from cool light to dark grays, deep and slate blues, deep reds, and some whites. Brick veneer applications are also designed in some façade areas and act as accent features. Exterior lighting is also provided, such as wall packs and recessed lights; illuminating the surroundings while complying with the style of the building. Steel beams help support the mezzanine structure for future outdoor use areas, and smaller shade canopy systems are utilized for most tenant suites, designating entry areas and use for potential signage locations while also providing shade and rain protection.

Signage Concepts:

The proposed development's signage design and quality will be consistent with the approved Comprehensive Sign Plan. A comprehensive sign plan amendment for this parcel will be provided separately. The sign positions shown are of importance regarding location on the building. Great care has been taken to locate some signs on building faces. The primary reasons for this are to provide variety in locations but primarily recognizing the building material applications and the ease of repair when signs are removed or changed. The comprehensive sign submittal will recognize precise sign positions and sizes and provided in the design review documents.

III. Conclusion

The proposed industrial-commercial flex building comprises a high-quality Phase 3 plan for Cannon Beach. The building layout, architectural design, and landscaping are consistent with the original approval and appropriate for the type of building included in this request. Project design character will evoke the themes and quality expected for this regional mixed use commercial and recreational destination. Project plans will make the site attractive to businesses seeking to locate in the City of Mesa.