

PHX-MESA Gateway Potato Barn
Design Review Board Application
Northeast of Power Road and Ray Road
2nd Submitted: August 1, 2017



Developer

Genterra Enterprises
500 E. Thomas Road
Phoenix, AZ 85012
Tel: (928)-779-2820
Contact: Tim Kinney

Applicant, Engineer & Landscape Architect

EPS Group, Inc.
2045 S Vineyard Ave, Suite 101
Mesa, AZ 85210
Tel: (480)-503-2250
Contact: Tom Snyder, RLA, ASLA

Architect

Perez McGee
1707 E. Highland Ave, Suite 280
Phoenix, AZ 85016
Tel: (480)-353-8002
Contact: Daniel Perez

Introduction

The subject site is located east of the southeast corner of Power Road and the SanTan Freeway (Loop 202). The site consists of approximately 10.21 gross acres (8.48 net acres) and is a portion of Maricopa County Tax Assessor Parcel Number (APN) 304-30-027N. This request is for Design Review approval and Site Plan Review for a Potato Barn Furniture Store. The development includes a new ground-up building consisting of approximately 100,230 square feet. The proposed site plan is in conformance with existing Mixed Use Activity/Employment General Plan and Light Industrial (LI) zoning designations for the site.

Current Zoning	Light Industrial (LI)	
	Required per Mesa Zoning Ordinance	Proposed
Maximum Building Height (ft.) / Stories	40'	28' (Parapet) 36' max. (Roof cap element)
Minimum Building Setbacks (ft.)		
Front	25'	Varies; 91.3 exceeds min.
Side (Nonresidential)	15'	93' - west Varies - east; exceeds min.
Rear (Freeway facing)	30'	Varies; exceeds min.



Parking	55 (1/900 SF of Warehouse) <u>138 (1/375 SF of Retail)</u> 193 Total Spaces Bicycle parking required at ratio of 1 per each 10 <u>proposed parking spaces</u> 23 Bicycle Spaces	210 (Standard) <u>8 (Handicap)</u> 218 Total Spaces 24 Bicycle Spaces
---------	---	--

Proposed Use

Potato Barn is a locally-owned chain of home furnishing stores with four current locations in Gilbert, Mesa and Scottsdale. This particular location will feature a new concept, combining warehousing and retail uses in one facility. This configuration will not mix the retail-costumers activities with the loading and unloading functions. The walk-in customers are safe in a shopping environment separate from the warehousing and shuffling areas. The furniture is typically moved manually on pallets, or by teams, to maintain clear routes and avoid any customer conflicts. Warehousing and moving routes occur at the outermost areas in the building north and west, while the retail and show room is located at the east side.

Site Conditions and Accessibility

Existing site conditions can be seen on the enclosed site photographs and Context Plan. The subject site is vacant, undeveloped, and relatively flat. The site is bordered to the north by the Loop 202 Freeway and to the west by the Roosevelt Water Conservation District Canal. To the southeast is an existing parking lot for the Phoenix-Mesa Gateway Airport (the Airport), and further south is the Airport and the Toka Sticks Gold Course. Primary access into the site will be from two points along Ray Road. The west point of access will be restricted to right-in/right-out, the east point of access will also be restricted to right-in/right-out and aligns with the driveway south of Ray Road. There is a future industrial collector to be constructed by others along the southwest side of the property. An optional temporary access way, 26' wide, may be constructed with this project within the collector alignment. The proposed site plan does not adversely affect existing infrastructure and facilities within the area and also does not present an adverse impact on neighboring properties.

	Existing Land Use Category	Existing Zoning	Existing Use
North	Loop 202, then Mixed Use Activity/Employment	LI	Loop 202 then vacant undeveloped land
South	Ray Road, then Mixed Use Activity/Employment	LI	Ray Road, then vacant undeveloped land
East	Mixed Use Activity/Employment	LI	Vacant undeveloped land
West	Mixed Use Activity District	AD-2	Roosevelt Canal, then vacant land
Site	Mixed Use Activity/Employment	LI	Undeveloped



Compliance with Land Use and Zoning Designations

The proposed Potato Barn Furniture Store is an approved use under the existing Mixed Use Activity/Employment land use designation and the Light Industrial (LI) zoning district. The Light Industrial permits the unified development of warehouse and storage, and allows general retail uses under 25,000 square feet per user or standalone building. A Council Use Permit (CUP) is required per Section 11-7-2 of the City of Mesa Zoning Ordinance considering the proposed Potato Barn is a Large Format retail use with over 25,000 square feet of retail space. A CUP application has been submitted to the City along with this Design Review application in order for each process to proceed concurrently.

Conceptual Site Plan

The Site Plan is enclosed with this application and has been designed to meet the requirements of the City of Mesa Zoning Ordinance. The enclosed Site Plan illustrates the proposed building size, orientation and location as well as vehicular circulation, parking and conceptual drainage for the site. The site plan has been designed to fit within the overall circulation network for the area and meets the required number of parking spaces.

The building has been oriented to provide a strong relationship to Ray Road, directed loading and service entries to the rear adjacent to the freeway. The building and site design includes a broad and inviting entry with a wide, curvilinear drop off area and shaded awning. The parking areas surround the building on three sides for ease of access to the main entry. The landscape on the site will complement the building and buffer the users from the freeway while maintaining a relationship to the desert character of the surrounding environment.

Building Architecture

Building elevations, floor plan, and colored perspective are enclosed with this application. This application requests Design Review Board approval for an approximately 100,230-square foot (gross area) warehouse and retail building, single-story (parapet height of 28'-0" and 36'-0" maximum architectural roof cap element height). The building has been designed to be aesthetically appealing, functional, pedestrian friendly, and provide for safe and convenient flow to and from the site. The building contains three (3) floor plan elements as follows:

Building Area	
Warehouse	28,520 SF
Warehouse Outlet	20,147 SF
Total Warehouse	48,667 SF
Retail	51,563 SF
Total Area	100,230 SF

The Warehouse is divided in two subareas of 20,147 for the outlet staging and 28,520 for the overall staging. The loading area is located on the north side toward at the SanTan Freeway-Loop 202 and it is recessed 4' from the overall finish floor level to allow for the trucks to back



up against the building. The building elevations vary from 28' to 36' at its maximum height to break the horizontal plane of the structure, and to improve the signage opportunities at the east, north, and west facades. Gray concrete is the predominant building material, combined with metal corrugated panels as well as translucent panels for natural light into the voluminous space, reducing the need for artificial lighting as much as possible. Shade elements are a part of the building with a canopy structure made of steel at the main entrance and at the loading area to provide shade for users and employees during the daily activities of loading and unloading.

The interior areas are separated from the floor to the bottom of the roof deck with metal stud construction and fire rated drywall, even though the building will be fully sprinkled and constructed with non-combustible materials. The mezzanine area consists of an office, archive and a meeting room overseeing the space on both the retail and warehouse areas. The building represents an image of the retailer that welcomes the customer, providing shade, openness, natural light, ample parking, drop-off areas, pick up and loading, and landscaped pedestrian paths.

The four elevations reflect the overall design, colors and textures utilized on the front elevation and incorporate architectural features, including decorative barn doors at the entry, and patterns that give a pedestrian scale to the building. Perforated metal panels are integrated on three of the four sides of the building to help break up the linear aspect of the building facade. All roof mounted mechanical equipment is architecturally screened and roof drain elements are internalized within the building. The architectural building elements include color, texture and material changes that are distinct and recognizable, but also harmonious. Architectural building materials are high quality and durable, and consist of colored concrete block of contrasting colors with colored flat and perforated metal panels.

Site Lighting

A Photometric Plan and Lighting Cut Sheets have been enclosed with this application for review and approval. The photometric plan notes that the proposed site lighting complies with the City of Mesa Zoning Ordinance requirements of a maximum of 0.5 foot-candles at the property line, not including street lighting. All site lighting will be provided, including wall mounted fixtures and light poles that will be located within landscape islands. All site lighting complies with City codes.

Trash

Potato Barn Furniture Store is proposing two enclosed refuse containers located in the loading dock area, north of the loading ramp.

Signage

A preliminary sign package identifying building, directional and monument signage has been submitted with this Design Review application for review and approval. Primary site signage is proposed to be located in the landscape island between the two entrances off Ray Road with the main building signage located above the store's entry behind the entrance monumentation. The north and west elevations shall both have large letter building signage to be seen by the



passing traffic of the SanTan Freeway. Proposed building and monument signage are illustrated on the enclosed details and color renderings.

Landscape

A Preliminary Landscape Plan has been submitted along with this Design Review application for review and approval, and has been designed in accordance to the City of Mesa standards. Landscaped streetscape and entry monumentation at the main access drives provides an attractive sense of arrival to the Potato Barn Furniture Store. The total landscaped area of the proposed development is 125,502 square feet, 28% of the 10.21 gross acres. A 6' perimeter CMU block wall shall be constructed along the west and northern boundary of the site and all parking areas shall be screened from Ray Road traffic by 3' split-face CMU block walls. Proposed landscape and wall plans are illustrated on the enclosed details and color renderings.

Site Utilities

Water and sewer utilities are already available to serve the proposed project. A 30" sewer and a 24" water line in Ray Road which each have 8" stubs into the parcel just south of the southern-most driveway to service this project. An 8" fire line will loop around the building to service the proposed fire hydrants for the projects and connect back to the 24" water line in Ray Road, north of the northern-most driveway. The domestic waterline will be stubbed out of the 24" waterline through the landscaped island between the two driveways to the proposed building.

Conclusion

The Potato Barn Furniture Store will be a vital addition to the City of Mesa and the development team respectfully requests your favorable consideration to the Design Review Board. The development team is committed to ensuring the growth of a high quality employment opportunity and revenue base, and creating further development. The team looks forward to working with the City of Mesa to gain all necessary Design Review approvals to build a successful project.

