

# Cannon Beach Mixed Use Development

## SEC Power Road & Warner Road

### Project Narrative- Design Review



#### Submitted to:

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

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#### On Behalf of:

Action Zone Business, LLC

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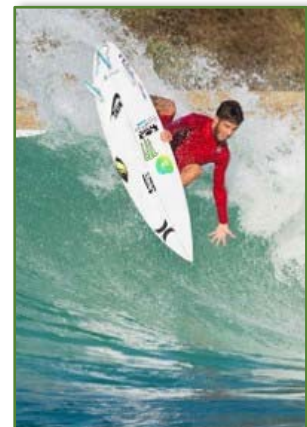
## I. Introduction

Pew & Lake, PLC, on behalf of Action Zone Business, LLC, is pleased to submit this Project Narrative and related exhibits for a Design Review request for a portion of the approximately 35.6 acres located at the southeast corner of Power Road and Warner Road in Mesa. The subject property is further identified on the Maricopa County Assessor's Map as parcel number 304-30-009X (the "Property," see Site Aerial below).

*Figure 1 – Site Aerial*



Cannon Beach is experience unprecedented, nestled along Power Road between Loop 202 and Warner Roads in Mesa, Arizona. Where work, stay and play are rolled into an all-inclusive, state of the art 37+ acre development. Cannon Beach will be the premier destination for the East Valley, bridging the gap between Sun, Sand and Surf. The recreational activities will create a unique attraction and will offer advanced active entertainment, progressive surfing experience, water play, experiential retail/dining , hospitality, and state of the art office space – all immersed with views of oceanside character and the sound of crashing waves breaking in the desert sun.



This mixed-use commercial, entertainment, retail, office, and employment development has been submitted for City Council consideration of a Rezoning/PAD, CUP, and Site Plan Review. The purpose of this Design Review application is to request approval of the architectural and landscape design for phase 1 of the northern Cannon Beach portion of the development (see submitted Site Plan and Phasing Plan).

Phase 1 includes (i) the central wave park recreation and amenity area (“Wave Lagoon”), (ii) the restaurant-commercial buildings south of the Wave Lagoon, and (iii) a stand-alone gym northeast of the Wave Lagoon. Parking areas along Power Road are also included, which commercial pads and other remaining phases will remain undeveloped until future Design Review applications are submitted. While this Design Review request focuses on a limited portion of the 35.6-acre Property, conceptual plans have been included for the remaining phases to provide evidence of integrated design for the overall site plan.

## I. Existing Site Conditions and Relationship to Surrounding Properties

The subject site is vacant property with unremarkable terrain. Abutting the north property line is Warner Road, followed by commercial uses in the Gateway Norte approved site plan. To the east is a canal and canal access road, then vacant land zoned for employment uses. South of the Property is vacant land planned for an access drive and an approved industrial site plan. Abutting the west property line is Power Road, then Town of Gilbert property including vacant land, a furniture showroom and warehouse, hotel(s), and a restaurant (See Table 1 below). The general area is industrial and regional commercial in nature.

**Table 1 – Existing and Surrounding Land Use Context**

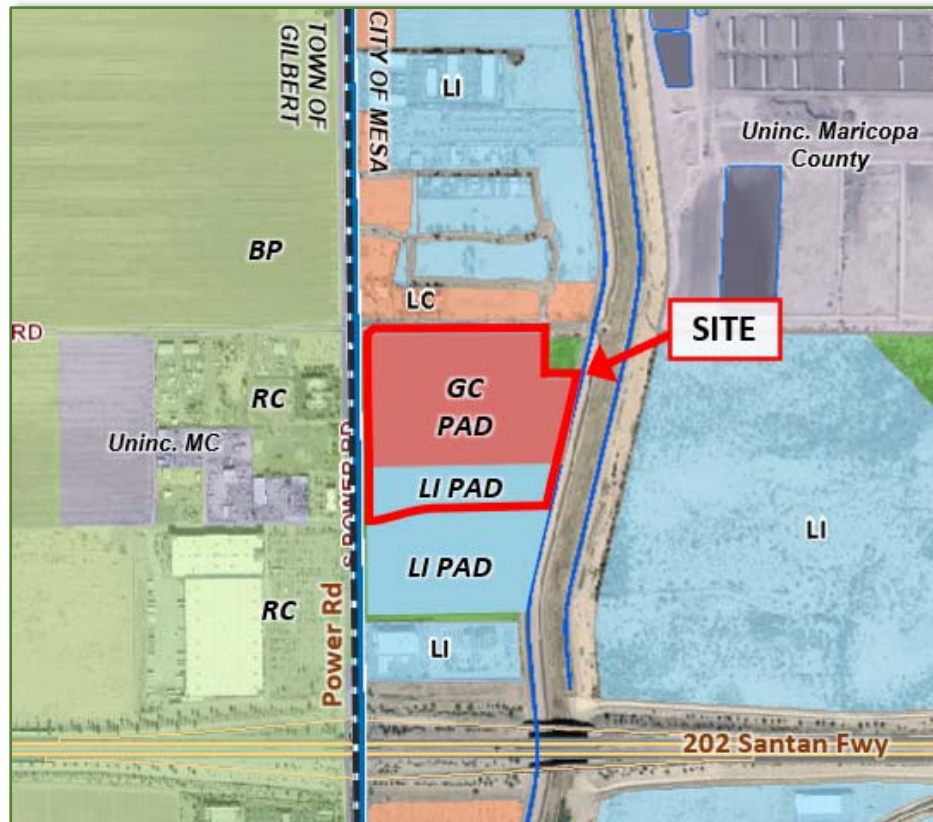
Direction	Jurisdiction	General Plan Character Area/Land Use	Existing Zoning	Existing Use
Project Site	Mesa	Mixed Use Activity/Employment	AG-AF, Proposed GC and LI AF-PAD	Vacant/agricultural
North	Mesa	Mixed Use Activity/Employment	LC-AF then LI	Warner Road, fuel station, banks, vacant
East	Mesa	Mixed Use Activity/Employment	LI-AF	RWCD canal and road, vacant
South	Mesa	Mixed Use Activity/Employment	LI-AF-PAD	Vacant, planned industrial
West	Gilbert	Regional Commercial (RC)	Gilbert RC	Power Road, American Furniture Warehouse, retail, hotel, vacant



## II. General Plan and Zoning Classifications

The Mesa General Plan designates the Property in the Mixed-Use Activity/ Employment Character Area, and the proposed development complies with this designation. Figure 2 below illustrates the Property's proposed zoning map, which respective zoning case is scheduled for City Council consideration in September 2020.

Figure 2 – Zoning Map



It is also noted that the Property is located on the western edge of the Mesa Gateway Strategic Development Plan area, within the Inner Loop district. The PAD Zoning addresses how the proposed development will comply with the policies and guidelines of that district and is compatible with the airport overlay area.

## III. Cannon Beach Project Description

### A. Overview

Cannon Beach is a uniquely crafted regional commercial and recreational development designed by industry recognized DiBella Architecture and EPS Group. Through massing and placement of buildings, layout of the site components, and the connecting network of landscaping and

pathways, the development plan presents a compelling mixed-use center that will become a major destination for the East Valley. The purpose of this request is consideration and approval of the developer's architectural design and landscaping. The preliminary design standards for these topics have been established in the PAD Rezoning and Site Review for this Property. As will be demonstrated in this application, Cannon Beach complies with these design guidelines as well as Mesa's new Design Guidelines.

As evidenced in its namesake, Cannon Beach is inspired by coastal, seaside design themes that are expressed in color, massing, and texture of the proposed buildings. The intent is to integrate the various elements of site design to create a dynamic setting for both outdoor and indoor recreational and commercial activities. The PAD Design Guidelines have seven main elements distill the essence of Cannon Beach:

1. Dynamic Experiences
2. Cohesive Destination Hub
3. Oasis in the Desert
4. Connectivity
5. Sense of Discovery
6. Intuitive, Themed Wayfinding
7. Active Entertainment

Table 2 below summarizes the total square footages of the proposed square feet of buildings in this request. Additionally, an approximately 1.7-acre wave lagoon with surrounding open space and recreational amenities are located at the heart of Cannon Beach.

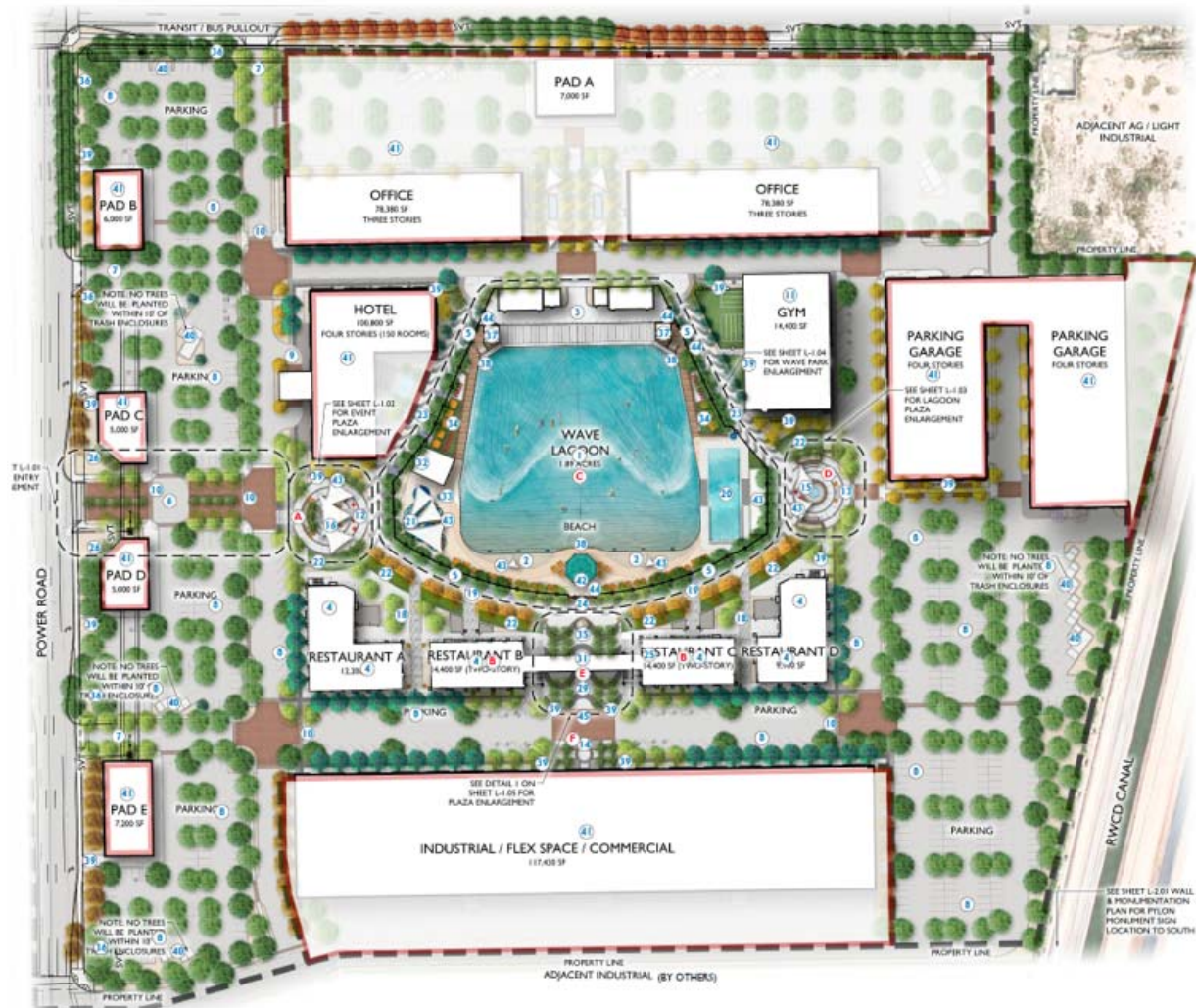
***Table 2 – Summary of Building Area***

<b>Proposed Building Use</b>	<b>Gross Bldg. Area (SF)</b>
Restaurant/Commercial A	13,190
Restaurant/Commercial B	8,428
Restaurant/Commercial C	8,428
Restaurant/Commercial D	10,929
Gym	19,616
<b>Total</b>	<b>60,591</b>

\* Total area under roof (not including open deck areas),  
see Floorplans, Sheets A1.0-A1.4

Figure 3 below depicts the proposed master landscape plan for Phase 1 of Cannon Beach.

Figure 3 – Phase 1 Master Landscape Plan



\* Future phases include Pads A-E and the office buildings, hotel, parking garage, and industrial/flex/commercial building.

## B. Building Placement and Orientation

Building placement and orientation has been reviewed by the City under the prior PAD and Site Plan Review requests. The project consists of a fully integrated site plan that holistically combines the built and natural features of the environment. Building layout is effectively arranged within a massive open space and recreational landscape plan with pedestrian amenities linking the various site components. Consistent with the Quality Development Design Guidelines, the proposed restaurant buildings and Gym (and future hotel) face internally to the Wave Lagoon and an extensive pedestrian system, thus creating a strong, defined pedestrian realm and space that is open to the public.

## **C. Parking and Circulation**

Parking and circulation have been considered as part of the PAD and Site Plan Review process. Access to the development will be via a primary entry located on Power Road between Warner Road and Nunneley Road. This main entry will include landscaping, enhanced paving materials, and entry monumentation that will contribute to a prominent sense of arrival. It will include a median divided entry with rows of trees and pedestrian ways that contribute to a distinct entrance that introduces the project's vibrant design themes. It also provides destination-style visibility for the development.

On Warner Road, at least one full-access point is proposed. Additional vehicle accesses are evenly spaced along both Power Road and Warner Road, and they form an essential part of the efficient circulation system of this large project.

Consistent with Mesa's Design Guidelines, the buildings are positioned to be the focal point of the site with parking fields and landscaping as support features. The building layout and use of a parking structure in the plan in a later phase combine to reduce the scale of surface parking areas, making them more narrow and capable of pedestrian access to the various commercial and recreational uses throughout the Property. Shaded pedestrian paths, and defined crossings facilitate wayfinding for pedestrians and provide for safety and efficient coordination between the pedestrian system and vehicular circulation.

## **D. Public Spaces and Pedestrian Amenities**

Cannon Beach's centrally defining components are its Wave Lagoon and surrounding open space amenities and pedestrian environment. The submitted landscape plan incorporates a hierarchy of hardscape, enhanced surface treatment, and plant material in and around the open space amenities and pedestrian pathways. The percentage of the outdoor amenities exceed the typical standards. The proposed restaurant buildings, the Gym, and the Wave Lagoon's pavilion building have shade elements, patios and plazas that create opportunities for casual gathering and outdoor seating. Paseos and plazas function as arrival points, pedestrian promenades, and defined areas for various forms of active and passive recreation. They are located where they form a cohesive design that coordinates and connects the various onsite activities.

## **E. Landscaping and Shading**

Site landscaping will comply with Mesa's development standards for perimeter landscaping, foundation base landscaping, parking area landscaping, planting plans, open space amenities, and landscaped pedestrian pathways, except as modified in the associated PAD and Design Standards. The PAD Design Guidelines organize the site plan and master landscape plan into programmed spaces with landscaping suitable to the focuses of each areas of the site. Trees, shrubs, ground cover define the primary entrances to the site, and both plant material and hardscape elements in the wide pedestrian plazas and promenades appropriately define the



building entries. These elements create highly activated outdoor spaces and transitions from the outdoors to the interior spaces.

In areas visible to the public and along the entry drives are rows of shade trees that contribute to the project's distinct character and sense of place. The previously described shade structures and patios, as well as shade trees included in site landscaping, contribute to shade and protection from climatic and solar conditions. The proposed landscape plan is designed with various features that further the tenets and policies of Mesa's Quality Development Design Guidelines.

## **F. Lighting**

The submitted landscape plan and details provide information regarding site lighting design. They indicate how Cannon Beach complies with standards by providing exterior lighting that is an integral part of building and landscape design. Lighting will comply with the City Code and security standards. Light poles in parking areas will be harmonious with the design character for the project. Accent lighting will highlight architectural features on buildings and create artistic feel at major focal points. Pedestrian scale lighting will help create a sense of security while enhancing the pedestrian experience.

## **G. Architectural Design for Buildings A-D**

### **1. General:**

Buildings A, B, C and D as designated on the site plan are designed as multi-tenant suites with flexibility in tenant occupiable areas. Therefore, the architecture is designed to perform for multi-tenant spaces as well. Anchored restaurants are more likely to occur in the central core in each of those buildings along with upper deck levels for outdoor restaurant seating, fire pits, and a lounge type feel with music and views out towards the wave lagoon. In addition, there will be outdoor patio dining areas on the first level associated with the Restaurant suites. The patios and upper deck areas will be protected by railing systems and at the same time provide seamless views out to the wave lagoon. The other designated suites in those buildings are flexible to future tenant uses, capable of serving as smaller café / restaurants, and / or retail shops.

### **2. Entrances**

Main building entrances for the general public occur on the north side of Buildings B and C, and on the north / east and west sides of buildings A and D, where people have good access from the wave lagoon, as well as a few on the areas of the buildings facing the parking lots for people to access. Most of the rear areas of each building are also dedicated to utilities, service, and back of house equipment where some service doors will be allocated. Access to these areas are provided from the surrounding parking lot routes.

The Cannon Beach bridge pier is in the middle of Buildings B and C where pedestrians have a strong walkable connection through this plaza area. Two sets of exterior stairways and elevator

towers reside on each side of the bridge to gain visitors full access to the bridge and upper restaurant deck areas.

### **3. Massing and Scale**

The architecture of these buildings is reflective of a contemporary coastal theme compatible with the overall Design Guidelines. Various design efforts have been made to achieve this type of architecture by organizing the structures in proportions, volumes, massing, and scale. The massing of the overall buildings 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. Two flanking tower features on Buildings B and C are designed as “anchor restaurants” and are intended to have a “beach” feel theme while keeping design elements fairly contemporary.

The remaining portion of those buildings also have a play of interesting volumes and massing to provide distinguishing features among each future tenant space but are smaller in scale so as to not over-empower the anchor restaurants.

There are also two flanking towers on Buildings A and D which are also designed as the “anchor restaurants” and occur on the inner L-Shape portion with access to upper deck dining areas as well. Buildings A and D contain a more contemporary clean line feel and more simplistic and modern in terms of massing and scale. High-end type restaurant tenants are intended to be programmed into Buildings A and D.

### **4. Façade Articulation**

The proposed buildings will have a variety of methods to provide for horizontal and vertical interest, via undulations, a variety of materials and texture, detailing, unique architectural forms, use of lighting, and shade structures. Within each volume / or mass of the façades are a series of storefront glazing systems provided for maximum views to the wave lagoon for the restaurant spaces and opportunities for window shopping related to potential retail suites. The storefront glazing is protected by either a series of shade canopies, awnings, and / or building popout overhangs to provide shade to the windows, as well as rain protection, and another layer of visual interest to the façade articulation.

### **5. Materials and Colors for Buildings B and C**

The proposed variety of building materials are artistically combined to create unique quality to the mix of entertainment and commercial uses on the Property, ranging from EIFS, metal, ACM plank panels, and a complementary palette of colors and textures. Building materials are mostly comprised of metal standing seam roofing at the tower roof locations, exterior insulating finishing systems (EIFS), and aluminum composite metal plan systems (ACM). EIFS provides a smooth finish to the overall buildings with multiple types of color applications to achieve an interesting design. The main EIFS colors of the buildings are white, deep blue, and some

variations in grays. The ACM plank panels are provided in gray planks at the corner suites, as well as a “wood” look to help further emphasize the “beachy, coastal feel.” The Anchored tower elements have a series of recessed openings where visual imagery such as lifestyle graphics related to surfing will be located. Exterior lighting is also provided, such as wall sconces and recessed lights at the first-floor level; illuminating the surroundings while complying with the style of the building. Accent type lighting may also be provided at the upper deck areas with a range in multi-color rope lighting and decorative pendant lighting encouraging a more party atmosphere for the anticipated younger crowds.

## **6. Materials and Colors for Buildings A and D**

Like Buildings B and C, Buildings A and D’s materials are mostly comprised of metal standing seam roofing at the tower roof locations, exterior insulating finishing systems (EIFS), and Porcelain Wall tile (exterior-rated). The main EIFS colors of the buildings extend into gray, deep blue, deep red, rust orange, and modest teals.

Wall Tile – The porcelain wall tile at Building D tower anchor element portrays a clean stone look and feel that is contemporary. In addition, the other related suites of the building also contain porcelain wall tile with a richer wood look that is clean and contemporary. Overall, the building materials and colors of Building D are richer and deeper. Building A materials on the porcelain tile products contain a stone look portrays more of deeper grays and marble effect.

Tower elements – The anchored tower element on Building D is relatively flat slope style to portray a more clean-lined look with exposed wide-flange beams that cantilever to the deck area in various heights to allow interest and shade below. The Anchored tower element at Building A is of a steeper slope; providing an “edgier” feel but still contemporary with exposed wide-flange beams that cantilever to the deck areas with a tapered beam profile edge.

Shade Features – Building D contains perforated metal siding panels that are embedded within tube steel frame systems to provide shade and another layer in material visual interest. A large canopy shade system frames the lower portion of the L-shape building on both Buildings A and D. That is where opportunities for lighting can occur, as well as shade and signage graphics.

Lighting features – Exterior lighting is also provided, such as wall sconces and recessed lights at the first floor level; illuminating the surroundings while complying with the style of the building. Accent type lighting may also be provided at the upper deck areas with linear systems attached to beams and simple pendant lighting to give a more romantic and sophisticated setting.

## **7. Signage Concepts**

A sign submittal will be provided separately, and in that package, sign design will be consistent with the colors and architectural themes of the buildings and landscape in Cannon Beach.

The sign positions shown are of importance regarding locations on the buildings. Great care has

been taken to locate some signs on building faces and other signs on canopies. 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 sign positions and provided in the Design Review documents.

## **8. Accessory Lifestyle Graphics**

Certain portions of the site related to the buildings provide lifestyle imagery to further convey the Cannon Beach experience. These are uniquely positioned at points of entry and tastefully integrated into the building architecture as murals and art; they are not intended to be signs for tenants. The murals are shown in the Design Review submittal and expected to be part of the approval for the buildings. The exact graphics and colors to reviewed by staff during the building permit process.

## **9. Balcony Railings and Patio Corrals**

The Design Review documents generally portray cable rail systems for balconies and defining outdoor dining areas. The design material exhibits offer other options for these design elements. It is the intent of the Mesa Design Guidelines and PAD Design Guidelines as they apply to this request to allow some variety of the railing applications to help define a tenant space/theme. For example, if a tenant desires a glass system, it would be allowed under the design material exhibit even though it may be different then the adjacent tenant space. The design exhibits provide variety that can work within the building design materials and colors.

# **H. Architectural Design for the Gym Building**

## **1. General**

The Gym building is located internal to the site plan to the northeast of the wave lagoon on the site plan. It is intended to serve the public needs in relation to fitness, exercise, and participation in the surfing experience. Although a slightly different design to the restaurants, the building will have a variety of methods to create horizontal and vertical interest, via undulations and extensions to the architectural form, a variety of materials and texture, graphics, detailing, use, and shade elements. On the exterior, a sloped roof pattern that directs perspective views toward the Wave Lagoon, canopy and popout overhangs, open views, and small upper deck portions create an appealing addition to the Cannon Beach project.

Per industry fashion, the Gym is designed as a rectangular floorplan with lower and small upper level program spaces such as: strength floor for cardio work out and equipment, men's and women's locker rooms with shower facilities, small childcare, group rooms, and surf lockers accessed from exterior. An internal mezzanine level be programmed to provide additional cardio equipment and work out space. The architecture is designed as a simple, but elegant form with modest and contemporary, and minimalist features, and enhanced design elements that make it an attractive design for its complementary location in Cannon Beach.



## **2. Entrances**

The main building entrance into the Gym is located on the east façade facing the parking lot. A series of storefront glazing windows are provided along the east façade to provide a friendly open atmosphere and views into the gym. An exterior shade canopy structure protrudes from the east façade allowing opportunities for signage as a wayfinding for visitors to enter the Gym.

Utility and service doors to the service entrance section and fire riser are provided inside an alcove at the south-side façade and is well integrated with the building volume design.

Small upper deck portions are provided along the northwest and southwest corners of the building to allow for people to work out and view out into the lagoon. The southwest upper deck is accessed from an exterior staircase to the public for views to the wave lagoon, and the northwest upper deck is accessed from an interior staircase only accessible from the Gym members and this deck area location may potentially provide some Gym-related equipment for its members.

## **3. Massing and Scale**

The architecture of the Gym building contains pedestrian-scale design and is reflective of an up-to-date contemporary minimalist style. The design is compatible with the overall Design Guidelines and its location on the Cannon Beach site plan. 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 as a sloped roof structure from high (north end) to low (south end) toward the beach park, as a key design element that helps to unify the building as a whole while also providing shade / rain protection to the exterior balcony deck areas below.

## **4. Façade Articulation**

The façade is articulated with various treatments including storefront glazing, exposed tube steel and wide-flange columns, canopy shade structures, popouts, windows, perforated metal screen panels, louver screens and some change in wall materials. The building overall is treated as a singular form. Expansive views to the wave lagoon are provided to the west façade by implementing large storefront glazing and curtain wall glazing maximizing views to the wave lagoon. All storefront glazing, curtain walls, and windows are protected by either a shaded canopy structure or popout overhangs, which provide both shade as well as rain protection, and adds another layer of visual interest to the façade articulation.

## **5. Materials and Colors**

Building materials are mostly comprised of metal standing seam roofing at the high volume roof slope location, exterior insulating finishing systems (EIFS), and aluminum composite metal panel systems (ACM). EIFS provides a smooth finish to the overall building. The main EIFS colors of the

buildings are white, deep blue, and green (accent color). The ACM plank panels are provided in a gray metallic plank and are only located along north and northeast facades emphasizing the horizontal application and design aesthetic to the building.

A potential lifestyle graphic may be located along the wall adjacent to the main entrance to leave some great opportunities for visual imagery related to surfing and / or fitness; further advancing the design and complementing the overall color scheme.

Exterior lighting is also provided, such as contemporary wall sconces, recessed lights at the first-floor soffit levels, and surface mounted LEDs under the canopy structures; illuminating the surroundings while complying with the style of the building. Accent cove-type lighting is also provided around the main sloped roof and eyebrow roof shape highlighting its form and feel at night as well as some cove accent lighting under soffit popouts, again encouraging a contemporary feel with opportunities for multi-color range if the future owner chooses to do so. The lighting helps to advance an overall great energy and feel to the building design.

## **I. Conclusion**

Cannon Beach will exemplify the best qualities of a distinct commercial and recreation destination. This development will provide unique attractions, amenities, lush landscaping, and inviting and vibrant architectural design meet or exceed standards. Based on the submitted plans for this first and central phase of the development, the architectural and landscape concepts artfully combine various elements to create a dynamic coastal, beach-like experience. The application of various materials, textures, and prominent architectural elements set in the Wave Lagoon setting will and make Cannon Beach the go-to place in the East Valley. We are pleased to bring this experience to Mesa and look forward to developing this innovative development within the City of Mesa.