McDonald's

DESIGN REVIEW NARRATIVE

SEC ELLSWORTH ROAD & CADENCE PARKWAY / MESA, AZ



CASE NO. DRB21-00462

2nd SUBMITTAL DATE: JUNE 21, 2021

1st SUBMITTAL DATE: MAY 17, 2021

SUBMITTED BY: WITHEY MORRIS PLC

McDonald's

DESIGN REVIEW NARRATIVE

On behalf of McDonald's USA, LLC ("McDonald's"), this is a Design Review application for the property located at the southeast corner of Ellsworth Road and Cadence Parkway, otherwise commonly known as Maricopa County Assessor's Parcel Number 313-25-868 (the "Property"). The Property is approximately 1.16 acres and its current use is vacant commercial land (See Exhibit A, Aerial Map). The area surrounding the Property consists of vacant land to the north, east, west and south, and it is uniquely situated immediately northeast of the SR 24 Interchange.

The Property is subject to the Cadence at Gateway Community Plan (formerly the Pacific Proving Grounds North Community Plan) and is located within Development Unit 1, Phase 2 ("DU1 Phase 2") (Case No. ZON19-00577). DU1 Phase 2 is approximately 27-acres and is envisioned as the "Gateway to the Community", where development is predominately intended for Community Commercial ("CC") uses. In March 2020, a Master Site Plan and preliminary plat were approved for DU1 Phase 2 by the Planning and Zoning Board for approximately 120,000 square feet of commercial development (Case No. ZON19-00909) including retail, employment, restaurant and service uses.

The Property is shown as lot "P7" on the approved Master Site Plan, which is designed for a 4,597 square foot drive-through use. However, while a Master Site Plan was approved with Case No. ZON19-00909, all specific users are subject to the Design Review process for approval of building architecture and final site layout to ensure quality development.

A. REQUEST AND PROPOSAL

Pursuant to the requirements of Case No. ZON19-00909, this application is a request for Design Review approval of the architectural elevations for a new McDonald's restaurant to be located on a portion of the Property. Specifically, McDonald's proposes development of the Property with a high-quality drive-through restaurant (the "Project"), which conforms to the already approved Master Site Plan for the Property. The Project will feature a dual drive-through and indoor service and seating.

B. GENERAL PLAN & ZONING DESIGNATION

The General Plan Land Use Map designates the Property as a "Mixed Use Community Character Area" and the Property is also located within the Mixed-Use Community District of the Gateway Strategic Development Plan, which is intended to provide sustainability through the creation of a live/work/play community with a wide variety of land uses, including commercial uses.

As noted above, the Property is subject to the Cadence at Gateway Community Plan ("Community Plan"), a Planned Community District ("PC District"). **See Exhibit B, General Plan and Zoning Maps.** The Community Plan further designates the Property for Community Commercial "CC" uses. The proposed Project, as a commercial drive-through use, is in conformance with the vision of the General Plan, the Community Plan and the approved site plan for DU1 Phase 2.

C. PROJECT OVERVIEW

McDonald's intends to develop the Property, which was approved in 2020 for a drive-through restaurant use, with a modern, high quality drive-through restaurant that will provide a new convenience dining option to the area, as well as employment opportunities within the City of Mesa.

The building footprint for the Project will be 4,606 square feet and the height of the building will be approximately 24'-5". The Site Plan identifies 53 parking spaces provided to the north and west of the proposed building, including three (3) accessible parking spaces. Two (2) of these parking spaces will provide "pull forward" spaces, which will improve the drive-thru operations. Bicycle parking will also be provided, with six (6) spaces to the northwest of the Project building.

As shown on the enclosed site plan, the restaurant drive-thru wraps the Project building from the southwest corner to the northeast corner, providing sufficient queuing as follows:

- Order Placing Speaker to Pick Up Window: 107'
- Drive Thru Entrance to Order Placing Speaker (Primary Lane): 52'
- Drive Thru Entrance to Order Placing Speaker (Secondary Lane): 56'

These drive-thru stacking distances comply with the requirements of the Cadence Community Plan. The drive-thru will be screened from public view along Ellsworth Road and Cadence Parkway through a combination of 30" minimum screen walls and the orientation of the buildings and drive-thru.

Vehicular access to the Project will be provided via an approved full-access shared driveway on Cadence Parkway which will be completed as part of the Mountainside Fitness development that is currently under construction. Pedestrian access will be provided via two (2) distinctive pedestrian paths connecting from Cadence Parkway and Ellsworth Road, furthering the important goal of pedestrian connectivity in the area.

Finally, a six-foot-tall, enclosed refuse collection is provided at the southeast corner of the Property. **See Exhibit C, Site Plan.** The Project meets all required Cadence Community Plan development standards.

The Project is part of a larger planned shopping center. As such, the proposed building is designed to be fully consistent and compatible with the Community Plan and

the overall future shopping center. Conceptual Project elevations, a floor plan, and renderings are provided herein. **See Exhibit D and E**.

D. ARCHITECTURAL DESIGN AND CHARACTER

The architectural character is detailed to create a clean, contemporary and sophisticated look. It implements clean horizontal forms and varying parapet heights and projections to break up the linear massing of the storefront façades. The palette is made up of smooth variegated masonry, steel I-beams, channels and composite wood planking elements and a stucco finished main body. The colors and materials selected are from the shopping center's approved palette. McDonald's identifiers include white accented trellis finishes on public facing facades and gold underscores at key touch points. Recessed storefronts along with trellis elements provide plentiful shading for pedestrians. The Project elevations promote a number of core design characteristics prescribed by the Community Plan (Section 1.4), including quality design, mitigation of visual impacts (i.e. scale and massing), strengthening the pedestrian environment and flexible building design. The elevations provide for four-sided architecture, and in accordance with the City of Mesa's design guidelines and staff's early guidance, "top treatments" are provided for including stepped parapets and a metal contrasting parapet cap, for the majority of the parapets. Also, no more than 50% of the total façade is covered with any single material.

E. LANDSCAPE DESIGN

On-site landscaping will be provided and will include foundation base landscaping and parking lot landscaping. On-site landscaping will comprise approximately 15.3 percent of the total site area and will meet or exceed the Mesa Zoning Ordinance requirements. Landscaping for the Project will match the landscaping palette prescribed in the area and will provide for a dynamic streetscape which will promote connectivity and walkability in the area. See *Exhibit F*.

F. INFRASTRUCTURE

The Project intends to utilize existing utility infrastructure available on-site. The adjacent development provides the Property with domestic water, fire, and sewer stubs to serve the Property. McDonald's will utilize these stubs and propose only a new landscape service. A conceptual utility plan is provided at *Exhibit G.*

G. CONCLUSION

The Project will further the vision of the surrounding area and is in conformance with the approved plan for DU1 Phase 2. Further, the Project will activate a long-time vacant parcel with new quality development which will provide for a new dining option in the area, and new employment opportunities within the City of Mesa.

Exhibit A

Context Aerial

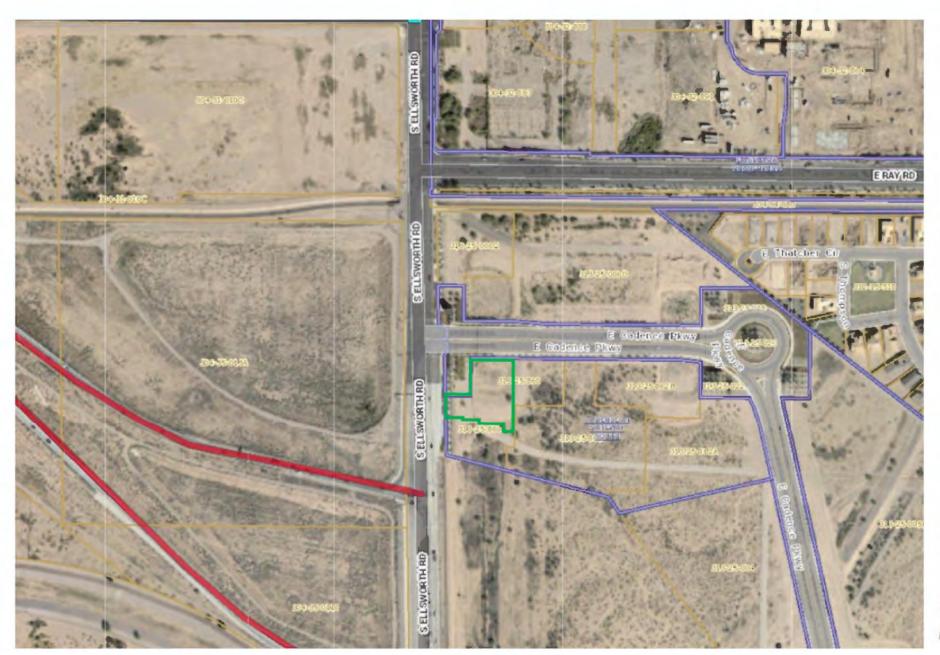




Exhibit B

Mesa Interactive Planning Map General Plan Designation: Mixed Use Community





Mesa Interactive Planning Map Zoning Designation: PC

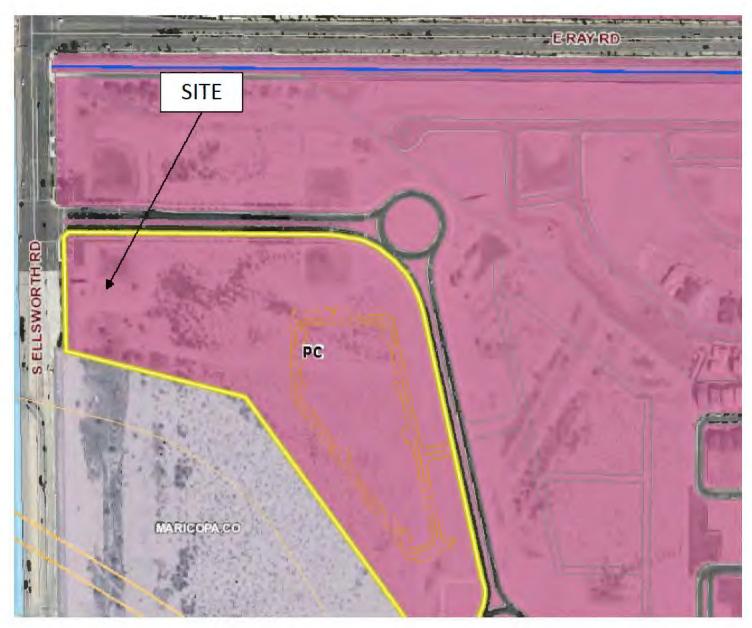
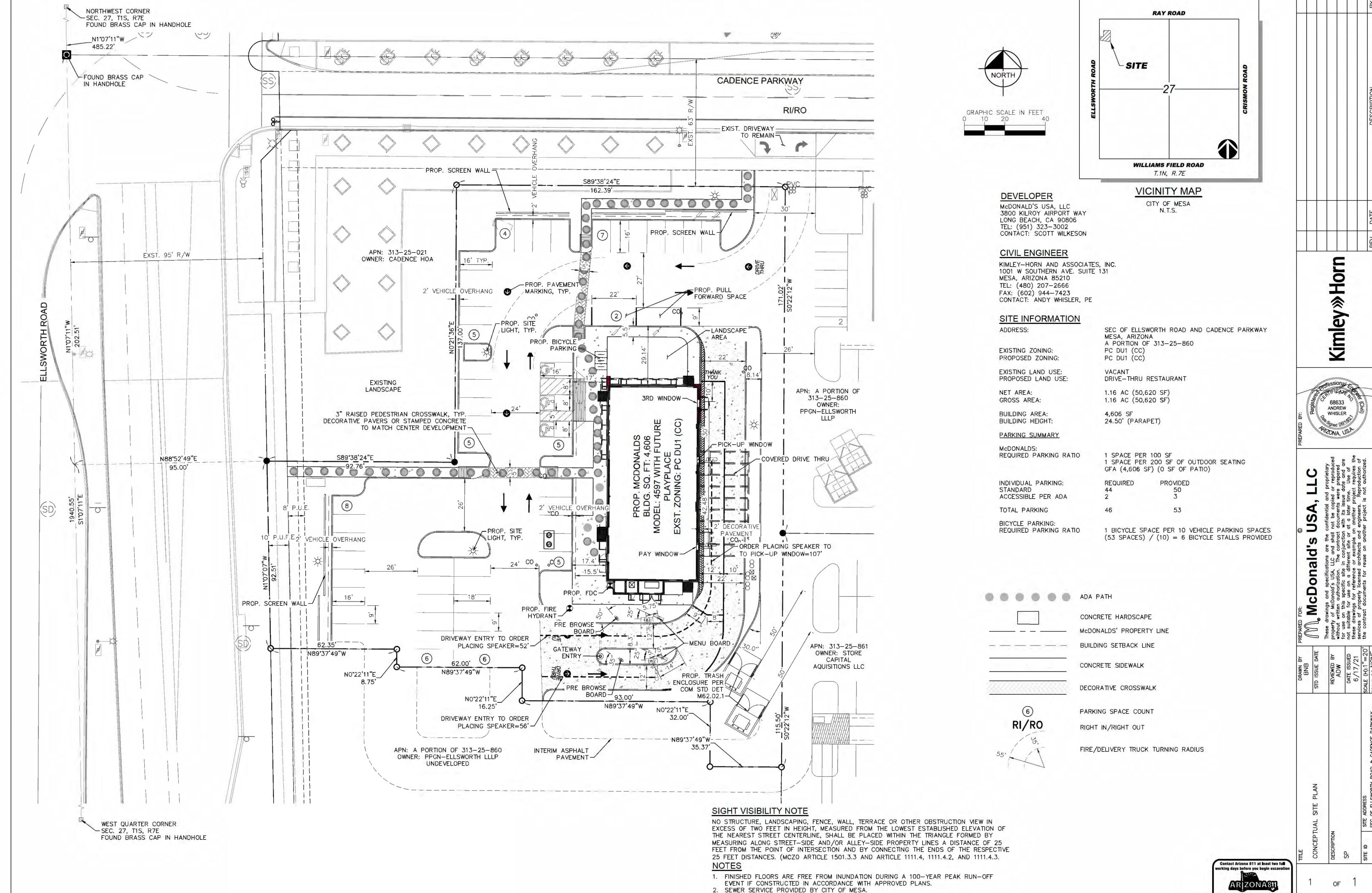




Exhibit C



3. WATER SERVICE PROVIDED BY CITY OF MESA.

Call 811 or click Arizona811.com

Exhibit D







Exhibit E

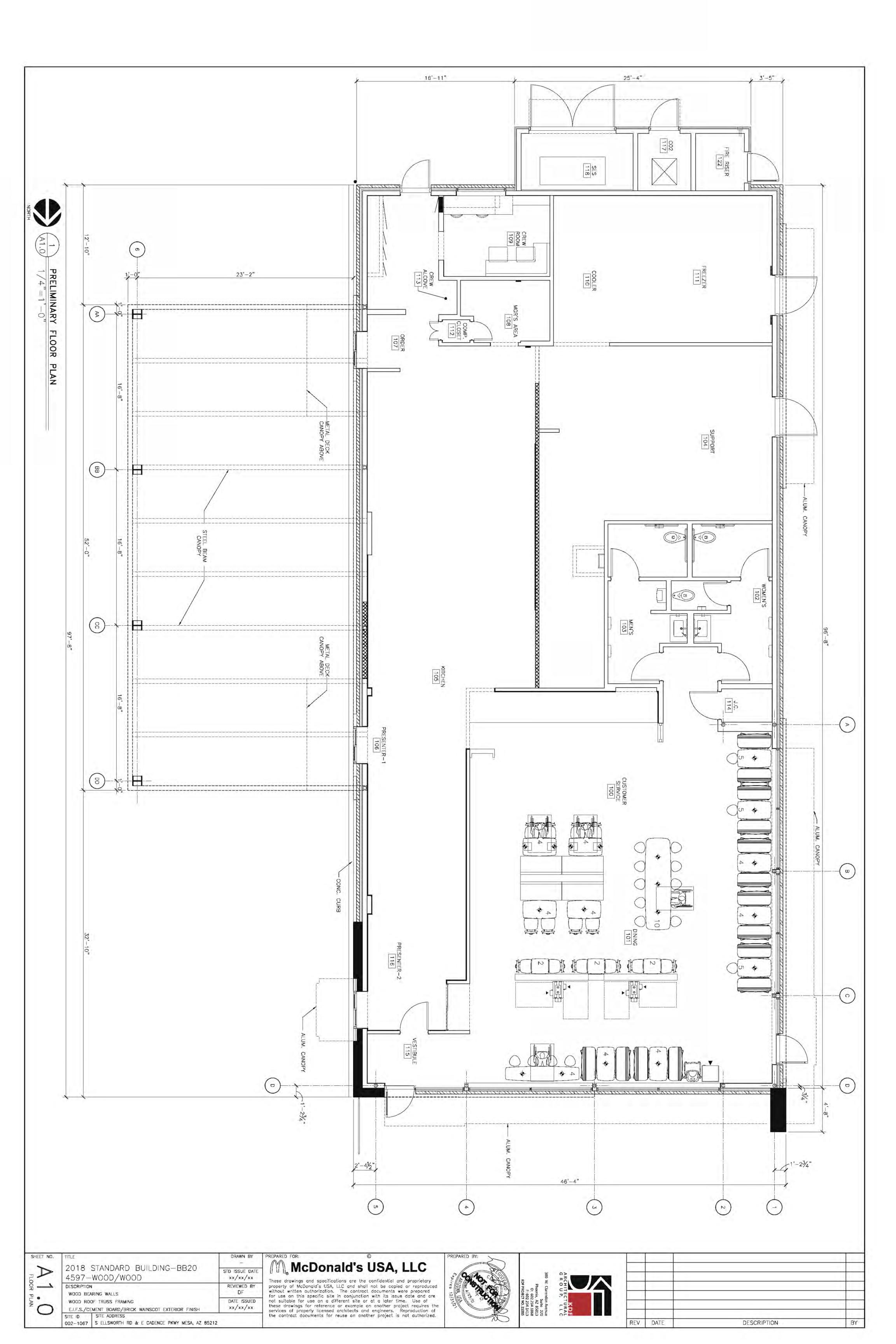
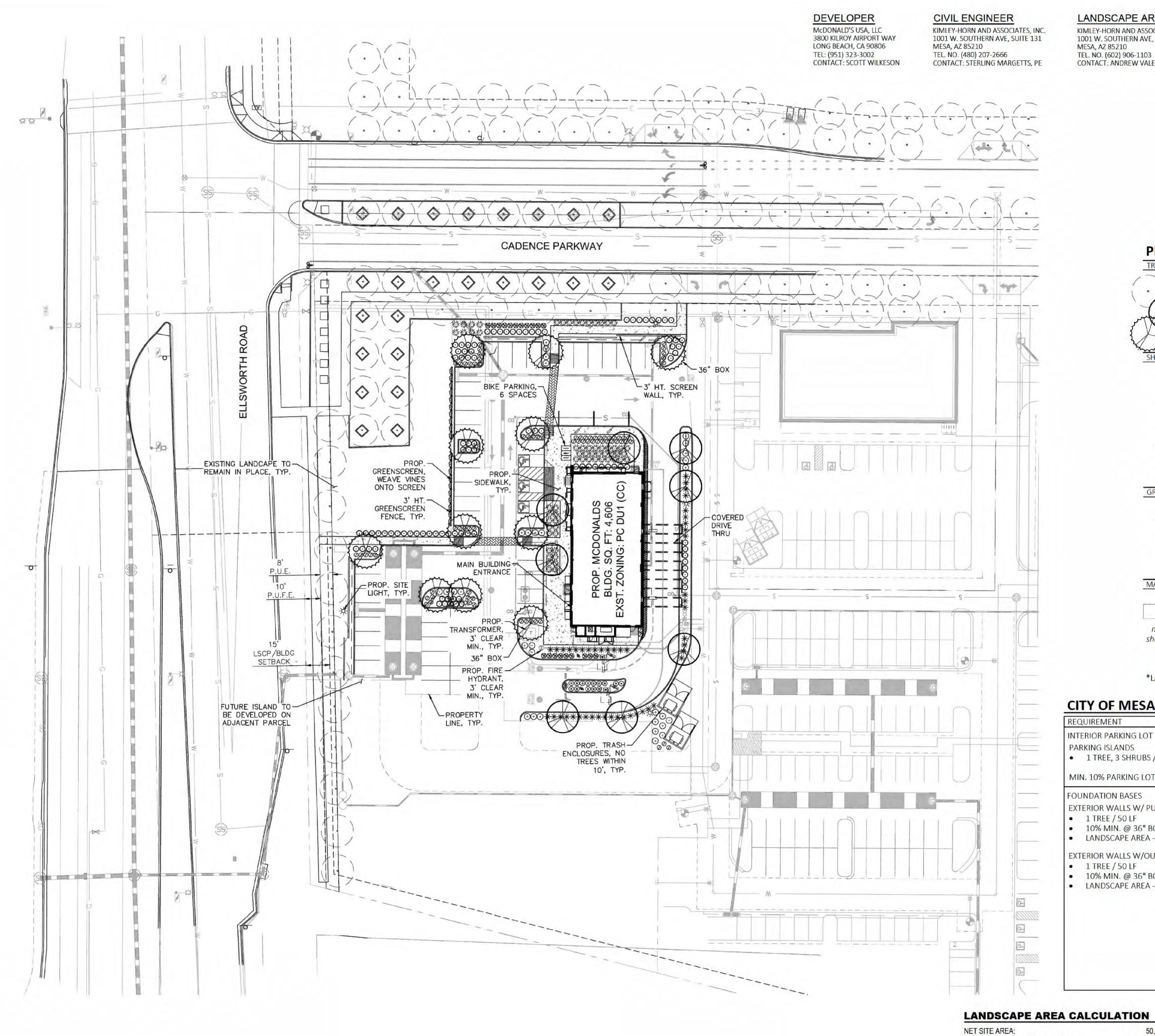
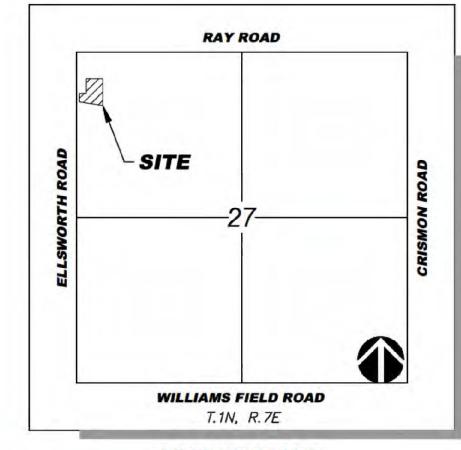


Exhibit F



LANDSCAPE ARCHITECT

KIMLEY-HORN AND ASSOCIATES, INC. 1001 W. SOUTHERN AVE, SUITE 131 MESA, AZ 85210 TEL. NO. (602) 906-1103 CONTACT: ANDREW VALESTIN, PLA



VICINITY MAP CITY OF MESA N.T.S.

PLANTING LEGEND

TKEE2			
_	BOTANICAL NAME / COMMON NAME	SIZE	QTY
	Existing Tree to Remain Species Vary	Size Varies	4
rech	Pistachia chinensis Chinese Pistache	3" Cal., 14' Ht., 36" Box Min.	8
X	Ulmus parvifolia Evergreen Elm	1½" Cal., 8' Ht., 24" Box Min. *2½" Cal., 13' Ht., 36" Box Min.	9

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SHRUBS	AND ACCENTS		
	BOTANICAL NAME / COMMON NAME	SIZE	QTY
⊗	Euphorbia rigida Gopher Plant	5 Gal.	20
0	Leucophyllum zygohpyllum 'Cimarron' Cimarron Sage	5 Gal.	94
*	Hesperaloe x 'Perfu' PP# 21728 Pink Parade Yucca	5 Gal.	47
3/1	Muhlenbergia rigens 'Regal Mist' Regal Mist Grass	5 Gal.	62
•	Rosmarinus offininalis 'Upright' Upright Rosemary	5 Gal.	31

•	Rosmarinus offininalis 'Upright' Upright Rosemary	5 Gal.	3
GROUNI	DCOVERS AND VINES		
	BOTANICAL NAME / COMMON NAME	SIZE	QT
(8)	Eremophila glabra 'Mingenew Gold' Outback Sunrise Emu	1 Gal.	1
Ø	Lantana camara 'New Gold' New Gold Lantana	1 Gal.	7
4	Rosa banksiae 'alba-plena' Lady Banks' Rose	15 Gal. 4' Ht. Min., Staked	2
MATERIA	ALS		

TERIALS	
DESCRIPTION	QTY
Decomposed Granite	7,735 SF
3/4" Minus, Palamino Gold, 2" Depth Min.	

Greenscreen Freestanding Trellis, (20) 36" Height x 51" Wide with (22) 3" Square Posts, Mounting Brackets and Edge Trim, Matte Texture Black, Location Called Out on Plans, Install per Manufacturer's Recommendations, (1) Lady Banks' Rose Vine to be Installed per Trellis

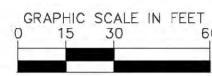
*LARGER SPECIMEN LABELED ON PLAN

REQUIREMENT	REQUIRED	PROVIDED 12 TREES, 52 SHRUBS 3 - 36" BOX TREES	
INTERIOR PARKING LOT PARKING ISLANDS 1 TREE, 3 SHRUBS / ISLAND MIN. 10% PARKING LOT TREES = 36" BOX	12 ISLANDS = 12 TREES, 36 SHRUBS 12 TREES = 2 - 36" BOX TREES		
FOUNDATION BASES EXTERIOR WALLS W/ PUBLIC ENTRANCE 1 TREE / 50 LF 10% MIN. @ 36" BOX, LANDSCAPE AREA - 33% MIN. EXTERIOR WALLS W/OUT PUBLIC ENTRANCE 1 TREE / 50 LF 10% MIN. @ 36" BOX, LANDSCAPE AREA - 25% MIN.	WEST SIDE OF BUILDING: 98 LF = 2 TREES MIN. 1 TREE @ 36" BOX 33 LF OF LANDSCAPE NORTH SIDE OF BUILDING: 46 LF = 1 TREE MIN. 1 TREE @ 36" BOX 12 LF OF LANDSCAPE EAST SIDE OF BUILDING: 98 LF = 2 TREES MIN. 1 TREE @ 36" BOX 25 LF OF LANDSCAPE SOUTH SIDE OF BUILDING: 46 LF = 1 TREE MIN. 1 TREE @ 36" BOX 12 LF OF LANDSCAPE	2 TREES 2 TREE @ 36" BOX 42 LF OF LANDSCAPE 1 TREES 1 TREE @ 36" BOX 46 LF OF LANDSCAPE 3 TREES 3 TREE @ 36" BOX 98 LF OF LANDSCAPE 1 TREES 1 TREES 1 TREE @ 36" BOX 46 LF OF LANDSCAPE	

NET LANDSCAPE AREA PROVIDED:

50,617 SF 7,734 SF (15.3%)







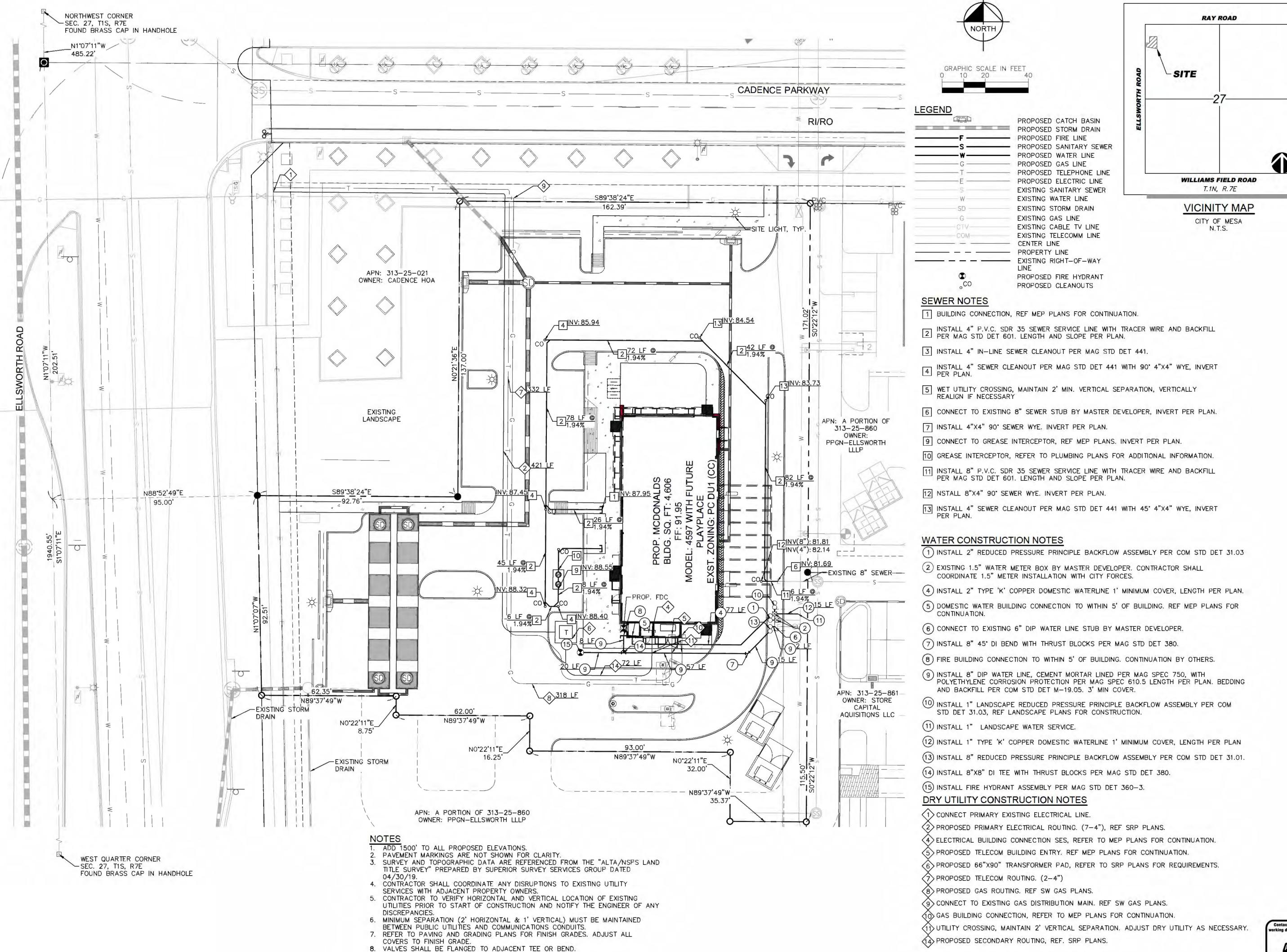
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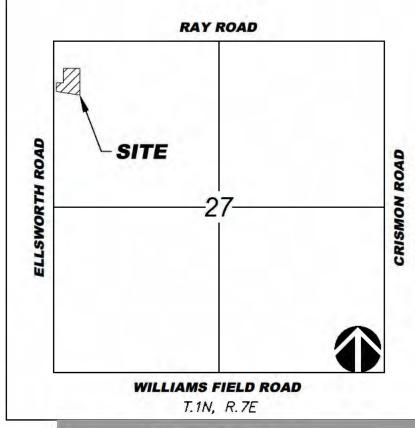
Kimley » Horn



cDonald's

Exhibit G







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a long-time vacant parcel with new quality development which will provide for a new dining option in the area, and new employment opportunities within the City of Mesa.