

Whataburger Mesa

5427 S. Power Rd

Design and Site Plan Project Narrative



(Example Rendering)

Request:

Design and Site Plan Review for a proposed fast-food restaurant located at 5427 S. Power Rd., Mesa, AZ

Pre-App Submittal: January 25, 2021
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I. Introduction

Sustainability Engineering Group ("SEG") is requesting a design review and site plan approval for a proposed fast-food facility (the "Project") located at 5427 S. Power Rd., Mesa; with an Assessor's Parcel # 304-37-018C. The Project proposes to develop the existing 2.41-acre tract of land and construct a new 3,751 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 mostly undeveloped with some grading and minimal paving. At the rear of the property there is an old unoccupied single-family residential building that will be demolished by the property owner. Direct entrance to the property will be accessed through an existing 40' driveway off of S. Power Road with secondary access through an existing cross-access easement from the north adjacent property. The parcel has a unique dual zoning of LI (Light Industrial) and LC (Limited Commercial). Approximately 177' of the front portion of the property is zoned LC with approximately 313' of the rear zoned LI. Previously approved cases Z05-029 and Z05-044 originally rezoned the property from residential to commercial and light industrial.

Table A – Surrounding Land Use and Zoning Districts

	Existing Land Use	Existing Zoning
North	Commercial (Dispensary)	LC/LI



East	Storage (Industrial)	LI
South	Undeveloped (future commercial land use)	LC
West	Retail/Commercial (Across Power Road)	RC (Gilbert Zoning)

III. Site Plan Overview

Building & Lot Layout

The restaurant building is oriented to utilize entry off of the main driveway from Power Road. Building placement will be primarily on the west half of the lot while utilizing the eastern half of the lot for retention and landscaping. The total square footage of the building will be 3,751 SF with a parking count of forty-eight (48) spaces, as required per Mesa Parking Standards. The restaurant also proposes a double-lane drive-through which would be oriented perpendicular to Power Rd in order to minimize drive-through activity against Power Rd. Customer and emergency vehicles will access the lot through the main driveway off of Power Road and the cross-access easement from the north adjacent property.

The below table provides the development standards of the proposed drive-through facility in relation to the LC and LI district requirements:

Standard	LI	LC	Proposed Whataburger
Building Height:	40 ft.	30 ft.	21 ft.
Min. Lot Size:	1-acre	10,000 s.f.	104,979 s.f. (2.41-acres)
Min. Lot Width:	100 ft.	100 ft.	± 214 ft.
Min. Lot Depth:	100 ft.	100 ft.	± 492 ft.
Setback ⁽¹⁾ ⁽²⁾			
<i>Front</i>	15 ft.	15 ft.	26.85 ft. ⁽³⁾
<i>Interior Side</i>	15 ft.	15 ft.	5 ft. ⁽⁴⁾
<i>Rear</i>	15 ft.	15 ft.	207.65 ft. (utilized as retention and landscape)
⁽¹⁾ Setbacks shall be landscaped ⁽³⁾ Existing landscape in the ROW provides an additional +/- 20 ft. of landscape buffering along Power Rd. ⁽⁴⁾ Per pre-app comments, side setbacks can be reduced with proposed cross-access easement showing connectivity to adjacent north and south properties.			

Parking & Circulation

The layout of the proposed development is designed to provide the adequate circulation pattern that will satisfy customer vehicles while meeting the parking needs of the overall site. It is the development's intent to preserve the existing cross-access at the north as a secondary route so that vehicles can access the restaurant property. A second access easement is proposed to provide for future connectivity between the subject lot and the neighboring south property. The width of the lot provides enough space to maintain the standard drive aisle requirement while providing enough space required for emergency vehicle access and turn radius.

The location of the trash enclosures provides a suitable location that will enable refuse collection vehicles a convenient 1-way access to the trash receptacle entering from the adjacent north cross access and exiting onto Power Road. Parking rows will align the perimeter property lines with the exception of Power Road. Here landscape buffering will be placed to help buffer the site from the main Power Rd arterial. The Drive-through lanes will also be provided a 5' wide landscape buffer that will help separate the drive-through activity from the adjacent parking drive aisles. All parking and circulation standards will follow the site design standards for circulation and parking:

Standards	Required	Proposed Whataburger
Standard Parking Stall Size:	9' x 18'	9' x 18'
Minimum Drive Aisle Width (90° Stalls)	24'	25', 26', and 30'
Drive-Through Lane Landscape Buffer:	5'	5'
Min. Fire Access Width (Lane):	20'	20'
Fire Access Turn Radius:	35'/55'	35'/55'



To view the overall circulation, setback and building orientation design, please refer to the attached 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 areas. The drive-through aisle provides a 5' wide area that is expected to be landscaped in order to minimize traffic noise from the drive-through activity. Existing landscape is already developed within the ROW of Power Rd and will be provided an additional +/- 27' of setback across the basin within the property line.

Offsite Improvements

The pre-app report specified that any access being requested to S. Saranac Rd would require offsite improvements. As this project is not requesting access from S. Saranac, we are not required to make improvements to S. Saranac. The only offsite improvements required would be any necessary improvements in the Power Rd ROW.

IV. Architecture

The site layout features elements that will create a diverse façade with mixed materials and colors. Building orientation will utilize the Power Rd frontage to create a diverse building façade that will provide foundation landscape as well as other architectural elements including:

Table of Architectural Elements	
Roofline Architecture	<ul style="list-style-type: none"> Varying parapets to create varying roofline while fully screening mechanical equipment
Building Face	<ul style="list-style-type: none"> 15' foundation at building front entrance with 5' wide landscape planting. Mixed materials: <ul style="list-style-type: none"> Brick Veneer, Corrugated metal paneling, Aluminum window paneling Prefinished metal paneling. Façade recess to break apart flat surfacing
Colors	<ul style="list-style-type: none"> Diverse shading and color tones including flat, semi-gloss and sheen
Accents	<ul style="list-style-type: none"> Various window and canopy shapes, colors and heights. Subtle fixtures consistent with principal building palette.

The function of the building's location serves to provide an aesthetic design to the Power Rd frontage while maintaining appropriate setback. The colors of the building are specific to the restaurant's corporate palette but are consistent with the overall desert and surrounding business palette. No extreme colors (i.e. neon, florescent) or materials are proposed within the design of the facility. Building design and color palette can be viewed in the attached *Building Elevation* plans submitted with this application.

V. Conformity with Gateway Strategic Development Plan

The Gateway Strategic Development Plan ("GSDP") serves as a development and economic guideline for project developed with the Phoenix-Mesa Gateway Area. Specific design and development goals outline the design and economic strategy that the City looks to achieve. This project highlights the goals that will be achieved within the GSDP. The below list:

Goal 1 – Consistency and Compatibility with Existing Land Use Patterns

The proposed development brings a land use that is consistent with the overall commercial theme of the area. Currently the surrounding uses include similar "Limited Commercial" and "Light Industrial" uses that are grouped in a manner that provide connectivity and appropriate landscape. Our proposed



developed adds the broadening development with introduction of a similar uses that will operate accordingly with the existing commercial development.

Goal 2 – Implement Strategic Landscape

The development proposes desert friendly landscape that will utilize minimal water while providing canopy coverage to reduce Heat Island Effect. The proposed landscape plan shows how existing landscape will be maintained and will utilize more sustainable plant species for low water maintenance.

Goal 3 – Enhance Employment Opportunity

The proposed development utilizes what would otherwise be vacant land for the purpose of adding a new quick service restaurant that will help to stimulate growth for neighboring parcels while providing more commercial development for employment opportunities for nearby residences.

Goal 4 – Promote Low Impact Development

The development intends to only utilize a portion of the existing 2.41-acres of land. The remaining portion of the parcel that will not be developed will be utilized for retention. The intent of having extra surface space is to promote more natural retention opportunities rather than installing man-made infrastructure that is found on similar lot sizes.

VI. Conclusion

This proposal seeks review and approval of the site plan and architectural design for this project to ensure that the proposed Whataburger will provide an aesthetic, logical and useful component to this commercial area of Mesa.