

## **Project Narrative**

for



1.95 acres

at: 824 W. Broadway Road, Mesa, AZ

**ZON21-00132 and DRB21-00131**

Submitted by:



Submitted on Behalf of:

**Circle K Stores, Inc.**

Submitted to:

**City of Mesa Planning Division**

55 N. Center Street

Mesa, AZ 85201

**August 11, 2021**

## 1. Purpose of Request

The purpose of this request is for a Site Plan Review with a Special Use Permit and Design Review to allow for the development of a convenience store with associated fuel station.

The property is located at the northwest corner of W. Broadway Road and S. Extension Road as shown in the aerial photo below and more specifically identified as APN #134-06-015D. The property is commercial land and is currently zoned Light Use Industrial (LI).



## 2. Project Description

The proposed Circle K project will include the construction of a new 5,200 square foot retail building and a 4,800 square foot canopy providing 7 fuel pumps. The parking lot contains ample room for customer parking and vehicle maneuvering and the development will be well landscaped. Access to the Circle K store will be provided by the proposed drives on Broadway Road and Extension Road, respectively.

The proposed project is intended to be constructed in a single phase upon the Property. As this well-traveled intersection is not currently serviced by similar facilities, the proposed convenience store and fuel facility will be a commercial/retail use that supports Employment uses by providing desirable goods and services to the primary Employment type uses as well as the other travelling public.

The architectural design of the building and fuel canopy provide for extensive horizontal and vertical articulation of the wall and roof planes. The structures feature a soft, desert/earth tone color palette and incorporate a variety of materials, including Cementous wall panels, natural stone, and metal window and doors frames. Similarly, the fuel canopy incorporates the same colors and materials to provide a consistent architectural theme throughout the project.

### 3. General Plan Character Area – Employment

The property for this proposed project is located at the northwest corner of Broadway Road and Extension Road. The General Plan character area designation for the parcel is Employment, is currently being used as commercial land and is zoned Light Use Industrial (LI). The proposed project will be a commercial/retail use that supports Employment uses by providing desirable goods and services to the primary Employment type uses.

**Table 1: Surrounding Uses**

	<b>Zoning</b>	<b>Existing Use</b>
<b>North</b>	GI	Manufacturing and Office/Retail Warehouse
<b>South</b>	LI	Broadway Park Industrial Condominiums
<b>East</b>	GI	American Metals
<b>West</b>	LI	Commercial

The proposed development provides a site plan that complies with MZO development requirements including additional landscape, full fire access throughout the entire site, onsite stormwater retention as well as additional ROW and PUF on both Broadway Road and Extension Road.

The Employment Use designation for this area is to focus on developments devoted primarily to industrial, office, warehousing and related uses consisting of at least 20 acres. The subject parcel is less than 2 acres, and singularly would not fulfill the role of an Employment Use. However, the Employment district allows for retail and commercial uses that support Employment uses. The proposed project supports the Employment use in the following aspects:

- Located on the corner of two arterial roadways, the convenience store use supports Employment uses by providing a transition between industrial and residential uses to the south and employment uses to the north.
- A convenience store with fuel pumps provides essential infrastructure to support and facilitate commerce for Employment uses such as warehouse and distribution centers that require adequate fueling options.
- As a companion to Employment uses, a convenience store and gas station provides support to the core employment industries: Healthcare workers, Educators, Aerospace/Aviation professionals and Technology and Tourism experts.
  - Convenience store goods such as fresh coffee, fresh food, and fast snacks are highly desired by the busy professionals employed in these industries.
- Within the Employment District, supporting services shall not exceed 20-30% of the district.
  - Within a 1,200-foot radius of the subject parcel, the surrounding properties are entirely developed as Employment/Commercial or residential uses, with the exception of a few vacant or what appears to be non-occupied residential properties.

### 4. West Main Street Area – Industrial Corridor

The property for this proposed project located at the northwest corner of Broadway Road and Extension Road falls within the West Main Street Area Plan Industrial Corridor. The West Main Street Area Plan recommends maintaining and developing Employment areas, discourages the addition of new

neighborhood and community-oriented freestanding retail uses, encourages the development of business parks and preserving rail freight service in the area. The proposed project complies with the goals of this corridor by supporting the evolving vision for this community in the following ways:

- Located on the corner of two arterial roadways, the proposed development is non-residential.
- This location provides a transition between industrial Employment uses in the north and residential uses to the south.
  - This small parcel is not large enough for an Employment use unless combined with adjacent uses.
  - As a small lot located on the corner of two arterial roadways, the best use for this location is as a retail provider of goods and services to support area employees.
- Infrastructure improvements are not needed to support the proposed project.
  - Sufficient water, sewer, electric and telecom facilities currently exist to serve the proposed convenience store and gas station. New improvements are not necessary.
- The Future Vision for the Industrial Corridor is to provide enhanced employment opportunities.
  - With increased commercial traffic and close proximity to local freeways and an airport, the travelling public will require convenient locations for purchasing necessities that a convenience store with gas station provides.
- The Industrial Corridor supports modes of transportation including freight movement via railways and trucking.
  - This location will support employees travelling to their place of work in their personally owned vehicles as well as trucks making local deliveries.
  - The nearest similar services on Broadway are 1.5 miles west, or 2.5 miles east.
- This project will construct a new convenience store with gas station to replace the older Circle K gas station/convenience store located at the southeast corner of the same intersection.
  - A new, modern store will replace a dated facility, enhancing the revitalization of the area.
  - One the new store opens, the existing Circle K will be closed, the fuel tanks removed/remediated, fuel canopy/dispensers removed and the store emptied. The landowner may choose to re-lease the store structure.

## **5. Compliance with MZO 11-31-25 - Service Station Development Standards**

The property for this proposed project is currently being used as commercial land and is zoned Light Use Industrial (LI) Council Use Permit (CUP). In accordance with City of Mesa Zoning Ordinance 11-6-2, the proposed gas service station and convenience store requires a Special Use Permit (SUP) in the LI District. This project complies with the Section 11-31-25 Service Station Development Standards as follows.

### **A. Location**

The property for this proposed project is located at the northwest corner of Broadway Road and Extension Road. This project will construct a new convenience store with gas station to replace the older Circle K gas station/convenience store located at the southeast corner of the same intersection.

Once the new store opens, the existing Circle K on the southeast corner will be closed, making the new Circle K service station the only station at this arterial intersection.

### B. Minimum Frontage

The property for this proposed project has over 340 linear feet of frontage on Broadway Road and over 220 linear feet of frontage on Extension Road, exceeding the minimum frontage of 100 feet on each street.

### C. Pump Canopy

The architectural design of the convenience store and fuel pump island canopy provide for extensive horizontal and vertical articulation of the wall and roof planes. The structures feature a soft, desert/earth tone color palette and incorporate a variety of materials, including Cementous wall panels, natural stone, and metal window and doors frames. Similarly, the fuel canopy incorporates the same colors and materials to provide a consistent architectural theme throughout the project.

### D. Landscaping

The proposed landscape plan provides abundant landscaping including mature trees, green shrubs, and groundcover along the north property line in stormwater detention basins. Foundation landscape planters as well as landscape islands withing the store-front parking area are provided. Landscaping comprises approximately 43% of the project area, with an open space coverage of 52%. All landscape areas will be watered by an automatic high-efficiency drip irrigation system.

### E. Fencing

This project proposes to provide a 3-foot-high masonry wall along Broadway Road and a portion of Extension Road where cars operating the fueling dispensing pumps will be screened from street view. The colors and materials will be complementary to the convenience store and fuel canopy. The 6-foot-high trash enclosure screening will also be construction of masonry with complementary colors.

### F. Lighting

All exterior light sources for this project will be in compliance with requirements established in the City of Mesa Zoning Ordinance.

- The Site Lighting will be located in strategic locations throughout and along the perimeter of the project to provide sufficient illumination while not impacting any of the adjoining properties. These lights will be installed using the OSQ LED Area Luminaire with provided shielding as appropriate and will be mounted on a steel pole not to exceed 18 feet.
- Exterior Lighting for the Convenience Store at each corner will have a wall pack LED light fixture which will be mounted to provide downlighting for safety and security and prevent light trespassing beyond the immediate area. The front entrance of the store will be well lit with 11 recessed LED light fixtures to provide downlighting for safety and security.
- The Fuel Canopy lighting will be provided by 24 flush-mounted LED soffit fixtures. These light fixtures have a slim, low profile design and are specifically designed for downlighting under fuel canopies

### G. Litter

This project proposes to install one permanent, non-flammable trash receptable at each pump island in accordance with this provision of the Code.

### H. Urban Character Designator Design Standards

The property for this proposed project is not located in a “-U” designated district.

## I. Criteria for Review of Special Use Permit

Please review the detailed Criteria addressed in the following section.

- *The use is found to be in compliance with the General Plan, applicable Sub Area Plans, and other recognized development plans or policies, and will be compatible with surrounding uses.*
  - This proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan designation of “Employment” and the Mesa Main Street Sub Area Plan, and any other applicable City plan and/or policies. This development will serve as a support use providing desirable goods and services to the primary employment uses, is compatible with existing surrounding uses and is compatible with surrounding planned uses.
- *A finding that a plan of operation has been submitted, which includes, but is not limited to, acceptable evidence of compliance with all zoning, building, and fire safety regulations.*
  - The Plan of Operation for a new Circle K convenience store and Gas station is included with this submittal and meets the current zoning code.
- *A finding that a "good neighbor policy" in narrative form has been submitted, which includes, but is not limited to, descriptions of acceptable measures to ensure ongoing compatibility with adjacent uses, including sound attenuation, lighting control measures, and vehicular access and traffic control. Such policies shall include, but are not limited to, the name and telephone number of the position, manager or person responsible for the operation of the facility; complaint response procedures, including investigation, remedial action, and follow-up; and litter control measures.*
  - Please see the following section that references the “Good Neighbor Policy”.
- *Evidence that acceptable documentation is present demonstrating that the building or site proposed for the use is in, or will be brought into, substantial conformance with all current City Development Standards, including, but not limited to, landscaping, parking, screen walls, signage and design guidelines.*
  - The Site Plan for this project is in conformance with the Development Standards in the Mesa Zoning Ordinance, Table 11-7-2(A) for Light Industrial (LI) as follows:

	<b>Light Industrial (LI)</b>	<b>Proposed Circle K</b>
Minimum Site Area	1.0 acre	1.95 acres
Minimum Lot Width	100 ft	448.83 ft
Minimum Lot Depth	100 ft	189.05 ft
Maximum Lot Coverage	90%	6.13%
Maximum Height	50 ft	23.66 ft
Minimum Front Setback, Arterial	15 ft	15 ft
Minimum Street Setback, Arterial	15 ft	20 ft
Interior Side Setback: Adjacent to LI, GI or HI	0 ft for building 15 ft other structures	0 ft for building 15 for other structures
Interior Rear Setback: Adjacent to LI, GI or HI	0 ft for building 15 ft other structures	0 ft for building 15 for other structures

- Additional Development Standards are shown on the Site Plan and Landscape Plan.

- *Evidence that acceptable documentation is present demonstrating that the building or site proposed for the use shall adequately provide paved parking and on-site circulation in a manner that minimizes impacts on adjacent sites; and existing or proposed improvements to the site shall minimize dust, fugitive light, glare, noise, offensive smells and traffic impacts on neighboring residential sites.*
  - The project site has been designed to provide a balanced pedestrian and vehicular use of the site. The site will have two separate, dedicated entrances: one driveway on Extension Road and one driveway on Broadway Road. Each driveway will be a 40-foot wide access.
  - Circle K is committed to serving the needs of their customers in providing adequate parking on site to offer safe off-street parking and circulation, and minimize impact on adjacent uses. An administrative Use Permit will be requested to allow parking in excess of 125% of the minimum Code requirement.
  - Finally, the site will not create dust, fugitive light, glare, noise, offensive smells nor impact traffic on residential or commercial neighbors of more than ambient conditions and those that exist with the current use.

## 6. Required Findings for Special Use Permit Approval

In accordance with City of Mesa Zoning Ordinance 11-70-5, this project located at the northwest corner of Broadway Road & Extension Road conforms with the following criteria for a Special Use Permit:

### *Consistent with the policies of the General Plan:*

- This proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan designation of “Employment” and the Mesa Main Street Sub Area Plan, and any other applicable City plan and/or policies. This development will serve as a support use providing desirable goods and services to the primary employment uses and is compatible with existing surrounding uses.

### *Consistent with the purposes of the District:*

- The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies.
- The property for this proposed project is located at the northwest corner of Broadway Road and Extension Road and is approximately 1.95 acres.
- This location provides a transition between industrial Employment uses in the north and residential uses to the south.
- This small parcel is not large enough for an Employment use unless combined with adjacent uses.
- As a small lot located on the corner of two arterial roadways, the best use for this location is as a retail provider of goods and services to support area employees.

### *Project will not be injurious or detrimental to adjacent or surrounding properties:*

- The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City.
- Adjacent properties are of the same land use. This project will be an appropriate transition from the intersection to the adjacent properties.

*Adequate public services, public facilities, and public infrastructure are available to serve the proposed project:*

- The parcel currently has domestic water and sewer service.
- There are multiple existing water and sewer mains in both Broadway and Extension Roads that could also be utilized if new or additional connections are required.
- There are existing dry utility facilities such as electric, gas and communications lines in the adjacent roadways as well

## **7. Alternative Compliance to Design Standards**

In accordance with City of Mesa Zoning Ordinance 11-7-3(B)(5), this project located at the northwest corner of Broadway Road & Extension Road conforms with the following criteria for Alternative Compliance to Design Standards set forth in subsection 11-7-3(B)(6) subparagraphs (ii) and (iv).

Per MZO Section 11-7-3(B)(5), building and structures shall be constructed of durable, high-quality materials appropriate for the climate to reduce the apparent massing and scale of building, facades shall incorporate at least three (3) different and distinct materials, and no more than fifty percent (50%) of the total façade may be covered with one (1) single material.

Circle K proposes to meet the intent of the Site Planning and Design Standards by providing a modern facility that incorporates three different and distinct materials of high-quality construction materials. The exterior of the building is an EFIS-type panel system providing a façade consisting of a variety of appealing earth tone colors combined with stone and masonry materials. The panel system does exceed more than 50% of the building exterior, but with a variety of colors, the building is aesthetically pleasing and consistent with the practices in the surrounding neighborhood.

Per MZO Subsection 11-7-3(B)(6)(ii), this lot in an older neighborhood has been utilized as a metal scrap yard and has been bypassed for redevelopment for decades. This modern Circle K facility will offer an exterior that exceeds those of existing developments along both Broadway Road and Extension Road. Additionally, per Subsection 11-7-3(B)(6)(iv), the proposed Circle K exterior design is aesthetically more complementary to the site, and fits the context of this industrial employment area. Below are a few photos of existing buildings in the vicinity, demonstrating that this Circle K will improve the overall architectural appeal of the area.



North on Extension Rd from Site



South on Extension Rd from Site



East on Broadway Rd from Site



West on Broadway Rd from Site

Circle K feels confident that the proposed facility will be a welcome addition to the neighborhood for not only it's pleasing exterior design, but also the enhanced products and services offered within.

## **PLAN OF OPERATION**

Circle K Stores Inc. prides itself on safe operation of high-quality convenience stores and gas stations in the City of Mesa and looks forward to opening a new, modern store on the northwest corner of Broadway Road and Extension Road.

From the time of project concept, Circle K has been committed to working with all of the applicable City departments to ensure compliance with Zoning Standards, Building, Engineering and Fire Safety regulations. These departments have been partners since early on in the planning process for this project, beginning with our Pre-Application meeting on November 5, 2020, and continuing through scheduling neighborhood meetings and public hearing dates.

Circle K will continue to work with the Mesa Police Department to apply Crime Prevention through Environmental Design principles and stores are designed with safety principles in mind. This includes maintaining staffing levels to ensure visibility inside and outside of our stores as well as designing lighting to provide adequate lighting levels for safety and security.

As the project concludes the Design Review Board and Site Plan Review process, Circle K is committed to continue working with the Building Safety and Fire Safety plan review team to comply with all Development Standards in the final design of construction documents.

## **GOOD NEIGHBOR POLICY**

Circle K Stores Inc. is committed to conducting business in accordance with the proposed “good neighbor policy” described below.

The new Circle K store and gas station at the northwest corner of Broadway Road and Extension Road will operate 24 hours a day, 7 days a week. A store manager will be present during these hours. This store will be staffed with a mix of full-time and part-time employees, with the number of staff varying depending on anticipated demand by day and time. On average, day time hours will have anywhere from two to six employees on site at any given time. Given the number of employees on site at all times, the site will be maintained per City of Mesa Code.

### **Circle K Stores In.**

Operations Manager, Shared Services Property Management

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### **Complaint Response Procedures**

Circle K’s top priority is consistently providing top notch products and services to our customers. Every Circle K store displays a poster near the front entrance that contains the Store Number, QR Codes for Social Media pages, and a Customer Service Hotline. Customers and residents can file a complaint or review on the Circle K Website, as well as on any Social Media outlet. The Customer Hotline is managed live daily, and switches to an answering service at night. All calls are returned the next day in the order received. Within 24-48 hours of receiving a complaint, a Manager responds to the customer to fully understand the issues and offer a resolution.

### **Litter Control Measures/Service Requests**

Store employees are responsible to circulate the lot and pick up trash daily every 2 hours. A minimum of one (1) permanent, non-flammable trash receptacle shall be installed at each pump island, to be checked every 2 hours and emptied as needed upon inspection. Landscape areas will be maintained through a monthly service contract for trimming. Additionally, the forecourt of the store is pressure washed routinely as requested by the store. Finally, Circle K’s internal Service Request system provides a priority work order process for addressing repairs based on urgency.

In the past 36 months, Circle K has invested millions of dollars re-branding all of the new Arizona store locations with a brighter, cleaner design, including relocating or rebuilding older stores such as the store in this location.