

McDonald's Restaurant
NWC Elliot Rd. & Estrella Pkwy. Goodyear, Arizona
Mountain Ranch Marketplace at Estrella

Use Permit Project Narrative
January 8, 2013

Description of Request:

McDonald's is preparing to lease a 0.74 acre (32,125 S.F.) tract of land currently zoned PAD to construct a new fast serve restaurant with a drive-thru facility. The building, elevations and site plan are designed to be aesthetically appealing, functional, pedestrian friendly and provide for safe and expeditious vehicular flow into, throughout and exiting the site.

The building has a full kitchen with cold storage and an indoor dining facility that seats approximately 68 patrons. The drive-thru is designed to safely expedite drive-thru service using a 2-1 concept. On-site parking is provided with a total of 32 regular spaces and 2 ADA parking spaces (23 spaces are required). Signage will be a typical McDonald's sign package that includes monument, directional, drive-thru and building signs. The signs will be in conformance with the City of Goodyear's sign ordinance and the approved comprehensive sign package for the shopping center.

The contemporary McDonald's prototype building architecture has been modified to be more in keeping with the architectural language of Mountain Ranch Marketplace. The standard McDonald's colors and materials palette has been set aside; respecting, instead, the existing Mountain Ranch Marketplace palette. The building character will resemble the character of the parapet capped existing Shops 'B' east of Safeway's including a double column trellis structure over the drive-thru lane.

This application represents a request for Use Permit approval for a 3,911 gross square foot, single-story (maximum building height of 25'-0"), wood-frame restaurant with a drive-thru. McDonald's is also requesting permission to be operational 24 hours, 7 days a week.

Project Location:

The proposed McDonald's is located on Lot 2 of the Mountain Ranch Marketplace at Estrella shopping center on the northerly corner of Elliot Rd. and Estrella Pkwy. The PAD zoned location is identified as parcel #400-03-982 by the Maricopa County Assessor's Office. As to the Use Permit requirement that the proposed use is reasonably compatible with uses permitted in the surrounding area, it should be noted that under the Mountain Ranch Marketplace masterplan this pad was identified for restaurant use and the nuances of such a use were designed into that approved site plan. McDonald's looks to complement the existing mix of businesses including: Safeway's, Chase Bank, Walgreens, Phoenix Children's Academy and the other miscellaneous commercial tenants.

To the east and west are improved PAD commercial properties. To the north and southeast are PAD zoned parcels currently undeveloped. Immediately south is the Estrella Community Association's multi-purpose complex zoned PAD. Some 940 ft to the south of the McDonald's parcel are the first residential properties encountered.

The existing pad lays out nicely for McDonald's facilities and respects the adjacent shopping center. The on-site traffic flow is designed to efficiently use the existing drive aisles. The drive-thru traffic is well

away from the center's entrance from Elliot Rd. and will not affect it. The drive-thru aisles contain as many as 9 cars behind the pay window. The trash enclosure is also tucked away behind the building and from any traffic entering and exiting the center. The south and west buffers of landscaping will also reduce drive-thru traffic visibility from the street.

Infrastructure:

There are five existing points of access to the shopping center as a whole. All of these act independently of the McDonald's site plan but all allow access to the McDonald's store and drive-thru. Existing utility infrastructures are in place and will meet the needs of the proposed McDonald's. Telephone and electric are currently installed with connections on the west side of the property. Water, fire line and sewer exist with connections available on the south end of the property. All storm water drains to the south end of site and into existing catch basins located in the middle of the drive aisle at the south end of the site.

Operational Aspect of Use:

This McDonald's restaurant is intended to serve the surrounding neighborhoods, individuals employed within the vicinity of the property and drive-thru customers from the existing traffic north and south bound along South Estrella Parkway and east and westbound along West Elliot Rd.

As noted above McDonald's is requesting permission to be operational 24 hours, 7 days a week. McDonald's has found that nationally there is substantial interest in being able to purchase nighttime fare. As part of its new store program McDonald's makes this request for all locations. The request for extended hours is part of McDonald's national program to be responsive to its customers however the implementation of extended hours is evaluated based on local customer demand.

As has been shown in the explanation above, the design of this McDonald's site plan will not be materially detrimental to persons residing or working in the vicinity adjacent to the property, to the neighborhood, or to the public welfare. The more active components of the facilities are located at the rear of the site as far as possible from offsite neighbors. Sound produced at the drive-thru order points is regulated by state of the art technology components which recognize the ambient noise level of the surroundings and adjust the volume accordingly, i.e.: night time order point volume will be less than lunch time volume setting. Note that the total amount of sound required for a drive-thru transaction has also been reduced thru the use of transaction confirmation screens. Site lighting will be in full conformance with Goodyear's ordinances: light pole lamps will be designed so as to reduce light levels to the minimums required at the property lines; light sources and fixture shielding will be 'zone' compliant; and after-hours lighting will be reduced to levels only necessary for security. Odor abatement is addressed in several ways: kitchen odors travelling thru exhaust ducts are 'scrubbed' by filters; outside below-grade grease interceptors are monitored and maintained per county and state guidelines; and the trash corral area is cleaned several times a day. McDonald's operations standards are rigorously enforced making sure that the site is cleaned frequently and trash containers are emptied regularly.

We believe this request for the Use Permit based upon the Site Plan submitted to you meets the standards required for approval as explained above and look forward to being an active participant in the local community.