

**Panera Bread Cafe - Goodyear, Arizona**  
**Use Permit Review Narrative**  
**2017**

Address: TBD Pebble Creek Parkway  
Tax Parcel: 500-05-006K, Lot 3

Panera Bread, LLC is proposing a drive-thru restaurant facility in the Pebble Creek Marketplace, a 25-acre Planned Area Development, located at the southwest corner of two major arterial streets - Pebble Creek Parkway and McDowell Road. The 4,500 square foot restaurant will occupy Parcel 3 of the development, which is located on the northwest corner of the highway on-ramp from Pebble Creek Parkway to I-10. The site is approximately 1.73 acres of vacant land within the Pebble Creek Marketplace.

Adding a Panera Bread may positively impact the adjacent properties by following the City of Goodyear Design Guidelines and the design of the Pebble Creek Marketplace Development. The development as a whole may encourage more businesses and developers to invest on the vacant lots located along McDowell Road, Pebble Creek Parkway and Estrella Parkway. This will bring more commerce to the City of Goodyear while providing more shops, restaurants, and amenities to its local residents. Panera Bread, a well-known brand, will also be desirable to the public convenience since the nearest Panera Bread is approximately 10 miles east from the proposed site.

Many of the City policies support this application. As a commercial development located in a PAD zoning district, Panera Bread will be compatible with the surrounding land uses and policies established by City of Goodyear and general provisions. Similar commercial developments that reflect the overall design standards of the City of Goodyear are located on the North and East parcels adjacent to the site. Panera will follow suit by proposing a positive image through its submitted Special Use Permit package. This submittal meets the minimum setback requirements, which are shown in the conceptual site plan drawings. Based upon square footage and parking requirements set, the City requires 56 parking spaces total; this application shows 70 spaces in the conceptual site plan drawings. The conceptual site plan drawings also depict that the parcel size is sufficient to provide adequate buffers to surrounding properties. The building height requirements and permitted façade design standards are shown in the submitted conceptual building elevations. Proper exterior lighting design set by the City of Goodyear's Outdoor Lighting Standards are shown on the outdoor lighting plan.

The proposed restaurant will not be detrimental to the surrounding properties or persons in the surrounding area. Panera's site design will not impede on the current circulation of adjacent traffic. A new entry driveway has been strategically designed to direct traffic within the Pebble Creek Marketplace Development and into the parking lot that will serve Panera Bread. The parking lot has been arranged so that customers wishing to quickly pick up food can conveniently use the drive thru encompassing the Panera Bread building.

Panera Bread is considered a casual café serving food within a welcoming environment. Most businesses along McDowell Road and Estrella Parkway tend to be open between normal business hours. Panera Bread is opened between 7am and 9pm and serves food to the community during early breakfast, typical lunch, and late dining hours. With that being said, the

hours of operation will not adversely impact the adjacent properties or create excessive noise outside of normal business hours. The building and site does not intend on producing excessive light as well. The façade utilizes low voltage, white LED illuminated signage and exterior, wall mounted light fixtures above window awnings. The average illumination calculations are shown on the outdoor lighting plan.

The freestanding building will not be excessive in scale or height in relationship to surrounding properties. The tallest height proposed will be set at 21'-0". Many of the existing buildings appear to be similar in height. Panera Bread has a small square footage compared to the proposed buildings within the Pebble Creek Marketplace. Adding a Panera Bread will only add more character to a commercial district interested in economic growth.

The design of Panera Bread is consistent with development character of Pebble Creek Marketplace and adjacent retail developments. Currently, the buildings proposed within Pebble Creek Marketplace is contemporary southwest with a color palette consisting of earth tones, including sequoia and dark browns, tan, elder white, and alligator green. The proposed Panera Bread building's façade materials will be comprised of Sienna Ironspot Brick veneer, white stucco EIFS system, and a dark bronze aluminum storefront with 1" clear glazing. Per Goodyear's design standards, the materials reflect the telluric colors of the Sonoran Desert, with transitions between brick and the stucco above occurring in line with the storefront mullions. The principal façade utilizes a brick tower to balance the brick, storefront, and stucco assemblies on either side of it. To the right of the tower, the main entrance is visually indicated through the use of a stepped back and higher façade, which complements the adjacent lower and longer façade. The drive thru window bumpout, finished with brick, also balances the brick and stucco facades to either side of it. The façade that faces Pebble Creek parkway will be activated by a storefront window for the café, as well as an additional window that provides views into and out of the bakery. Green awnings above the storefront windows and drive thru will provide sun shading. All rooftop equipment will be hidden behind a parapet, on which the wall signage will be mounted. This parapet will be appropriately finished with dark bronze metal coping along the top edge.