



## Design Review Board

### *Staff Report*

**CASE NUMBER:** DR14-023  
**ADDRESS:**  
**LOCATION:**  
**REQUEST:**  
**COUNCIL DISTRICT:**  
**OWNER:**  
**APPLICANT:**  
**ARCHITECT:**  
**STAFF PLANNER:**

"Diary Queen" – An existing drive-thru restaurant  
5936 East McKellips Road.  
Located west of Recker Road on the north side of  
McKellips Road.  
Design review of exterior remodel with exposed LED  
lighting of an existing drive-thru Diary Queen restaurant in  
the LC zoning district.  
District 5  
Lori Foreman  
Brian Johns, Associated Architects, Inc  
Brian Johns, Associated Architects, Inc  
Wahid Alam, AICP, Planner II

### HISTORY/RELATED CASES

January 2, 1982: Annexed into the City of Mesa-zoned M-1(Ord. No. 1557,  
Z82-32)  
July 15, 1985 Rezoned C-2 as part of the shopping center (Z85-87)  
April 6, 1988: Administrative modification to previously approved Zoning  
case Z85-087 and Design Review case DR88-015.  
February 5, 1997: Established AG Zoning (Z90-007, Ord. No. 2496)  
October 21, 1996 Rezone north portion to R-2 PAD for  
Condominium (Z96-76)  
January 16, 1997: Planning and Zoning Board approved Site Plan Review for  
four pad sites (Z97-02)  
February 5, 1997: Design Review for Diary Queen Restaurant (DR97-006)

### SITE DATA

**PARCEL SIZE:** 30, 544 sq. ft. (0.70± acres)  
**EXISTING ZONING:** LC (Limited Commercial)  
**GENERAL PLAN DESIGNATION:** Neighborhood Commercial (NC)  
**CURRENT LAND USE:** Existing drive-thru restaurant  
**PARKING REQUIRED:** 24  
**PARKING PROVIDED:** 28  
**BUILDING SQUARE FOOTAGE (GFA):** 2,347 sq. ft.  
**LOT COVERAGE:** Not provided.  
**LANDSCAPE AREA:** Square footage not provided.  
**LANDSCAPE COVERAGE:** Not provided.

### **SITE CONTEXT**

**NORTH:** Existing Residential development– Zoned RM-2  
**EAST:** Vacant pad site – Zoned LC  
**SOUTH:** (across McKellips) Existing Fry's shopping center – Zoned LC  
**WEST:** Existing retail - Zoned LC

### **PROJECT DESCRIPTION & REQUEST**

Proposed exterior remodeling of an existing drive-thru Dairy Queen restaurant on a 0.70 ± acre site zoned Limited Commercial (LC). The proposal is to remodel the exterior of the store with additional stone veneer, metal canopy over the drivethru window, alpolic panels above windows, and new aluminum eyebrows around a portion of the building with exposed LED blue lighting on black track. The proposed remodeling does not include any landscape and site work.

### **BUILDING COLORS/MATERIALS**

**Walls:**

Color: Chardonnay #20006  
Above windows: Alpolic metal panel  
Color: DQ Red & DQ Blue

The DQ tower facing McKellips: Stone veneer with Country LedgeStone series from Boral Stone Products LLC

Building eyebrow: LED light bands (2) exposed fixed on tracks with hidden light fixture for up lighting the wall above windows  
Color: Blue LED lights over Matte Black track

### **STAFF ANALYSIS**

**SUMMARY:**

This case involves the exterior remodeling of an existing drive-thru restaurant. The Board is being asked to consider the approval of the exterior remodeling including exposed LED lighting. This proposal is to install exposed exterior illumination for an existing Dairy Queen located just west of the northwest corner of McKellips and Recker Roads. Exposed blue LED lighting is proposed to outline the top of three sides of the building just above the window canopies.

The Design Review Board has the authority to hear and decide requests for exterior building illumination pursuant to Section 11-30-5 of the zoning code Lighting and Illumination, which states:

- D. Exposed Exterior Building Illumination. Design Objective: Contribute to the safety of the nighttime environments and accentuate architectural elements.
  1. Findings for Approval. The use of exposed neon, argon, LED or krypton tubing, exposed incandescent lighting, or other exposed artificial lighting to outline any structure or portion thereof may be authorized after review and approval by the Design Review Board. The Board shall approve exposed building illumination only upon a finding that such illumination:
    - a. Constitutes a design component of the overall building architecture; and

- b. Is integrated into the primary physical elements of the building or development, and is harmonious with the architectural style of the structure(s); and
- c. Serves only for the purpose of embellishing the nighttime architecture of the building, and does not portray an advertising message; and
- d. Is compatible with the land use and architecture of adjacent developments.

**CONCERNS:**

Staff does not have any major issue or concern with the proposed remodeling; however the east elevation with the main entry to the store along with the landscaping for the site needs further improvement. Therefore, staff suggests enhancing the main entry on east elevation to match the architecture of the remodeled building in material, texture and color. Also install new plant materials and ground cover vegetation to improve curb appeal.

**CONCLUSION:**

Staff recommends approval of DR14-023 to allow exposed blue LED lighting on the existing Dairy Queen just west of the northwest corner of McKellips and Recker Roads with the following conditions:

**CONDITIONS OF APPROVAL:**

1. Compliance with the development as described in the Design Review Board staff report and as shown on the site plan and exterior elevations submitted, unless modified by the conditions below.
2. Compliance with all City development codes and regulations.
3. Compliance with all requirements of the Development and Sustainability, Engineering, Transportation, and Solid Waste Departments.
4. Roof and ground mounted mechanical equipment shall be fully screened per Section 11-30-9 of current Mesa Zoning Code.
5. Add another accent color on CMU veneer (scored concrete blocks) at the base of the walls.
6. Enhance the main entry on east elevation to match the architecture of the remodeled building in material, texture and color.
7. Install new plant materials and ground cover vegetation to improve curb appeal.

WA

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## PROJECT NARRATIVE

An Exterior Remodel For  
Dairy Queen

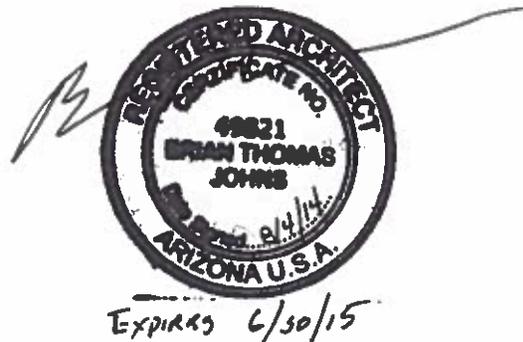
**Location:** 5936 E. McKellips Rd.  
Mesa, Arizona 85215

**Occupancy Group:** A-2  
Existing Use to remain – Dairy Queen  
Existing Zoning LC - to remain

**Building Area:** 2,347 Sq. Ft. (exterior improvements only)

### **Description:**

An exterior remodel of an existing Dairy Queen building. The remodel will consist of; addition of stone veneer and a stucco cornice to the tower that faces McKellips Road, the addition of a metal canopy over the drive-thru window with new alpolc panels above, and new aluminum eyebrows around a portion of the building w/ led lighting with new alpolc panels above. No landscape or site work or no neon lighting in this project.

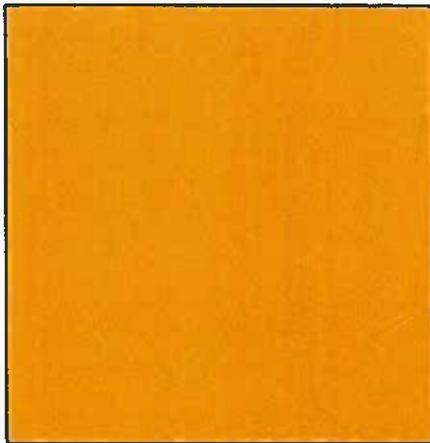




# COLOR BOARD

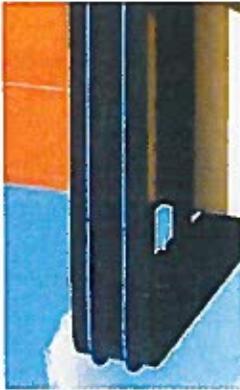
**ALPOLIC METAL PANEL:**

MFR: ALPOLIC  
COLOR: DG RED  
SERIES: 3MM



**LED LIGHTING:**

MFR: MORGAN HOPE  
COLOR: BLUE  
STYLE: LED-FLEX W  
BLACK TRACK  
MODEL: LED-MH-  
120V-EB



**METAL CANOPY:**

MFR: UNA-CLAD  
COLOR: SILVER  
FINISH: CLEAR SATIN  
SERIES: .040 ANODIZED ALUM.



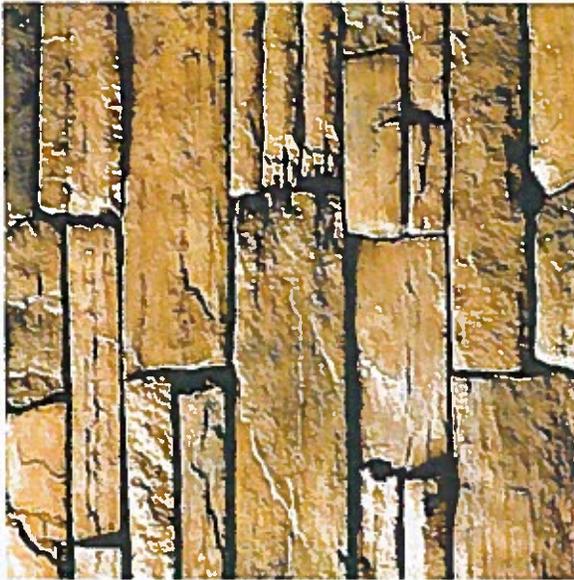
**ALPOLIC METAL PANEL:**

MFR: ALPOLIC  
COLOR: DG BLUE  
SERIES: 3MM



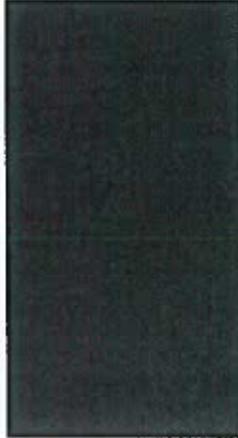
**STONE VENEER:**

MFR: BORAL STONE PRODUCTS LLC  
COLOR: CHARDONNAY #20006  
SERIES: COUNTRY LEDGESTONE



**METAL EYEBROW:**

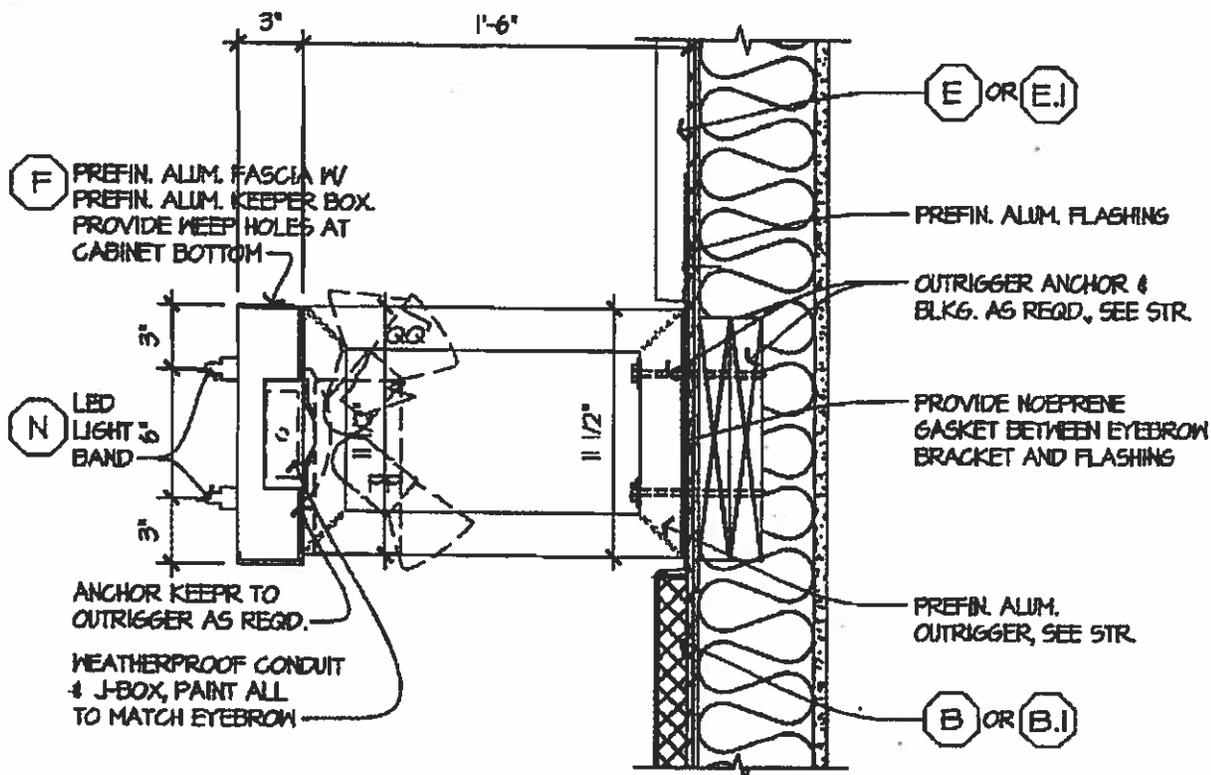
MFR: UNA-CLAD  
COLOR: MATTE BLACK  
FINISH: KYNAR 500  
SERIES: .040 ALUM.



AN EXTERIOR REMODEL  
FOR  
**DAIRY QUEEN**  
5936 E. MCKELLIPS RD. MESA, ARIZONA 85215



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**1 BUILDING EYEBROW DETAIL**  
 SCALE: 1-1/2" = 1'-0"

LIGHTING FIXTURE SCHEDULE										NO SUBSTITUTION OF LIGHT FIXTURES AND LAMPS SHALL BE ALLOWED. NO EXCEPTIONS.
PLAN SYMBOL	LOCATION	FIXTURE MFR	FIXTURE COLOR /	LAMP MFR	LAMP COLOR /	VOLTAG	# LAMPS	WIRING	NOTES	
	CHIMNEY (OUTSIDE)	FREEMAN	FREEMAN-21 (BLACK)	LED	WARM/COOL, 2700	277V	1	WALL	MEASURED IN LEAD EYEBROW (SPACES)	
	CHIMNEY (TOP)	WHEEL	200-14-02 (WHITE BLACK) WHEEL COVER	STRONG 14077	WARM/COOL/FLUO	277V	2	WALL	MEASURED IN LEAD EYEBROW (SPACES)	

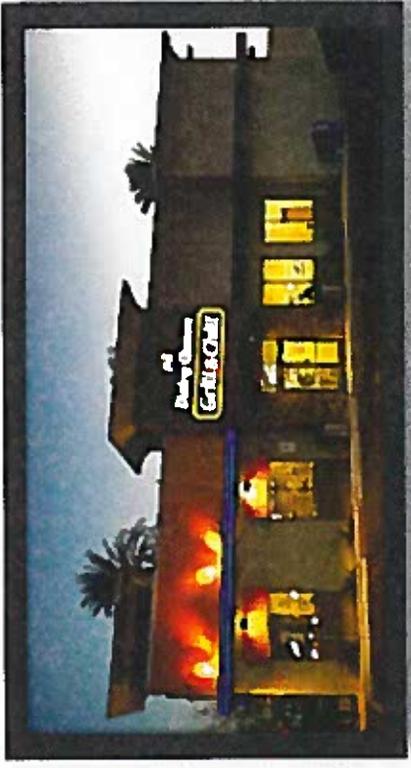
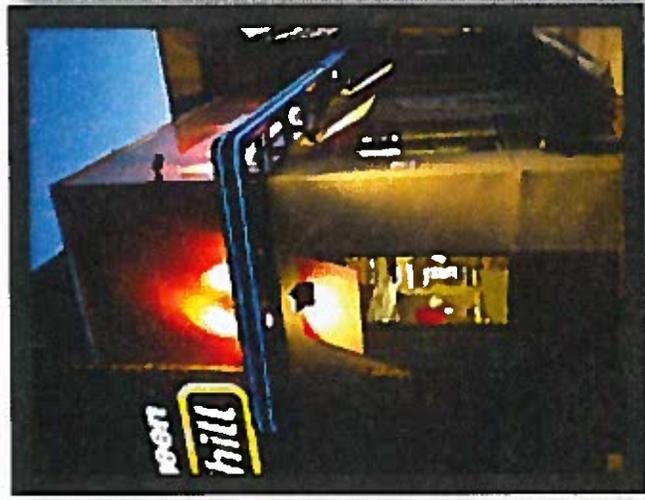
"BLUE" LED LIGHTING, E.C. TO PROVIDE JUNCTION BOX WITH DISCONNECT SWITCH IN ACCESSIBLE CEILING SPACE FOR LED LIGHTING LOCATED ON OUTRIGGER FRAME SYSTEM. RUN FLEXIBLE CONDUIT W/HP THROUGH THE EXTERIOR WALL/OUTRIGGER FRAMES TO LED LIGHTING. NOTE THAT THERE ARE TWO ROWS OF LED LIGHTS. E.C. TO FIELD VERIFY TOTAL LENGTH OF LED LIGHT FIXTURES AND COORDINATE MOUNTING WITH ARCHITECTURAL DRAWINGS.  
 LED LIGHTING MFR: MORGAN HOPE; STYLE: LED-FLEX; COLOR: BLUE

Please refer to the current exterior finish schedule located on the DQ HUB.

THE BLACK EYEBROW IS NOT AN A LA CARTE ITEM AND MUST BE INSTALLED ALONG WITH LED LIGHTING, CHIMNEY, BUILDING PAINT AND NEW SIGNAGE.

# CORPORATE CONCEPT PHOTOS

(NIGHT PHOTOS)



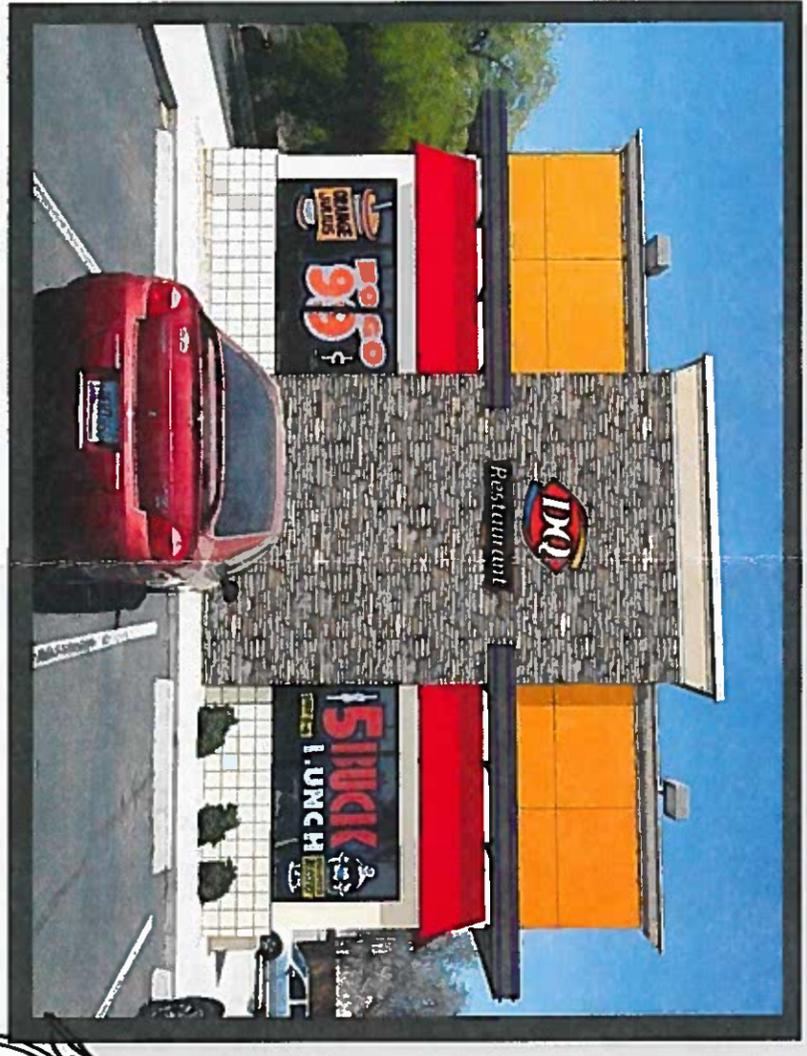
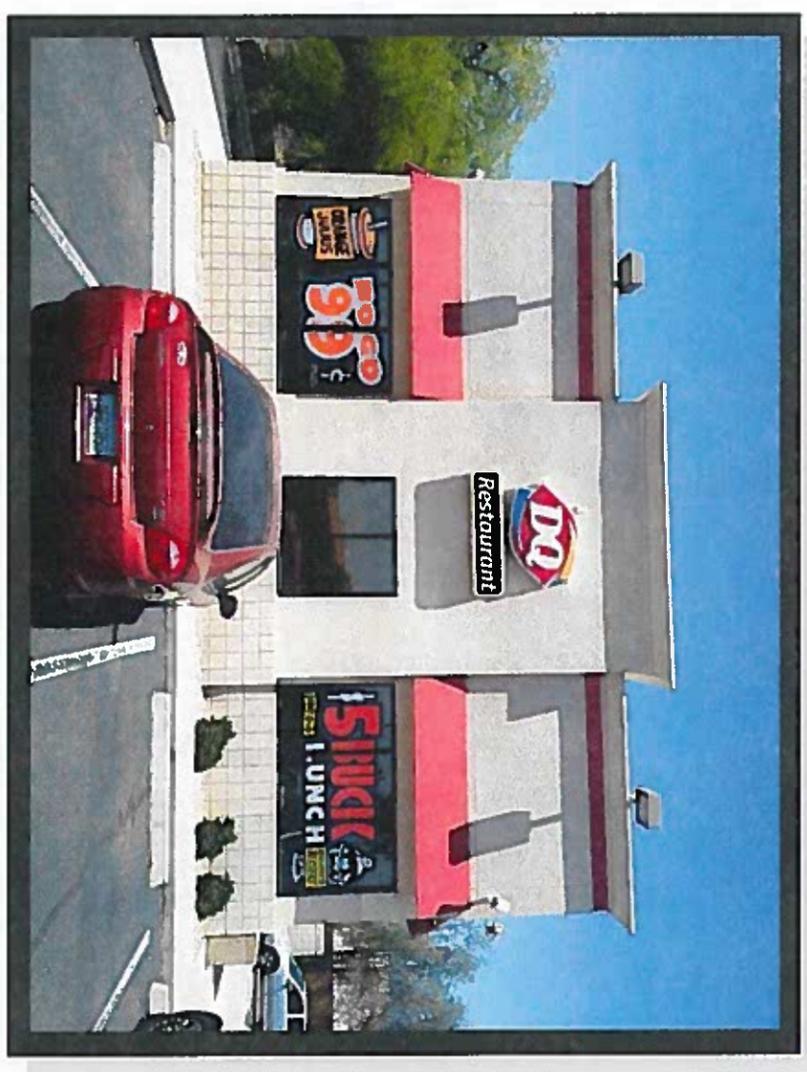
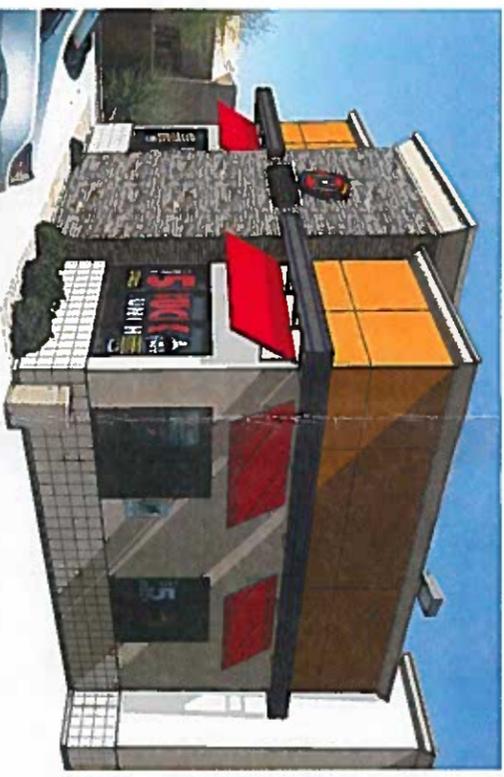
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AN EXTERIOR REMODEL  
FOR

**DAIRY QUEEN**

5936 E. MCKELLIPS RD. MESA, ARIZONA 85215



**BEFORE**

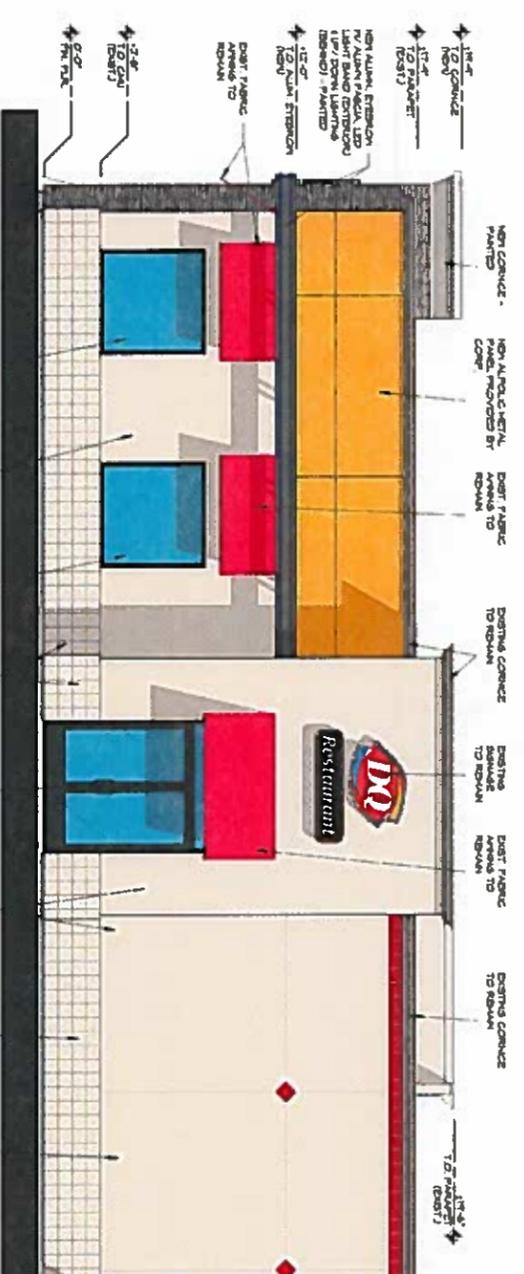
**AFTER**

EXPIRES 6/30/15

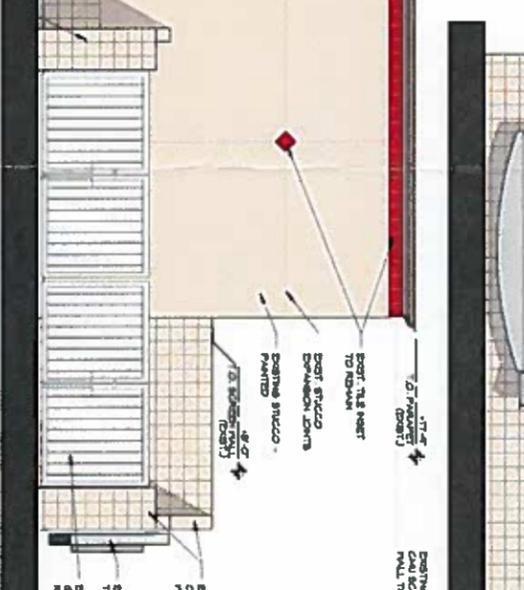


### COLOR LEGEND

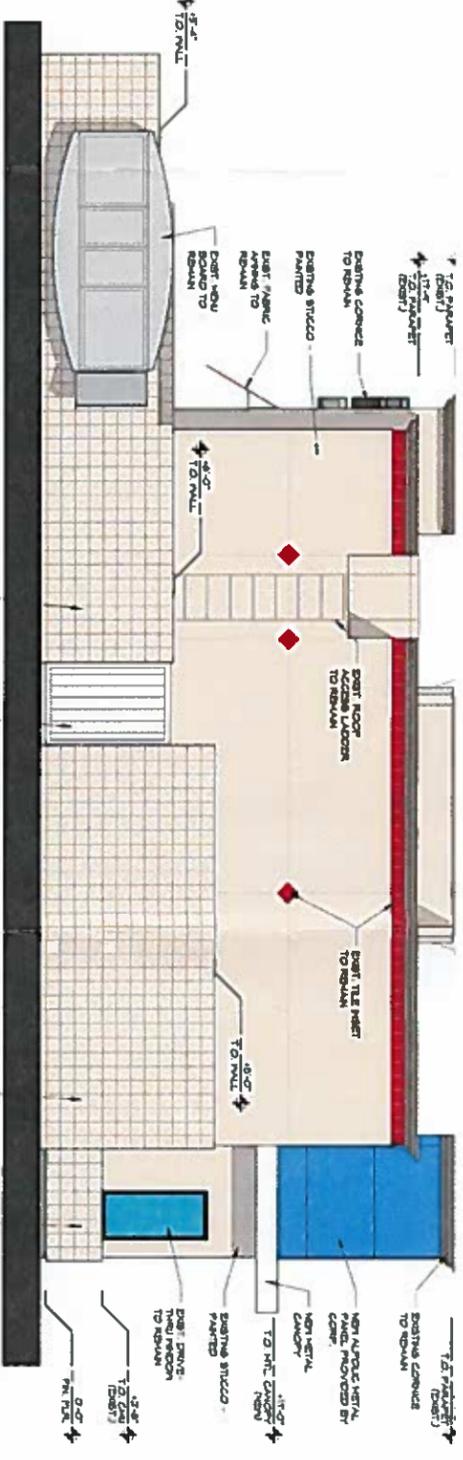
<span style="color: red;">■</span>	ADDITIONAL COLOR, DEVELOPED BY COLOR MIND, SOLUBLE MOORE COLOR, GOLD MARK 2144-10	<span style="color: blue;">■</span>	ACCENT COLORS (ORNL & DELL CORP.) ABOVE
<span style="color: orange;">■</span>	MAIN BODY EXIST. COLOR	<span style="color: grey;">■</span>	EXISTING METAL PANELS, MOVED BY CORP. COLOR, EXPOSED BLUE STEEL BELOW
<span style="color: yellow;">■</span>	EXISTING STUCCO - PAINTER COLOR, SOLUBLE MOORE COLOR, SOLUBLE MOORE SAND FRESH	<span style="color: red;">■</span>	EXIST. PAINTED DIVIDERS, NEW SOLUBLE MOORE SAND FRESH PAINTED



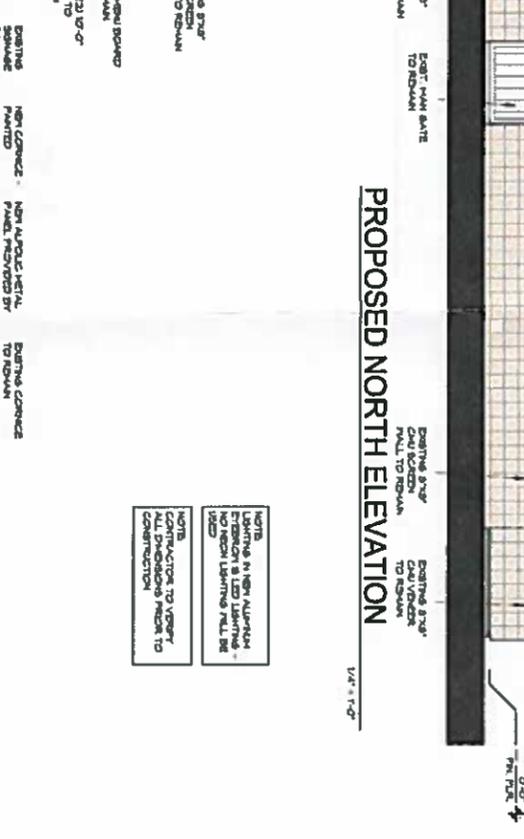
**PROPOSED EAST ELEVATION**  
1/4" = 1'-0"



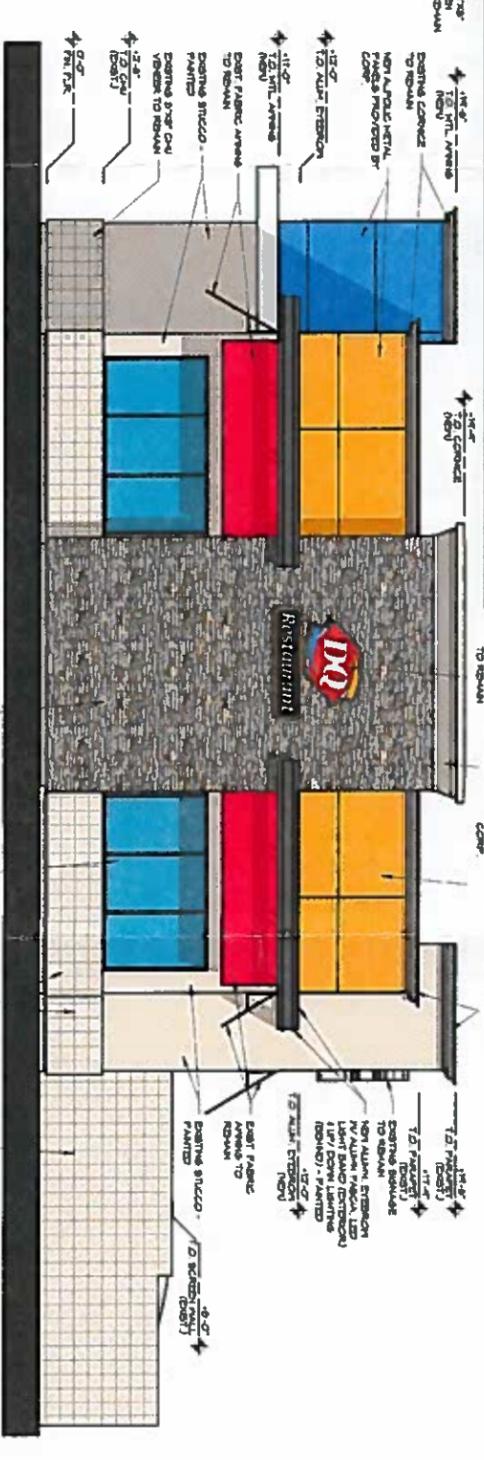
**PROPOSED NORTH ELEVATION**  
1/4" = 1'-0"



**PROPOSED SOUTH ELEVATION**  
1/4" = 1'-0"



**PROPOSED WEST ELEVATION**  
1/4" = 1'-0"



**PROPOSED EAST ELEVATION**  
1/4" = 1'-0"

**PROPOSED SOUTH ELEVATION**  
1/4" = 1'-0"

**PROPOSED WEST ELEVATION**  
1/4" = 1'-0"

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SHEET 2  
**A2**



NO.	DESCRIPTION	DATE
1	PROPOSED ELEVATIONS	11/11/15

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DESIGN REVIEW







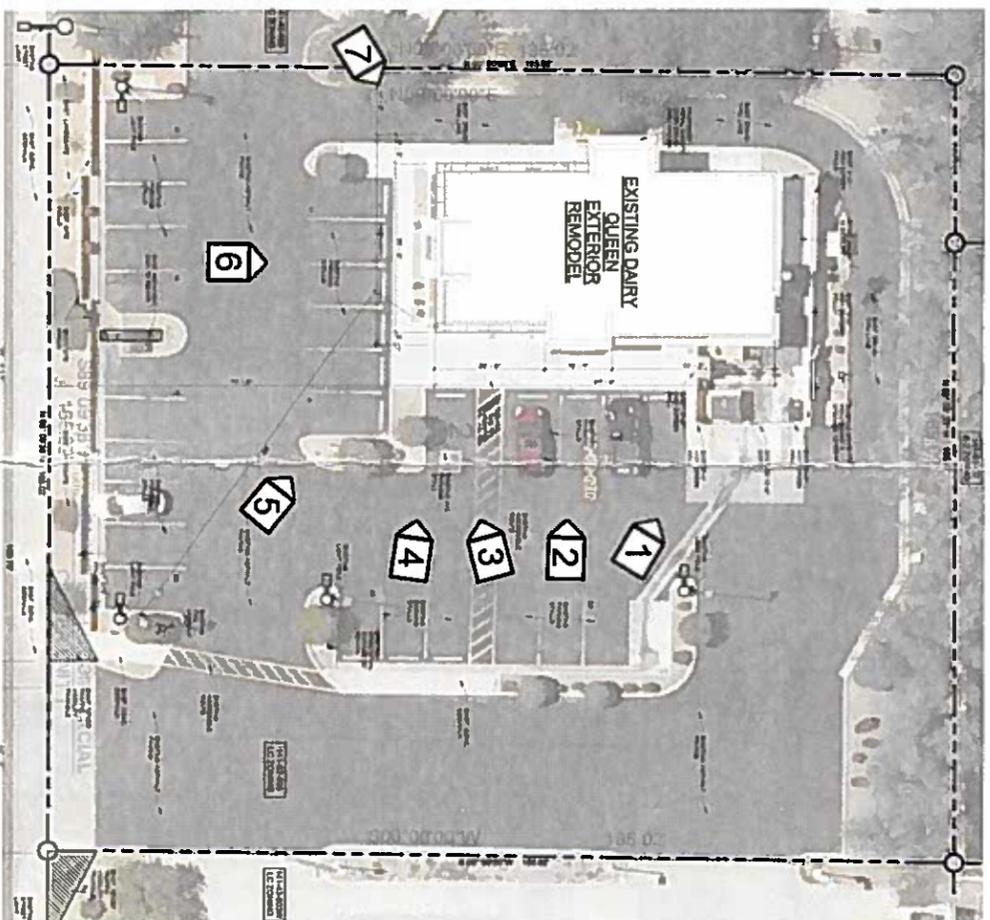
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2



3



SITE PLAN

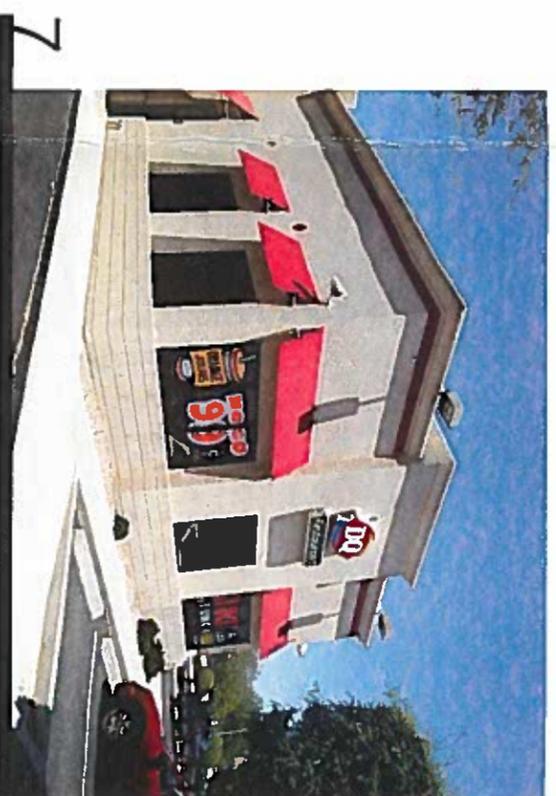
MCKELLIPS RD.



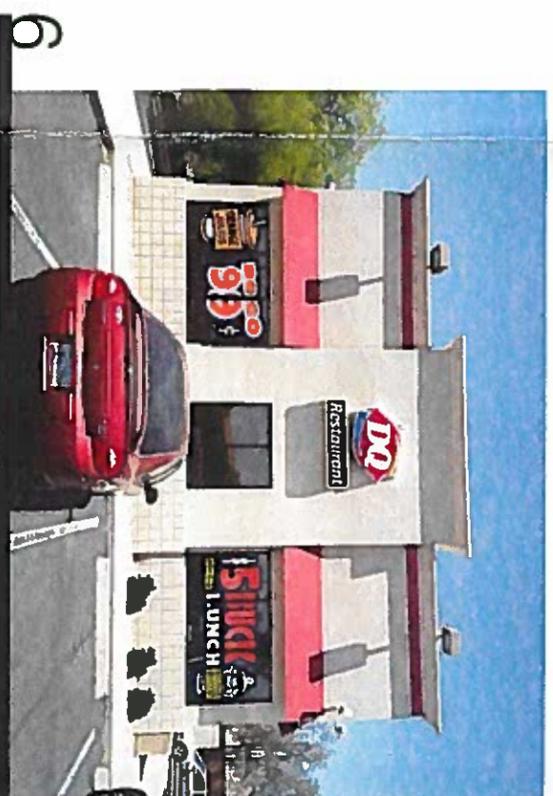
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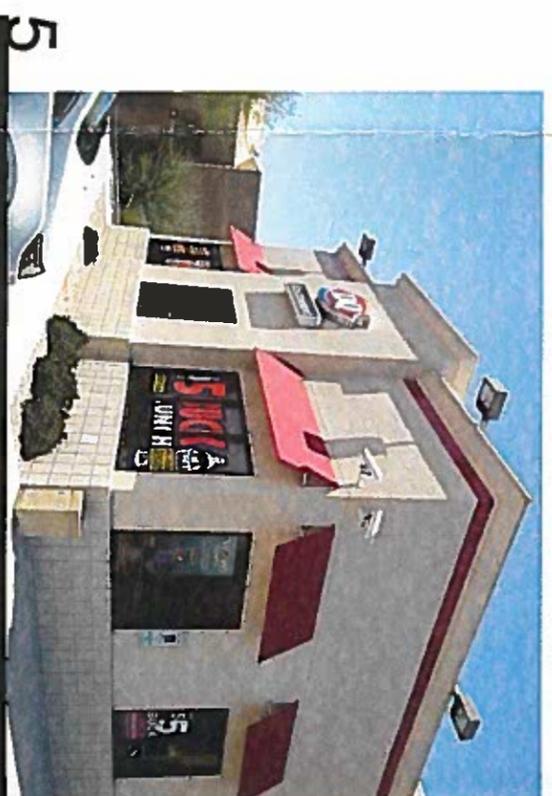
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