

January 26, 2022

Scottsdale Planning and Development Services
City of Scottsdale
7447 E. Indian School Road, Suite 105
Scottsdale, AZ 85251

RE: Panera Bakery Cafe
1103-PA-2021 Application Narrative for Development Review Board Submittal

Panera Bakery Café is proposing to demolish the existing building and build a new restaurant at 8970 E. Shea Blvd. The majority of the existing site improvements will remain with the addition of a 3,949 sqft building, drive-thru lanes, patios and walks.

Criteria from Section 1.904 of the Zoning Ordinance

- A.1 The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.
Response: Please refer to the additional supporting information provided in this DRB submittal.
- A.2.a Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood.
Response: A total of (3) individual trellis structures are proposed, one at the Drive-Thru window, another large trellis covering the patio area, and finally another large trellis over the Drive-Thru Menu Board area spanning (2) drive lanes. As noted, we have implemented a substantial outdoor seating area.
- A.2.b Avoid excessive variety and monotonous repetition.
Response: Acknowledged, we utilized a fairly minimal palette that provides similar earth tone colors, but also complimentary material transitions from brick to wood-look accents, to earth tone EIFS finishes.
- A.2.c Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles.
Response: Trellis structures provide shading in areas where 'idle' customers may be positioned.
- A.2.d Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District.
Response: Not applicable to this project, the site is not considered Environmentally Sensitive Land.
- A.2.e Incorporate unique or characteristic architectural features, including building height, size,

shape, color, texture, setback or architectural details, in the Historic Property Overlay District.

Response: Not applicable to this project, the site is not located in the Historic Property Overlay District

A.3 Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

Response: The existing entrances, internal circulation and off-street parking facilities on the site will remain. A new pedestrian walkway will be provided to the North 89th Place public right-of-way.

A.4 If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.

Response: Roof top equipment are screened from view via a screen structure mechanically fastened to the roof structure. While we use a grey color for the screen material, its provides a material break to avoid monotony for the building.

A.5.a Within the Downtown Area, building and site design shall:

Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;

A.5.b Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level.

A.5.c Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations.

A.5.d Reflect the design features and materials of the urban neighborhoods in which the development is located; and

A.5.e Address building mass, height, materials, and intensity transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.

Response: Not applicable to this project, not located within the downtown area

A.6 The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:

A.6.a Accessibility to the public.

A.6.b Location near pedestrian circulation routes consistent with existing or future development or natural features.

A.6.c. Location near the primary pedestrian or vehicular entrance of a development;

A.6.d Location in conformance with the Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements.

A.6.e Location in conformance to standards for public safety.

Response: This project is not required to provide artwork in accordance with the Cultural Improvement Program or Public Art Program.

B The burden is on the applicant to address all applicable criteria in this section.

Planning and Development Services.

Response: Please refer to the additional supporting information provided in this DRB submittal.