



The proposed restaurant site is located within The Shops at Pecos Ranch commercial development. The commercial center is bordered to the north by Gatling Way, with single-family residential homes located to the north. Dobson and Germann Roads abut the development on the west and south sides respectively. The Pecos Ranch Apartments are directly east. The 12-acre development received PAD commercial zoning in 1983 as part of the larger Pecos Ranch master planned development. A Preliminary Development Plan was approved in February 2006 for The Shops at Pecos Ranch neighborhood shopping center. The neighborhood shopping center consists of a series of in-line retail shops, restaurant pads, a daycare facility, a corner bank and a two-story retail/office building. With the exception of the subject restaurant site and corner bank pad, the majority of the shopping center is nearing completion.

The 2006 PDP identified the subject site as Building D (now identified as Building G), an 18,460 square-foot two-story retail (first floor) and office (second floor) building. The current PDP request seeks to reduce Building G to a single-story, 9,050 total square-foot retail and restaurant building with approximately 3,095 square-feet of outdoor patio space. Building G actually includes 2 separate buildings connected by a covered outdoor patio and breezeway. Oregano's proposes to occupy the western building of Building G with the remaining eastern building identified for future retail uses. The proposed restaurant and retail uses are permitted under the site's existing PAD commercial zoning. Building G is located within a landscaped setting at the site's northwest corner. The building's location, decorative hardscape design, and landscape pallet are all consistent with the previously approved PDP. In fact, the eastern building of Building G is architecturally consistent with the balance of the center in terms of materials, elements and colors. The focus of this PDP request centers around the western building of Building G, the proposed Oregano's Pizza Bistro restaurant building. The PDP request is necessitated by Oregano's desire to utilize a corporate stylized architecture with accompanying materials and colors pallet.

The Shops at Pecos Ranch neighborhood shopping center is constructed utilizing a tasteful blend of Spanish Colonial, Tuscan Territorial, and Southwest Territorial architectural styles. The buildings feature a combination of pitched roofs with heavy-timber wood beam projections, arched parapet roofs, elevated tower projections, arched openings, and extensive pedestrian colonnades including decorative precast concrete columns atop stone bases. Building materials include stucco wall planes accented by cultured stone veneer, metal roof accents, and clay tile set in mortar upon the pitched roofs. The combination of the three architectural styles and the careful utilization of the various building materials, elements and colors has created a unique quality for the development that can only be truly appreciated upon personal experience.

The proposed Oregano's building utilizes the latest evolution of the restaurant's corporate stylized architecture reflecting an old town Chicago feel. While from a building massing standpoint the building provides sufficient articulation, the buildings finish materials, elements and colors are not consistent with the balance of the center. Working from the top down, the following identifies the requested corporate stylized architectural elements, materials and colors. The proposed buildings cornice detail differs from the cornice detail used upon the other buildings within The Shops at Pecos Ranch. It is important to note that the proposed detail in fact differs from the varying cornice details used upon the other existing valley locations. The

building includes a cement board lap siding that is not utilized elsewhere within the development. Exterior accent hanging wall lights are utilized on Oregono's building's four sides, a lighting style and frequency not found in the development. The south, west and east covered patios provide ½-gable roofs in lieu of hip roofs, and include smaller 2"x10" exposed rafter tails in lieu of the much heavier exposed articulated rafter tails found throughout the development. The patio covers propose octagonal asphalt shingles where as the existing sloped roof elements utilize the clay tile set in mortar. The patio cover columns do not include the precast columns with stone bases, dimensional old-world brick columns are proposed. Finally, the color pallet proposed for the Oregono's building is not consistent with the balance of the center. The main building field color is much more bold that the warm earth toned pallet of the center, with the accent color proposed as corporate Oregono's green.

### **BACKGROUND LUP**

The second aspect of this application requests Use Permit approval to allow liquor sales as permitted under a Series 12 Restaurant License for on-premise consumption within the new restaurant and outdoor patios. The restaurant anticipates an employment of 75 to 100 people.

A Series 12 license, which is considered a "restaurant license," allows the on-site sale of beer, wine, and spirits for on-site consumption only. Under a Series 12 license, the establishment must derive at least forty (40) percent of its gross revenue from the sale of food and non-alcoholic beverages.

### **DISCUSSION**

Staff forwards a recommendation of approval for the PDP subject to a series of conditions identifying the various architectural element, material and color changes necessary to bring the proposed building into compliance with the approved architectural theme for the center. Chandler's Commercial Design Standards found within the Zoning Code serve to assist with the creation of specific design guidelines for proposed developments, and includes language prohibiting the use of corporate architecture. Once approved by Council, these design guidelines help to establish an individual identity for each development. There are examples when it is not appropriate to create and maintain uniform architectural theme design guidelines. Certain regional commercial developments such as the Chandler Fashion Center and adjacent power centers are simply too large to appropriately apply a uniform architectural theme. In these cases, design guidelines are established that require material and façade variations, as well as establish an expected level of quality, while not prescribing a specific architectural theme. This is not the case with neighborhood shopping centers such as The Shops at Pecos Ranch. Centers of this nature provide goods and services to the immediate surrounding community within buildings that have much closer relationships to other buildings within the center as well as the adjacent residential homes. The establishment of uniform architectural design guidelines is necessary to maintain each center's individual identity.

The approved 2006 PDP for The Shops at Pecos Ranch created the center's design guidelines through the unique architectural theme, thereby establishing this center's individual identity. It was the intent that any future additions or building modifications conform to the established architectural theme. Staff recognizes the importance of corporate identity, while continuing to

seek a level of compatibility consistent with the Commercial Design Standards and Council approved Development Booklet. The value in maintaining corporate identity for the individual user remains on par with the City's desire to ensure a building's positive relationship within the existing center. Staff finds the balance could be achieved by substantially maintaining the restaurant's primary entrance design at the building's southwest corner, while transitioning away back to the materials, elements and colors established by the approved design guidelines. The hanging lights flanking the Oregano's sign could be maintained, as well as the old-world brick upon the entrance façade. The Oregano's green could also be maintained at the entrance, while transitioning back to the center's color pallet along the balance of the facades. Just as The Shops at Pecos Ranch, through the unique architectural theme, has provided the center with it's own individual identity, the recommended conditions would provide the residents of Pecos Ranch their own distinctly identifiable Oregano's.

Staff supports the Use Permit request to allow liquor sales as permitted under a Series 12 Restaurant License finding no land use conflicts exist.

#### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- The Police Department has been informed of the Use Permit application and has responded with no issues or concerns.
- A neighborhood meeting was held on September 8, 2009 at Bogle Junior High School. Approximately 7 neighboring residents attended the meeting. No one offered any opposition to the two requests.

At the time of this writing, Staff is not aware of any opposition to the two requests.

#### **RECOMMENDED ACTIONS**

Upon finding consistency with the General Plan and PAD zoning, Staff recommends approval of the Preliminary Development Plan, subject to the following conditions:

1. Development shall be in substantial conformance with the exhibits and representations, entitled "Oregano's @ The Shops At Pecos Ranch" kept on file in the City of Chandler Planning Services Division, in File No. PDP09-0026, except as modified by condition herein.
2. The landscaping in all open spaces and rights-of-way shall be maintained by the adjacent property owner or property owners association.
3. Approval by the Director of Planning and Development of plans for landscaping (open spaces and rights-of-way) and perimeter walls.
4. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.

5. The Oregano's building shall utilize a cornice detail consistent with the balance of the center.
6. The Oregano's building cement board lap siding shall be replaced with stucco consistent with the balance of the center.
7. The Oregano's building exterior accent hanging wall lights shall be removed. Any wall mounted exterior lighting shall remain consistent with the wall-pack lighting found throughout the center. This condition does not apply to the two accent hanging lights upon the primary entrance tower.
8. The Oregano's building ½ -gable patio cover roof elements shall utilize a hip-roof design consistent with the balance of the center.
9. The Oregano's building patio cover asphalt roofing shingles shall be replaced with clay tile set in mortar consistent with the balance of the center.
10. The Oregano's building exposed rafter tail details shall utilize the heavier exposed articulated rafter-tail-detail consistent with the balance of the center.
11. The Oregano's building patio cover columns shall utilize precast columns upon stone bases consistent with the balance of the center. The two columns at the building's entrance shall utilize precast columns upon old-world brick bases.
12. The Oregano's building primary paint color shall utilize a color found within the balance of the center. The primary entrance tower element can utilize the proposed field color 'DE23-0335-09 Outside Wall'.
13. The Oregano's building accent color 'DE23-0332-09 Broccoli' shall be replaced by an accent color found within the balance of the development. This condition does not apply to the primary entrance tower element.

Upon finding consistency with the General Plan and PAD zoning, Staff recommends approval of Use Permit LUP09-1001 OREGANO'S @ THE SHOPS AT PECOS RANCH, subject to the following conditions:

1. Expansion, modification, or relocation beyond the approved exhibits shall void the Use Permit and require new Use Permit re-application and approval.
2. The Use Permit is granted for a Series 12 license only, and any change of licenses shall require re-application and new Use Permit approval.
3. The Use Permit is non-transferable to other restaurant locations.
4. The site shall be maintained in a clean and orderly manner.

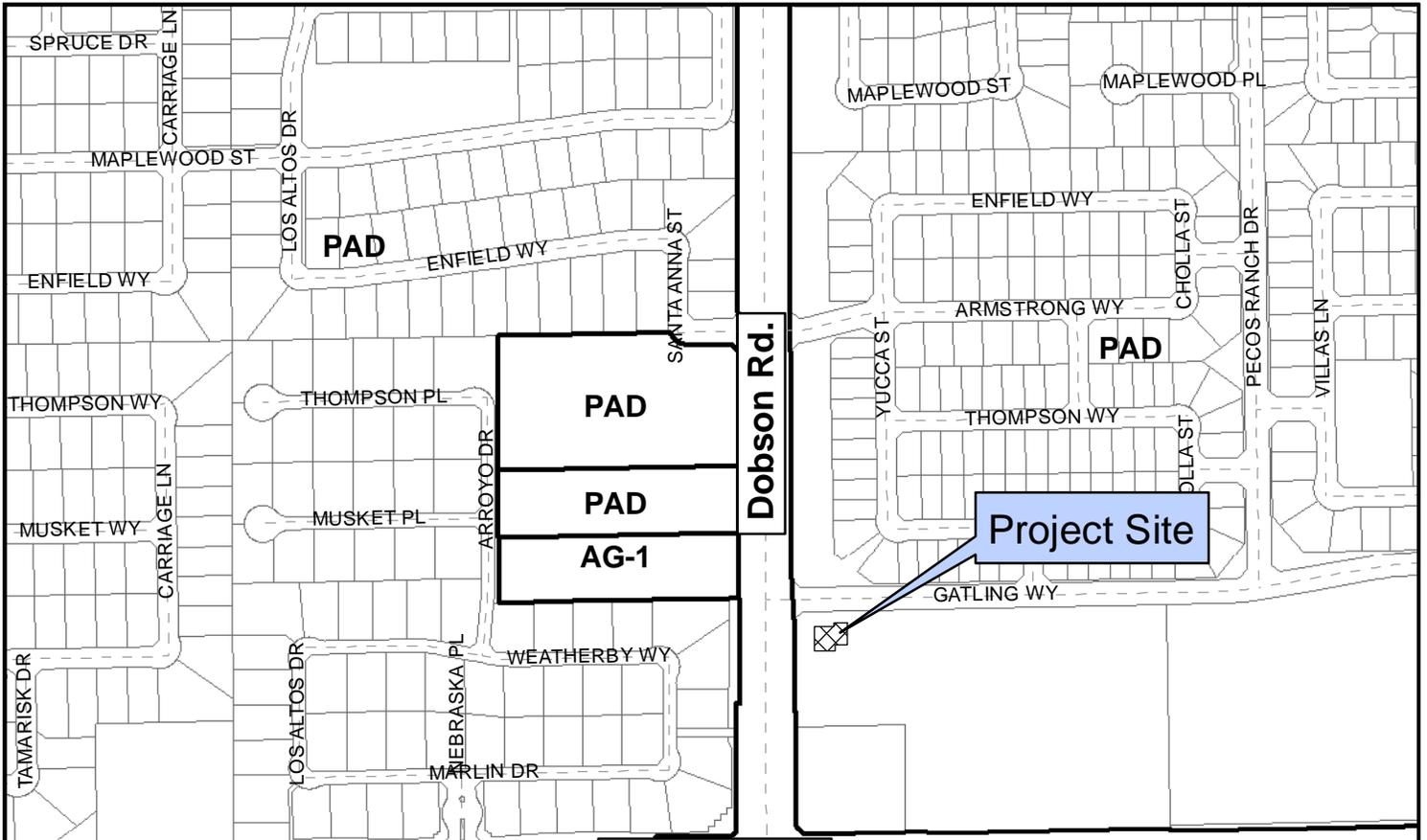
**PROPOSED MOTIONS**

Motion to recommend approval of the Preliminary Development Plan in case PDP09-0026 OREGANO'S @ THE SHOPS AT PECOS RANCH subject to the conditions recommended by Staff.

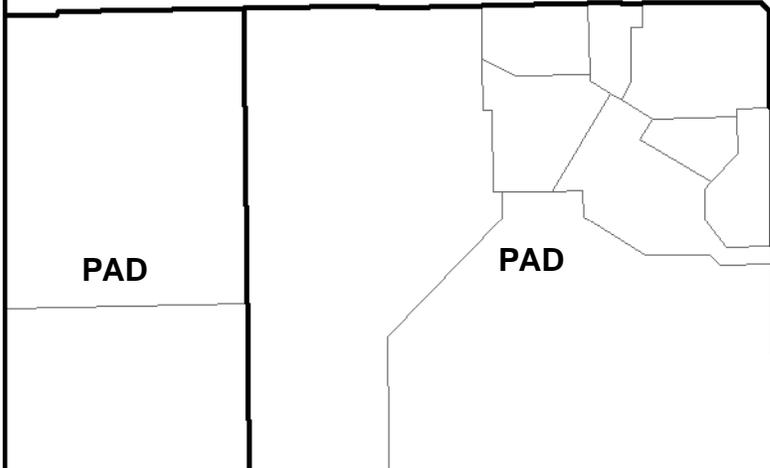
Motion to recommend approval of LUP09-1001 OREGANO'S @ THE SHOPS AT PECOS RANCH Use Permit, subject to the conditions recommended by Staff.

**Attachments**

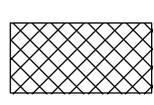
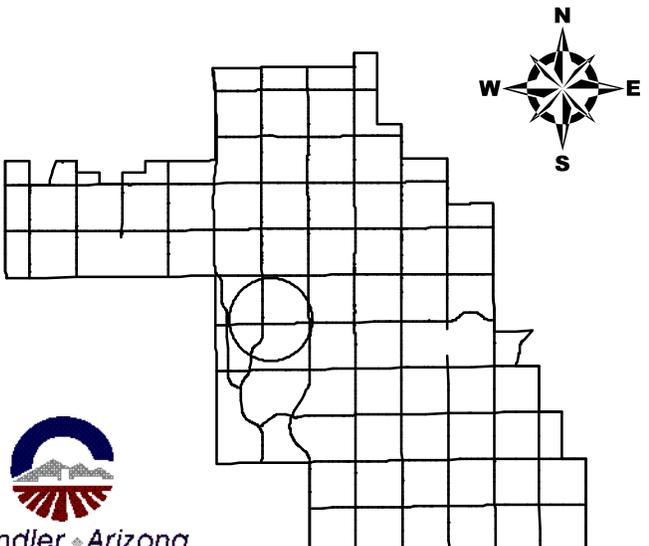
1. Vicinity Map
2. Site Plan
3. Landscape Plan
4. Building Elevations
5. Perspective Views
6. Site Photographs
7. Development Booklet



**Germann Rd.**



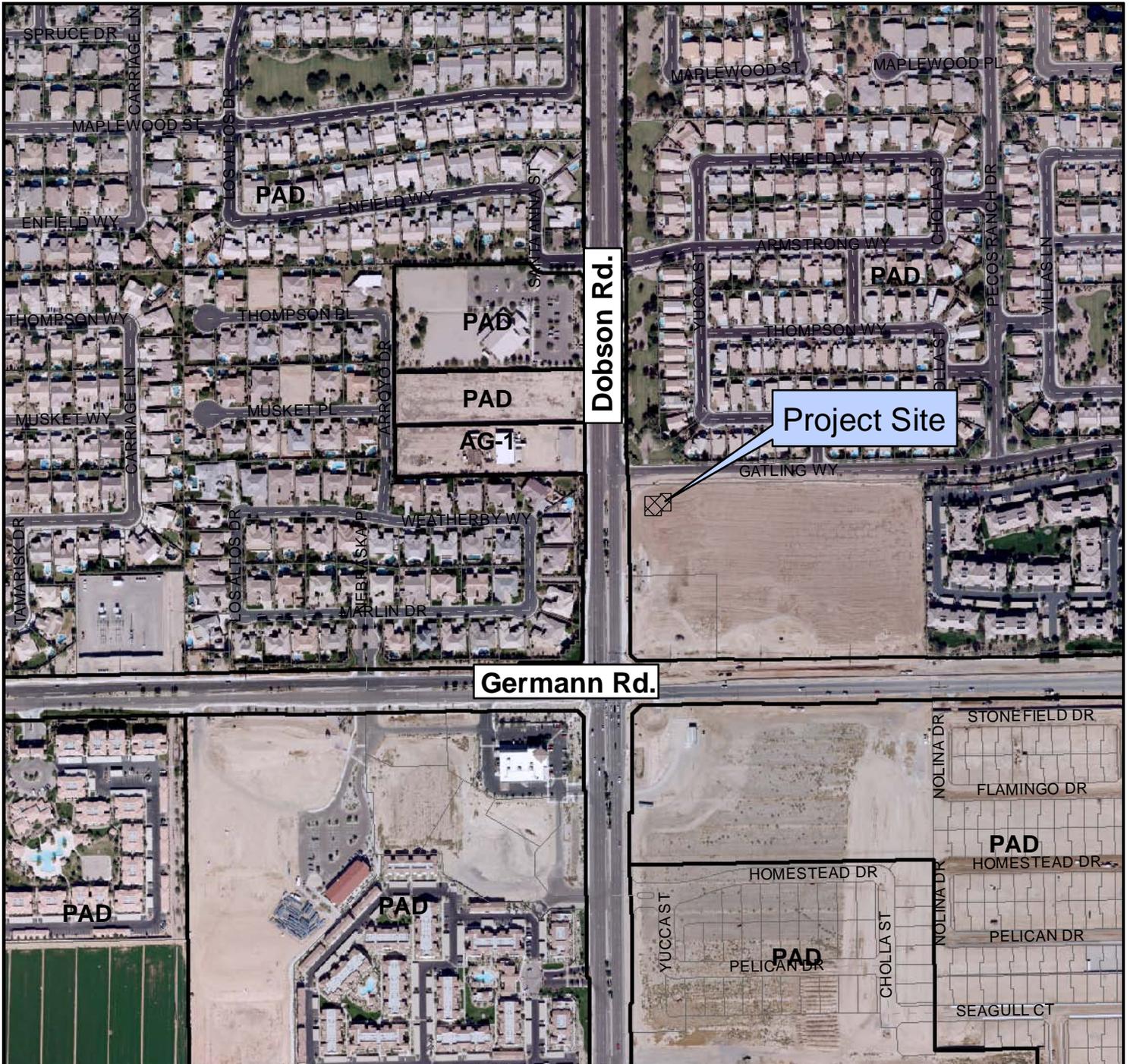
**Vicinity Map**



**PDP09-0026/  
LUP09-1001**

**Oregano's at The Shops at  
Pecos Ranch**



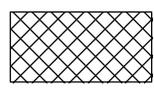
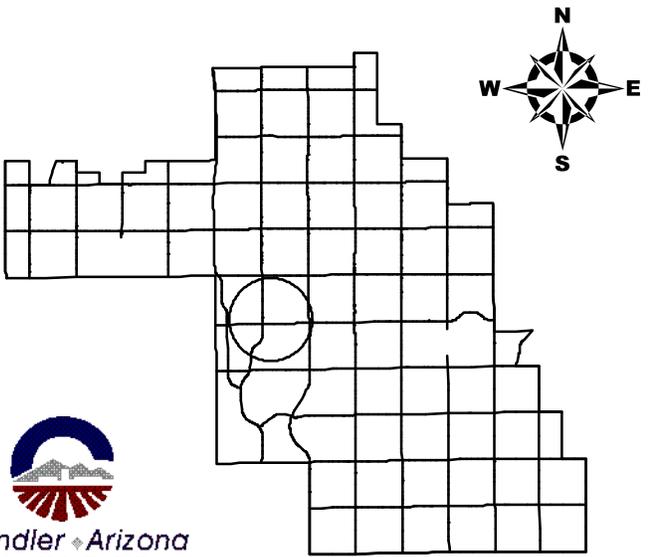


**Germann Rd.**

**Dobson Rd.**

**Project Site**

**Vicinity Map**



**PDP09-0026/  
LUP09-1001**

**Oregano's at The Shops at  
Pecos Ranch**



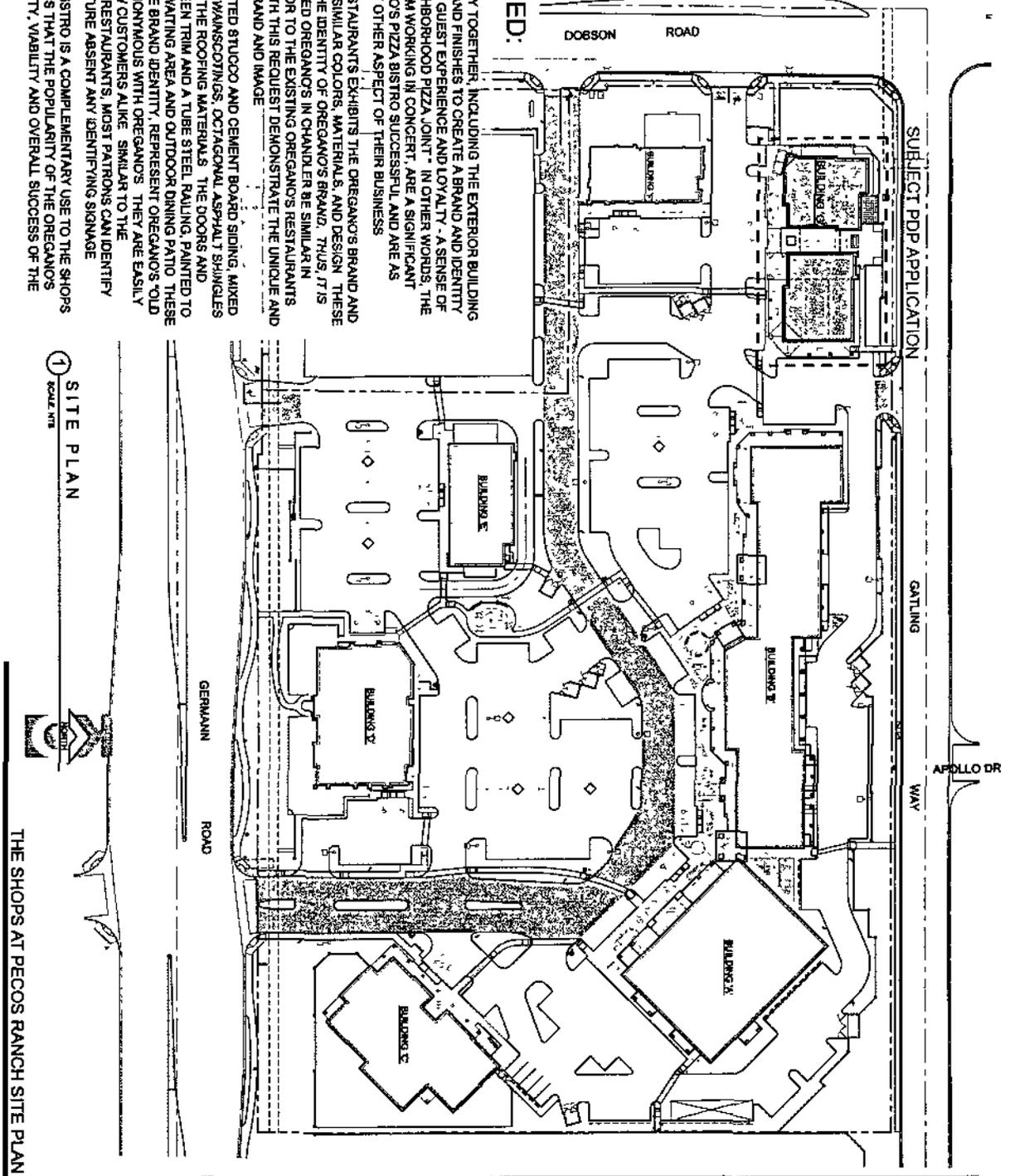
**NARRATIVE CONTINUED:**

THESE ELEMENTS WORK COHESIVELY TOGETHER, INCLUDING THE EXTERIOR BUILDING DESIGN, MATERIALS, COLORS, LIGHTING AND FINISHES TO CREATE A BRAND AND IDENTITY THAT GENERATES A TRULY REMARKABLE GUEST EXPERIENCE AND LOYALTY. A SENSE OF COMMUNITY PRIDE IN THEIR LOCAL NEIGHBORHOOD PIZZA JOINT - IN OTHER WORDS, THE BUILDING DESIGN ELEMENTS, ALL OF THEM WORKING IN CONCERT, ARE A SIGNIFICANT CONTRIBUTOR TO WHAT MAKES OREGANO'S PIZZA BISTRO SUCCESSFUL AND ARE AS IMPORTANT TO THE RESTAURANT AS ANY OTHER ASPECT OF THEIR BUSINESS.

EACH OF THE EXISTING EIGHT (8) RESTAURANTS EXHIBITS THE OREGANO'S BRAND AND IDENTITY. INASMUCH AS THEY ALL HAVE SIMILAR COLORS, MATERIALS, AND DESIGN, THESE ASPECTS ARE AN IMPORTANT PART OF THE IDENTITY OF OREGANO'S BRAND. THUS, IT IS THE OWNERS' DESIRE THAT THE PROPOSED OREGANO'S IN CHANDLER BE SIMILAR IN BUILDING DESIGN, CHARACTER AND COLOR TO THE EXISTING OREGANO'S RESTAURANTS. THE BUILDING ELEVATIONS INCLUDED WITH THIS REQUEST DEMONSTRATE THE UNIQUE AND HIGH QUALITY NATURE OF OREGANO'S BRAND AND IMAGE.

OREGANO'S PROPOSES TO USE PAINTED STUCCO AND CEMENT BOARD SIDING, MIXED WITH ANTIQUE RED BRICK ACCENTS AND WAINSCOTTINGS, OCTAGONAL ASPHALT SHINGLES AND GREEN STANDING SEAM METAL FOR THE ROOFING MATERIALS. THE DOORS AND WINDOWS ARE WOOD FRAME WITH A GREEN TRIM AND A TUBE STEEL RAILING, PAINTED TO MATCH. THAT IS USED TO ENCLOSE THE WAITING AREA AND OUTDOOR DINING PATIO. THESE MATERIALS, WHICH HELP TO MAKE UP THE BRAND IDENTITY, REPRESENT OREGANO'S 'OLD CHICAGO' STYLE AND HAVE BECOME SYNONYMOUS WITH OREGANO'S. THEY ARE EASILY RECOGNIZABLE BY BOTH LOYAL AND NEW CUSTOMERS ALIKE. SIMILAR TO THE ARCHITECTURE OF OTHER WELL KNOWN RESTAURANTS, MOST PATRONS CAN IDENTIFY OREGANO'S BY ITS EXTERIOR ARCHITECTURE ASSENT ANY IDENTIFYING SIGNAGE.

THE PROPOSED OREGANO'S PIZZA BISTRO IS A COMPLEMENTARY USE TO THE SHOPS AT PECOS RANCH. IN FACT, OUR BELIEF IS THAT THE POPULARITY OF THE OREGANO'S BRAND WILL INCREASE THE MARKETABILITY, VIABILITY AND OVERALL SUCCESS OF THE SHOPS AT PECOS RANCH.



① SITE PLAN  
SCALE: 1/8" = 1'-0"

THE SHOPS AT PECOS RANCH SITE PLAN

**OVERALL SITE PLAN FOR THE SHOPS AT PECOS RANCH**



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P 480-483-3366

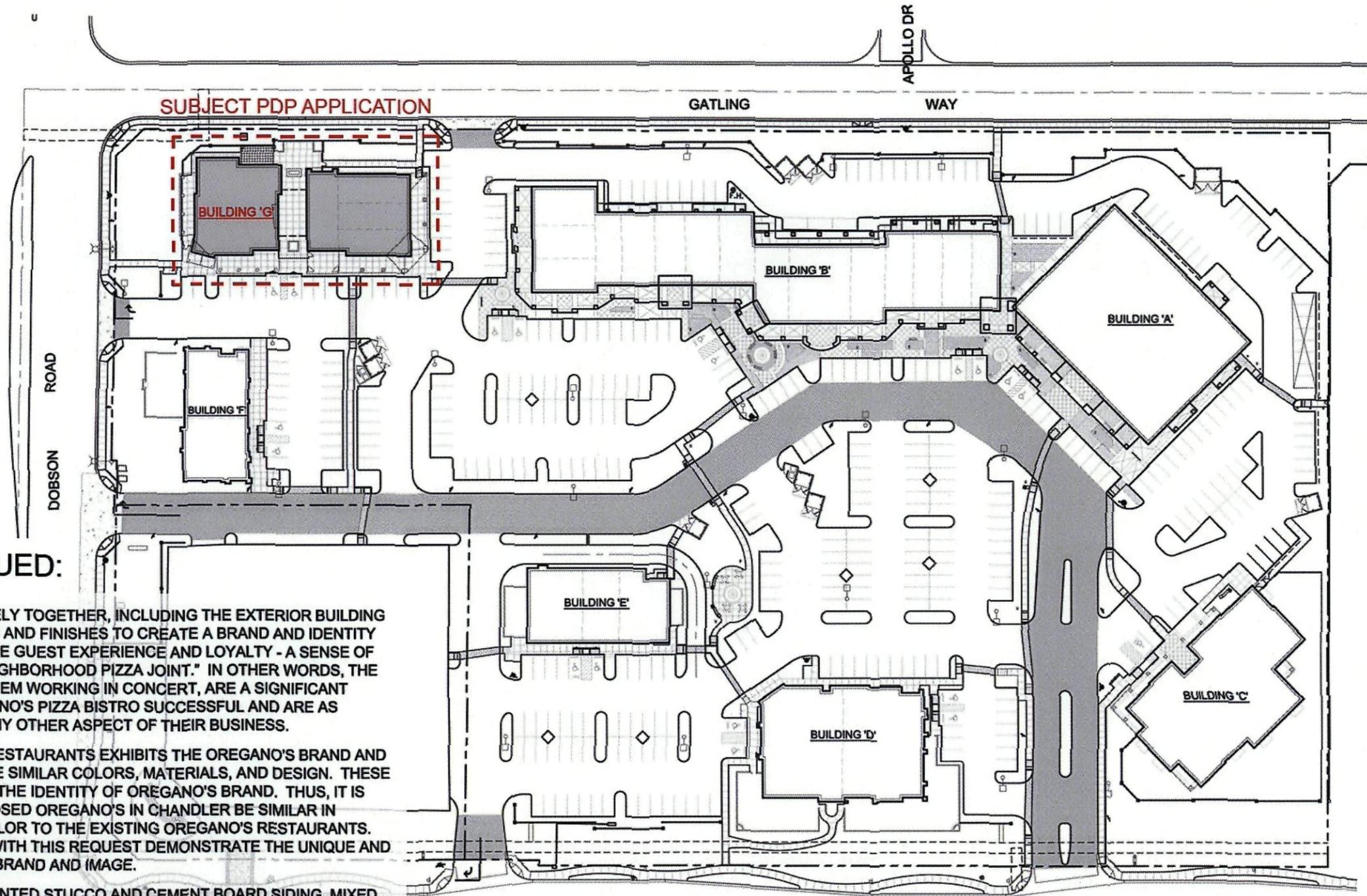
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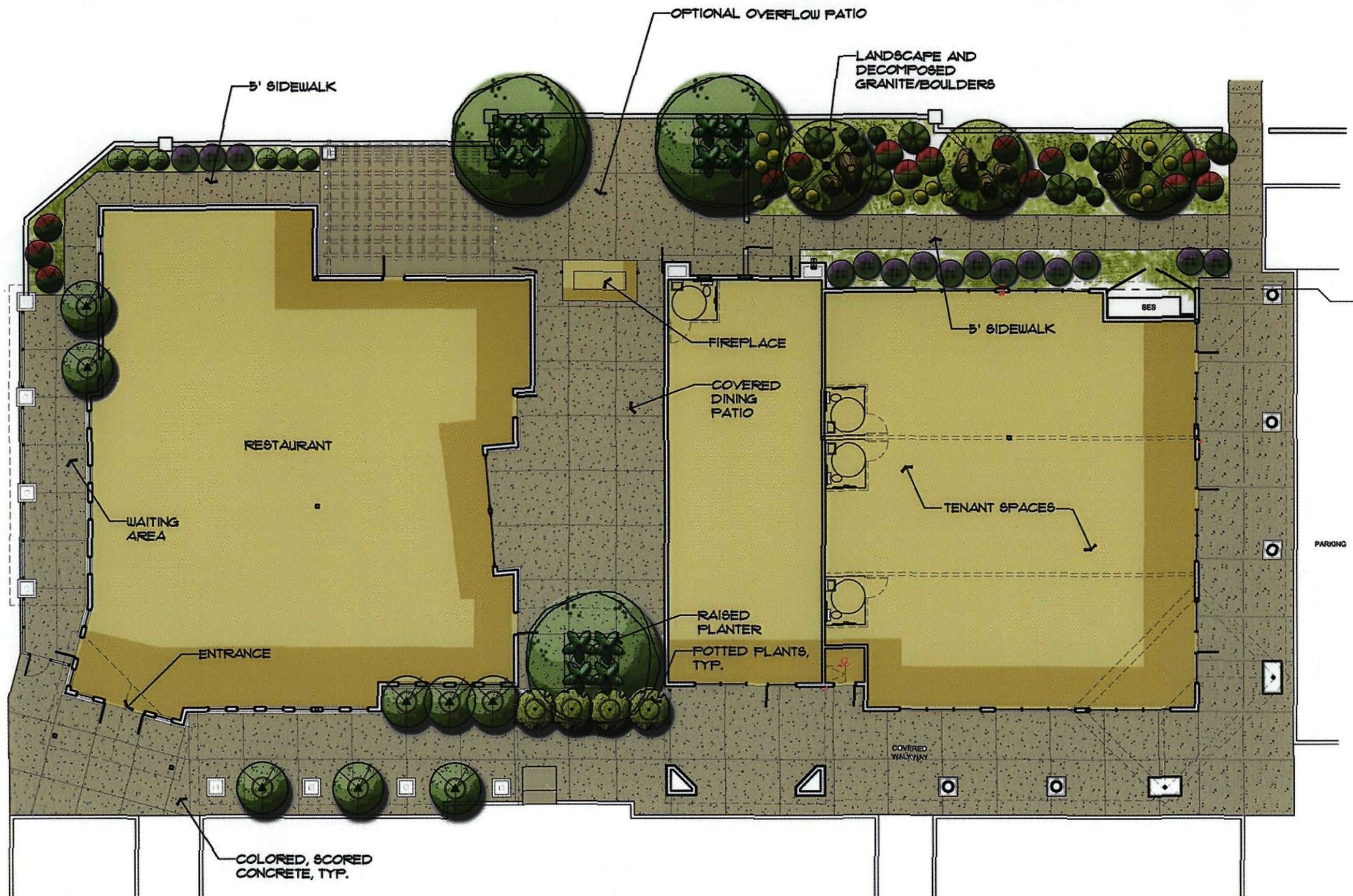
1 SITE PLAN  
SCALE: NTS

THE SHOPS AT PECOS RANCH SITE PLAN

**OVERALL SITE PLAN FOR  
THE SHOPS AT PECOS RANCH**



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**RENDERED LANDSCAPE PLAN  
FOR BUILDING G**

**PLANT LEGEND**

**TREES**

**LARGE - MEDIUM CANOPY TREES**

		SIZE
	PROSOPIS CHILENSIS 'RIO SALADO'	24" BOX
	FICUS RETUSA 'NITIDA' (TO BE PLANTED IN POTS)	24" BOX

**MEDIUM - SMALL ORNAMENTAL TREES**

	ACACIA ANEURA	MULGA TREE	24" BOX
	CHAMAEROPS HUMILIS	MED. FAN PALM	24" BOX

	PISTACIA LENTISCUS (TO BE PLANTED IN POTS)	MASTIC TREE	15 GALLON
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<b>SHRUBS/ACCENTS</b>		
	DASYLIIRION WHEELERI	15 GALLON
	RUPELLIA FENISTRALIS	5 GALLON
	EREMOPHILA SPECIES	5 GALLON
	BOUGAINVILLEA 'LA JOLLA'	5 GALLON
	MUHLENBERGIA RIGENS	5 GALLON
	PEDILANTHUS MACROCARPUS	5 GALLON
	DESERT SPOON	5 GALLON
	BAJA RUELLIA	5 GALLON
	VALENTINE	5 GALLON
	BUSH BOUGAINVILLEA	5 GALLON
	DEER GRASS	5 GALLON
	LADY SLIPPER	5 GALLON

<b>GROUNDCOVER</b>			
	LANTANA SPECIES	DALLAS RED	1 GALLON

DECOMPOSED GRANITE TO BE DETERMINED  
ANGULAR RIP-RAP TO MATCH

<b>'SURFACE SELECT' BOULDERS</b>	
	A - 2'x2'x3'
	B - 2'x3'x3'
	C - 3'x3'x4'



**McGough Kahan**

*Landscape Architecture  
Urban Design - Site Imaging  
Parks and Recreation*

11110 N Tatum Blvd.  
Suite 100  
Phoenix, Arizona  
85028

602-997-9093  
602-997-9031 fax

**PROPOSED LANDSCAPE PLAN**

**KD** architects llc

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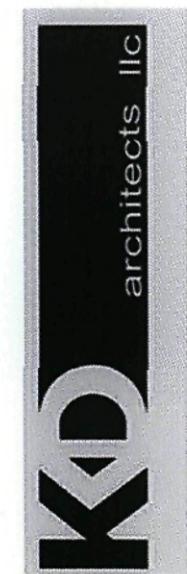
① SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



② WEST ELEVATIONS  
SCALE: 1/8" = 1'-0"

PROPOSED COLORED ELEVATIONS  
OF BUILDING G

PROPOSED COLORED ELEVATIONS

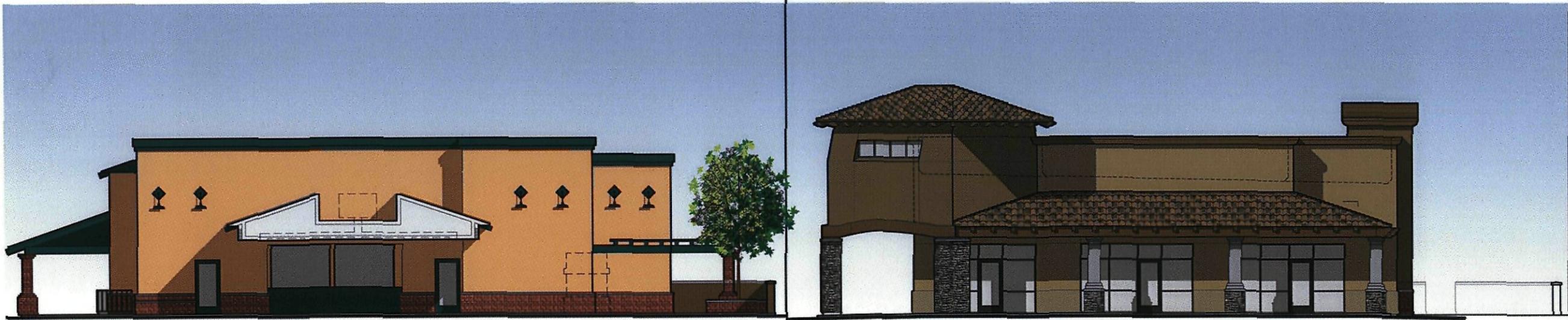


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① NORTH ELEVATION

SCALE: 1/8" = 1'-0"

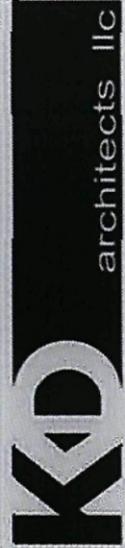


② EAST ELEVATIONS

SCALE: 1/8" = 1'-0"

PROPOSED COLORED ELEVATIONS  
OF BUILDING G

PROPOSED COLORED ELEVATIONS



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PERSPECTIVE FROM SOUTH WEST CORNER OF BUILDING

RENDERING OF BUILDING G



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