

Narrative

Raising Canes Chicken Fingers C0989

7450 W Chandler Boulevard

Chandler AZ 85226



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WHO IS RAISING CANES?

The first step to a successful business is a brilliant business plan, right? Determined to craft the perfect strategy, Todd and his friend created a business plan for a course at Louisiana State University. The project received a B-, the lowest in the class! The professor said a chicken finger restaurant would never work. The banks said the same. Undeterred, he took a job as a boilermaker working 90-hour weeks in a Los Angeles refinery, and then as a fisherman working 20-hour days fishing commercially for Alaskan Sockeye Salmon – to raise money himself. After purchasing and renovating his own building, Todd opened the first Raising Canes on August 28, 1996 – at the North Gates of LSU. It was an immediate success.

On March 16th, 2020 Raising Canes celebrated the opening of its 500th restaurant in Foothill Ranch, California, just down the street from the refinery where he worked to earn his money for the 1st Canes. Since 1996, the company has expanded to over 600 restaurants in 29 states and 5 countries, all while staying true to its One Love – Chicken Finger Meals!

Raising Canes has a core value which is to Work with a Sense of Purpose. They appreciate Chicken Finger Meals, Customers, Crew, Community, and Culture. The company's vision is to grow restaurants serving Customers, all over the world, and be the brand for Quality Chicken Finger Meals, a great Crew, Active Community Involvement, and a cool Culture. To date, Raising Canes has given back over \$10 Million to their communities. The primary focus areas are Education, Feeding the Hungry, Pet Welfare, Active Community Involvement, and Business Development & Entrepreneurship.



ONE GREAT RESTAURANT AT A TIME – BUILDING ARCHITECTURE

The Raising Canes design theme is One Great Restaurant at Time! The building architecture is fun, friendly and approachable; possesses an energetic environment; reinforces it's cool crewmembers; is warm and welcoming; and feels unique and original. The design is contemporary but not modern.

The patio is a dynamic and social space – an extension of the inside – welcoming to all demographics and is also pet friendly when permissible. The open kitchen showcases crewmembers, quality ingredients, and cooked to order chicken. It's a theatre experience – with lemonade making, coleslaw and sauce preparation, in clear customer view.

Each restaurant shows Cane's commitment to community by including a hand painted exterior mural including the name of the City or neighborhood, as well as boasting an interiors package with dedicated local graphic art and materials specific to that area.

Exterior signage and lighting is designed to meet brand minimum standards, and has been thoughtfully considered to ensure no overly brash colors or excessive sizes, and fits within the context of the surrounding area.

The landscaping package is custom designed for each location which not only compliments the building but consequently heightens the curb appeal for the neighborhood. The overall design is created to be tasteful, welcoming, and uniquely part of its community.



REAR ELEVATION



SIDE ELEVATION

As a deviation away from the typical Raising Canes design and architecture we look to employ a straightforward color/material palette, the incorporation of a gable roof over the main entrance and

a reduction in size and a blending of materials and color of the No. 1 architectural element. Signage will meet city code requirements.

PROJECT OVERVIEW – SITE IMPROVEMENTS

This narrative has been provided in support of the Administrative Design Review application for the proposed Raising Canes located near the northwest corner of Chandler Boulevard and Southgate Drive. The proposed establishment, located at 7450 W Chandler Boulevard, will be an approximate 2,900 square foot one-story building with a 300+ square foot landscaped outdoor dining area. The restaurant will provide the convenience of drive-thru ordering and pick-up, as well as to-go pick-up parking stalls for those who have ordered ahead. The strategic location for this site is between 50th Street and 54th Street on the westbound side of Chandler Boulevard. The addition of this Raising Canes complements other uses with area and will provide a convenient and fun location for patrons to enjoy quality food with friends and family.

The existing onsite improvements consist of an existing vacant restaurant lot with a main building, parking stalls, and drive aisles, which is to be demolished in full. The Maricopa County Assessor's Parcel Number is 301-84-118A. The proposed development encompasses 1.354 acres of land currently zoned PAD, in a portion of the SE quarter of Section 29, Township 1 South, Range 4 East of the Gila and Salt River Base Line and Meridian in the City of Chandler, Maricopa County, Arizona. More specifically, the parcel is bounded by commercial developments to the north and west (zoned PAD), Southgate Drive to the east, and Chandler Boulevard to the south.

The development of this Chandler, Arizona Raising Canes restaurant will employ 55 full and part-time Crewmembers, give back to its Community, and provide a Unique place where Customers can enjoy Quality Chicken Finger Baskets amongst fun and friends. The proposed restaurant will be open 7 days a week from 9:30am-3:30am.

The proposed Raising Canes development will comply with the City's Zoning Ordinance and the laws set forth by the City of Chandler. All site signage shall meet City of Chandler code requirements.