

Narrative

Raising Canes Chicken Fingers

1220 N Dysart Road

Goodyear AZ 85395



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Prepared By:

Kimley»»Horn

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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 547 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.

Raising Canes also supports within – in 2020 Todd and his co-CEO spearheaded No Crew Member Left Behind. While COVID-19 had hit hard and many businesses were closing doors and laying off staff, Raising Canes rallied together to reshape their business and was able to keep every crewmember employed during the pandemic. Canes is proud to report that their focus never wavered, and not only were they able to keep every crewmember throughout the extended pandemic, they were able to hire 5,000 more new crewmembers for the 60 new restaurants opened in 2020 alone, and even set aside a Crew Relief fund to deliver \$5 Million in “thank-you bonuses” to Crew and Managers.



ONE GREAT RESTAURANT AT A TIME

The Raising Canes design theme is One Great Restaurant at Time! The building architecture is fun, friendly and approachable; possesses an energetic environment; reinforces its 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.



FRONT ELEVATION (EAST)

PROJECT OVERVIEW

This narrative has been provided in support of applications for a use permit and site plan review for the proposed Raising Canes located near the southwest corner of Dysart Road & McDowell Road, within the Palm Valley Cornerstone Development. The proposed establishment, located at 1220 N Dysart Road, will be an approximate 3,766 square foot one-story building with a 364 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 the McDowell Road and Van Buren Boulevard on the southbound side of the street. The addition of this Raising Canes complements other uses with Palm Valley Cornerstone 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 Mimi's Cafe, which is to be demolished. The Maricopa County Assessor's Parcel Number is 500-03-474. The proposed development encompasses 1.68 acres of land in a portion of the NE quarter of Section 3, Township 1 North, Range 1 West of the Gila and Salt River Base Line and Meridian in the City of Goodyear, Maricopa County, Arizona. More specifically, the parcel is bounded by commercial developments to the north and south (zoned PAD), N. Dysart Road to the east and a MCFCD Retention Basin to the west.

A Use Permit is a request to allow a use which is permitted by the Zoning Ordinance provided that the use will not cause an adverse impact on adjacent property or properties in the area. This project seeks a use permit for the drive through facility as an accessory use to the restaurant. The flow of traffic will not have an adverse effect on the area as the site has multiple drive-thru lanes to decrease lane congestion and heavy traffic flow. The site consists of a double lane drive-thru with a 3rd bypass lane. The customers will pull up to the menu board, place their order, pay at the first window, and pick up their order at the second window. At times of high volume, Canes crew members will be outside under the provided canopy taking orders ahead of the order window. Crew members may also deliver food at the bypass lane, if necessary.

The design of the 3,766 square foot building and the 1.68-acre site layout, along with the use of quality landscaping materials and decorative screenwalls, will uphold and improve the aesthetics of the community. The use of alternating planes, variation of parapet elevations, and the variety of colors and finish materials create a building and site design that avoids monolithic massing of building style. The building's architectural features include the use of standing seam metal awnings and masonry façade with a combination of brick and stucco accent on each façade of the building. The building colors have been revised to incorporate the color pallet 'B' from the Palm Valley Cornerstone Design guidelines. The 'one' element is an Architectural feature and will not be a part of the signage package. There is no lighting associated with the element. The element is to be clad w/ vintage car hoods. A patio area is also being constructed as part of the project. Located on the east side of building, the patio will feature a covered steel structure painted to match building. It will include patio seating, fans, lighting, speakers, and landscaping to create an experience for the customer. The speakers are used as mood music for the customers using the outdoor dining facilities. There will not be any noise impact.

The development of this Goodyear AZ 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 development will operate 7 days a week from 9 am to 3 am.

The proposed Raising Canes development will comply with the City's Zoning Ordinance, Palm Valley Cornerstone PAD, and the laws set forth by the City of Goodyear.

ONE LOVE®

Quality **CHICKEN FINGER** *Meals*

We have a focused menu. We use only the highest quality ingredients with a handmade, cook-to-order flow that ensures great-tasting chicken finger meals, served hot and fresh every day.

