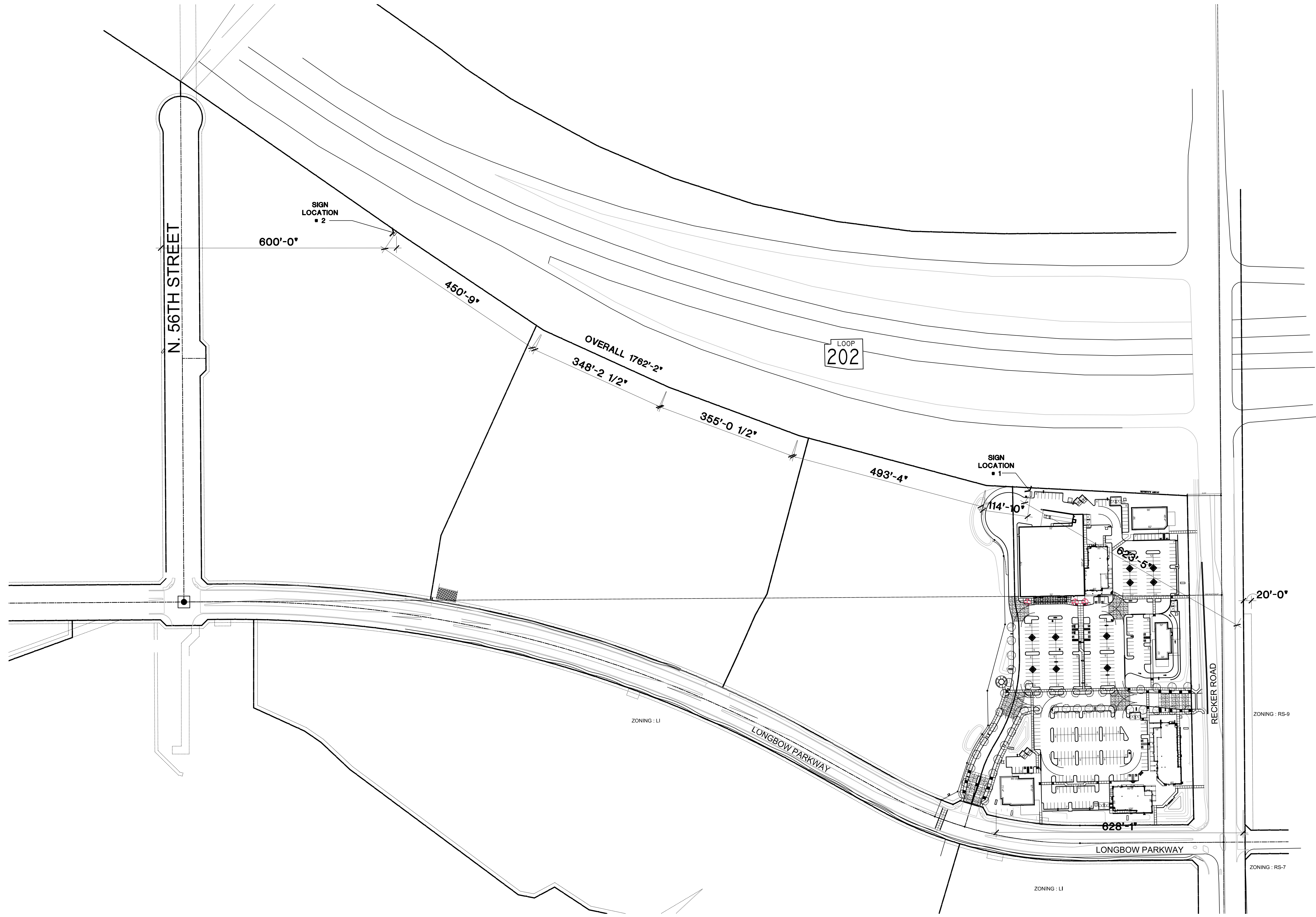
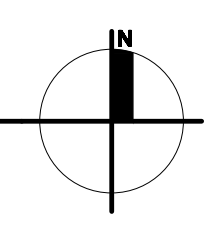


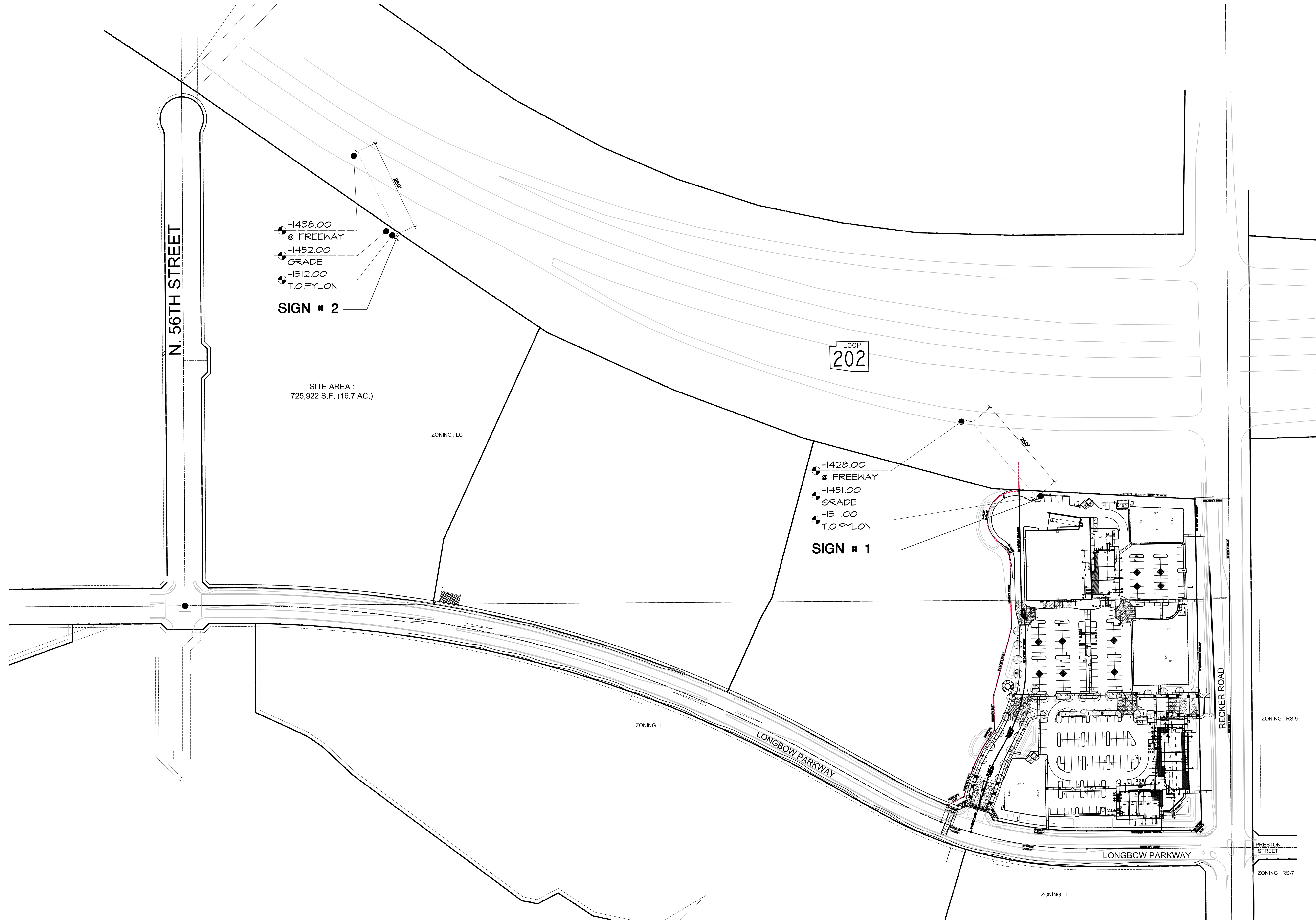
Revisions:

Title:	SIGNAGE EXHIBIT
Date:	09-26-18
Project number:	15069.100
Drawn by:	FB
Checked by:	CC
CAD file:	
Sheet Number:	



1 MASTER SITE PLAN
1" = 120'-0"



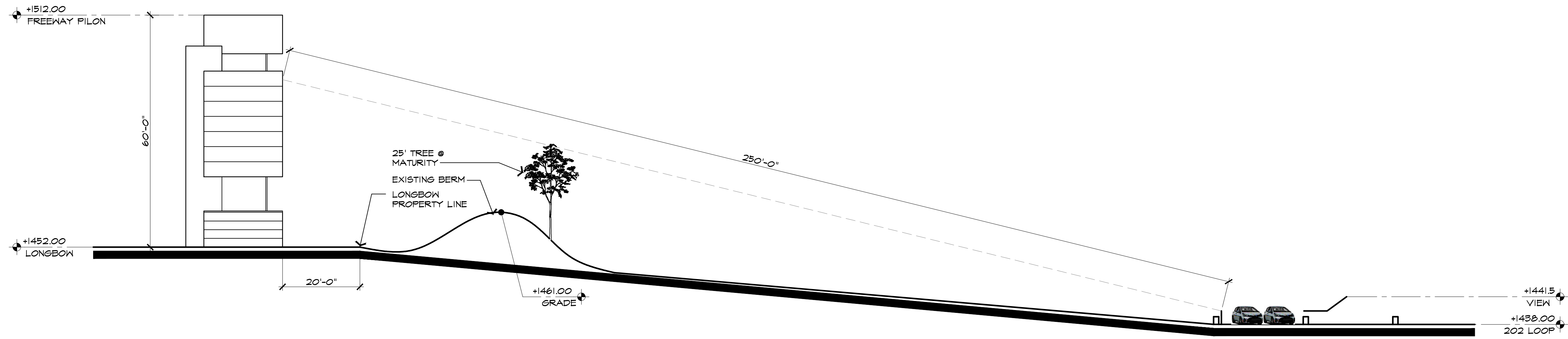


1 MASTER SITE PLAN
1" = 120'-0"

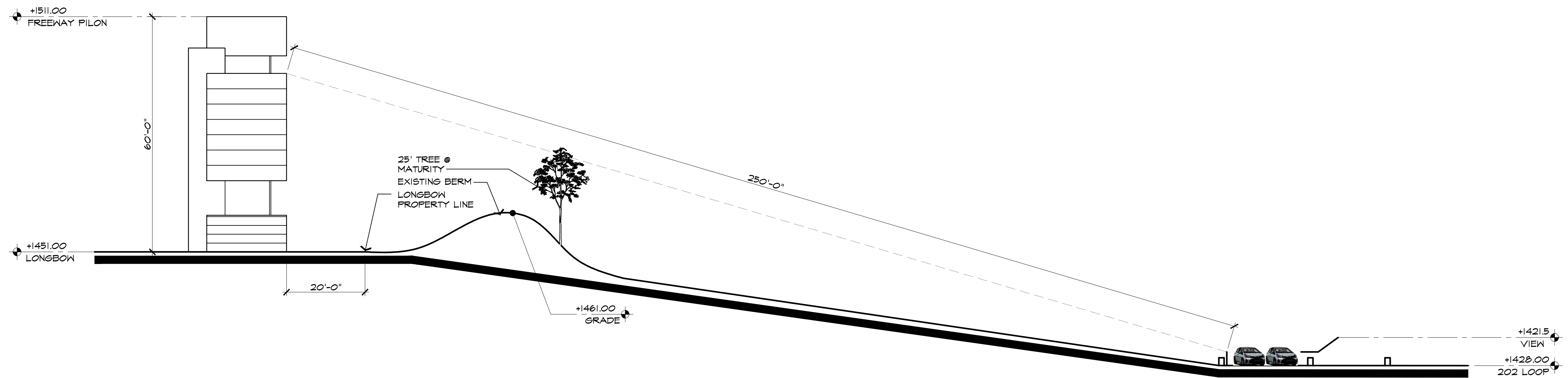
OWNERSHIP OF INSTRUMENTS OF SERVICE
All reports, plans, specifications, computer files, field data, notes and other documents and instruments prepared by the design professional in instruments of service shall remain the property of the design professional. The design professional shall retain all common law, statutory and other reserved rights, including the copyright therein.



LONGBOW
MARKETPLACE
3130 N. RECKER RD. MESA, AZ.



2 SITELINE @ SIGN # 2
1/16" = 1'-0"



1 SITELINE @ SIGN # 1
1/16" = 1'-0"

Revisions:

Title:	SITELIN EXHIBI
Date:	09-26-18
Project number:	15069.100
Drawn by:	FB
Checked by:	CC
CAD file:	

Sheet Number:

SL2

LONGBOW



Council Use Permit for Freeway Landmark Monument Signs Narrative
Longbow Business Park and Golf Club occupying 313 acres
Longbow Parkway and Higley Road to McDowell Road to Recker Road to Loop 202 Red Mountain Freeway to North 56th St to Longbow Parkway

April 2017

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LONGBOW MARKETPLACE – PHASE 1

DEVELOPMENT TEAM

Developer:

Kitchell Development
1707 E. Highland
Phoenix, AZ 85016
Contact: Brad Anderson

Applicant:

Earl, Curley & Lagarde, P.C.
3101 N. Central Avenue, Suite 1000
Phoenix, AZ 85012
Contact: Stephen C. Earl

Property Owner:

Dover Associates LLC
4148 N. Arcadia Drive
Phoenix, AZ
Contact: Bob McNichols

Architect:

Butler Design Group
5017 E. Washington St. Ste. 107
Phoenix, AZ 85034
Contact: Rick Butler

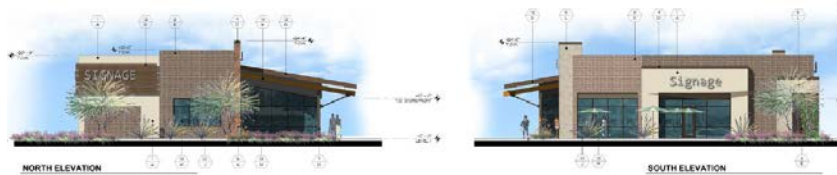
Landscape Architect:

Laskin and Associates, Inc.
67 East Weldon Avenue Suite
230
Phoenix, AZ 85012
Contact: Hardy A. Laskin

Property Owner:

Longbow CAS, LLC
c/o Kitchell Development
Company
1707 E. Highland, Suite 100
Phoenix, AZ 85016

LONGBOW MARKETPLACE - PHASE 1



INTRODUCTION

The purpose of this application is to request approval of a Council Use Permit for Freeway Landmark Monumentation (FLM) signage as envisioned by the Longbow Business Park and Golf Club Master Plan, as part of the current development of the commercial center located at the southwest corner of Recker Road and the Red Mountain Freeway and zoned LC/DMP (with conceptual BIZ Overlay).

A pre-submittal conference was held on April 3, 2017 (PS17-024/PLN2017-00151) and the notes are enclosed with this application. An aerial photograph of the property is attached as Exhibit "1".

It has taken over 10 years to commence retail development in the Longbow Master Plan and with Phase One under construction and anchored by Sprouts, there has been significant interest in the subsequent commercial phases. It is important that this center in north Mesa be successful and all of the key potential tenants, who have expressed interest in locating in this center, require freeway signage, because the freeway is depressed and potential customers need to know their business is located in the Longbow Master Plan in time to get off of the freeway.

The 313 acre Longbow Business Park and Golf Club rezoning was originally approved by the City Council on March 4, 2002 (Z02-01/Ordinance #3972). Stipulation No. 6 required review and approval by the Design Review Board of the Longbow Comprehensive Sign Package (CSP) and Design Guidelines prior to any development of individual parcels. That approval of the CSP was accomplished in November 2005. That CSP included the proposed designs and general locations of these Freeway Monumentation signage now being requested in this application.

Kitchell is under construction on the first phase of a (i.e. 65,000 sq. ft.) of the larger power center active at the immediate southeast corner of the Red Mountain Freeway and Recker Road and is aggressively seeking tenants for the balance of the center. This significant level of retail commercial was part of the 2002 and the 2008 approvals of the Longbow DMP/PAD. Kitchell has specialized in developing successful retail, office, medical office, industrial, and multi-family projects across the valley for decades. Kitchell has successfully completed more than 1,000 projects encompassing more than 35 million square feet of commercial space alone.

It is now the appropriate time to bring forward a specific Freeway Landmark Monument sign design for approval and construction, which is necessary for the balance of the regional commercial site as well as all other aspects of the approved Longbow Business Park and Golf Club Master Plan.

SITE CONDITIONS

The Red Mountain Freeway is depressed approximately 13-14 ft. along the frontage of the property. There is an elevated berm between the freeway and the property which is approximately 23 ft. above the surface of the freeway. And generally at the midpoint of

this berm/slope, trees are planted that will reach 25-30 ft. of height at maturity in ADOT's right-of-way. The cumulative amount of view obstruction due to the elevation of the berm and trees planted in the berm the distance of the signs' setbacks is a significant 36-37 feet. This means that in the future, due to the various lines of sight, standard height signs and even moderate 30-40 tall signs simply will not be seen from the freeway.

Having FLM signs in a driver's "eye-shed" is critically important to inform passersby of this large commercial center and the other uses in the Longbow master plan. Retail tenants are simply not willing to lease space in the balance of Phase 1, Phase 2, and beyond, without visible freeway identification.

The proposed signs are limited in scope and size but are sufficient to be seen without detracting from any views in the area. The nearest residential neighborhood to the south is 3000-3600 ft. away. The existing one-story and future multi-story buildings that exist or are planned south of the Longbow master plan already obscure or will obscure the possibility of these signs being seen in that direction. The views west from the neighborhood east of Longbow are not scenic, and so these signs will not impact any existing views from this direction. The two-story homes in this neighborhood will continue to have views to the north – where there are no signs. There is no residential neighborhood to the west. Sunshine Acres Children's Home, Inc. is Longbow's immediate neighbor to the west and they are supportive of this development and request for these FLM's.

The City Council has stated that the limited use of freeway identification signs for proposed regional commercial land uses is appropriate to help ensure achieve and sustain economic sustainability. The FLM design for Longbow recognizes the unique balance the City must strike between the stability of the business community and the desire of Mesa's citizens to preserve view corridors along these freeway miles. And in that respect, as the enclosed exhibits show, no scenic views are interrupted by these two proposed FLM's.

REQUEST FOR COUNCIL USE PERMIT

The Freeway Landmark Monument (FLM) Signs being proposed are consistent with the conceptual FLM design in the 2005 approved CSP included as Sign Type EX3. The signs were included for reference with the note that approval for these signs required a Council Use Permit. The approved CSP already described the general location, height, scale, and character of these two FLM signs.

The purpose of these FLM signs is to identify the Longbow Business Park and Golf Club for Loop 202 traffic and create an awareness of various businesses and tenant locations, which is consistent with the adopted Freeway Landmark Monument Guidelines. The proposed FLM signs should be visible from both directions of the freeway, especially prior to exiting the freeway at the Recker Road Interchange.

The design of the two proposed freeway monuments includes the Longbow project name prominently at the top of the FLM. This development name has more sign area and prominence than individual tenant or store names.

The Longbow Business Park regional commercial site has 2,640 ft. of frontage on the Loop 202 and intersects with Recker Road yet only two (2) FLM's are proposed. This site is not within two thousand feet (2000') from an existing or approved Freeway Landmark Monument. A few specifics about the signs;

- Approximately 21.8% of the sign is devoted to the center identification.
- The signs are to be located within approximately 10 ft. of the Right of Way line of the adjacent Red Mountain Freeway.
- The form, texture, color, and finish incorporate representations complimentary to the primary architectural or natural features of the associated development which are low maintenance.
- These FLM's have a horizontal to vertical ratio of 1:3.
- Each sign area in this application is 545 square feet; well under the suggested limit of 750 square feet.
- The nighttime illumination is limited to just the sign copy or sign message. The backgrounds are opaque and only the sign copy is illuminated.
- The proposed FLM's are 60 ft. tall.

COMPLIANCE WITH FREEWAY LANDMARK MONUMENT GUIDLELINES

As set forth in the FLM Guidelines, the proposed FLM's were designed using themes from the architectural design of the Longbow Golf Club and the Sprouts building and various compatible elements to that design which were approved by the City's DR (anchoring Phase One of the regional commercial center). These signs will be effective in balancing the interests of the commercial uses and businesses in Longbow with the City's. The spacing and heights are appropriate for the context and for drivers on the freeway to make safe lane changes to reach the Recker Road Interchange once a sign is recognized, thus enhancing the flow of traffic and the convenience, ease and enjoyment of travel.

For this application, a field test was conducted with Staff on April 13th. Photos were taken for future preparation of computer simulations at 4 different locations on the freeway both on the same side and the opposite side of the freeway. The location of the photos relative to the proposed FLM placement was between 1,000 and 1320 ft. away from the beginning of the freeway off-ramp (painted gore point) closest to the FLM location.

Based on those tests; computer photo simulations were prepared at the required four heights; 70 ft., 60 ft., 50 ft., and 40 ft. A full analysis of the proposed FLM's compliance with the FLM Guidelines is summarized in the table attached as Exhibit "2" and the proposed locations of the two FLM's is attached as Exhibit "3".

CONCLUSION

The proposed FLM's are an exceptionally functional and aesthetically compatible addition to the Longbow Business Park regional commercial site. The request is consistent with past representations for these types of signs and their designs and now with Phase 1 well under construction, it is time to add this important element to this center. We believe that this commercial center will provide significant tax revenues to the City as well as

convenient shopping for local citizens and contribute positively to the well planned growth of the City of Mesa and its enviable high quality of life.

A great deal of effort was put into working out the design and various elements of Phase 1 of Longbow's commercial center, including building locations and size; vehicular circulation, parking locations, attractive landscaping and strong pedestrian connections. Special attention was given to creating a diverse mix of larger and smaller tenant buildings with convenient parking, but for the long term development of the overall center, so it will become a destination for shopping, entertainment and dining experiences for this area.

The resulting design was lauded by the DRB as a project that exemplifies the best of the City of Mesa; a design which is the now established as the necessary level of quality for all future phases. This commercial element in the Longbow Business Park and Golf Club Master Plan will be an exceptional regional level retail center with enduring quality. It can provide convenient shopping and dining venues for local citizens as well as significant tax revenues to the City. With the additional benefit of these proposed FLM's, we believe that this commercial center will contribute positively to the well planned growth of the City of Mesa and its enviable high quality of life.

It is important to emphasize that the Phase One site plan has included numerous features that set the tone for all future phases:

- A continuous system of hard-surfaced, convenient pedestrian walkways that are 5-foot wide, which connect each of the buildings to one another, to the automobile and bicycle parking areas, to the pedestrian amenities and to the adjacent public right-of-way. A minimum of 50 percent of the pedestrian walkways are shaded with structures or landscaping.
- The outdoor space in front of Sprouts includes a 20 ft. deep canopy covering 1,277 sf. and a 467 sf. patio covered by a trellis.



The individual Shops A, B and C also feature outdoor patio areas. These patios and several other locations within the center along the walkways have benches, “distinguishable and durable paving materials” as described in the City’s commercial center design criteria, utilize textures friendly to wheelchairs and similar handicap assist devices.

- A prominent corner open space and shaded seating and dining area at the hard corner of Recker Road and Longbow Parkway create a very inviting view into the center.



Pedestrian Gathering Space

- The Sprouts Building (Major 1) and Shops A, B and C all exhibit an integrated contemporary architectural theme that includes complementary materials, colors, and design details. The elevations are a rich combination of textured masonry by Superlite (Trendstone & Mesastone), colored concrete, exterior porcelain tile, architectural metal faced canopy; and composite wood decking.
- The commercial center entrances on both Longbow Parkway and Recker Road feature a landscaped entry corridor with an 8 ft. wide landscaped median. This pedestrian gathering place in the center will feature an attractive and shaded seating area and exhibition space. It will also be a midpoint relaxation and resting area for the patrons of the center walking to restaurants and retail venues from off-site. The landscaped median is 70 ft. long in the Recker Road entrance and 100 ft. long in the Longbow Parkway entrance. Both of these driveways and pedestrian pathways intersect at the people place focal point illustrated below.



These photos are illustrative of the type of gathering space being planned for this center.

- The building entrance to Sprouts is prominent (20 ft. deep), shaded, and very inviting. The architectural details of the building, the materials, the scale and proportion of the building elements and the canopy overhang work together to create a warm, approachable space.

The type and amount of architectural detailing on each building facade varies according to its context yet all visible sides of all buildings have been architecturally treated to blend together in a cohesive whole.

In our view, the plan design provides safe, convenient vehicular and pedestrian circulation, where conflicts between cars and pedestrians are minimized. The pathways and crossings include clear sight lines and adequate lighting.

With all of the effort that has gone into first creating this regional commercial site in 2002 and 2008 in the Longbow DMP approvals, to now having established a high level of quality for its development and to see that level of quality being implemented in the Phase 1 construction with Sprouts as the major anchor, it is very important to maintain that momentum. Again, the proposed FLM's are an exceptionally functional and aesthetically compatible addition to this business park and regional commercial site. The request is consistent with past representations for these types of signs and with the design of Phase 1 under construction.

Exhibit 1

LOCAL CONTEXT (Exhibit From Approved Longbow DMP)

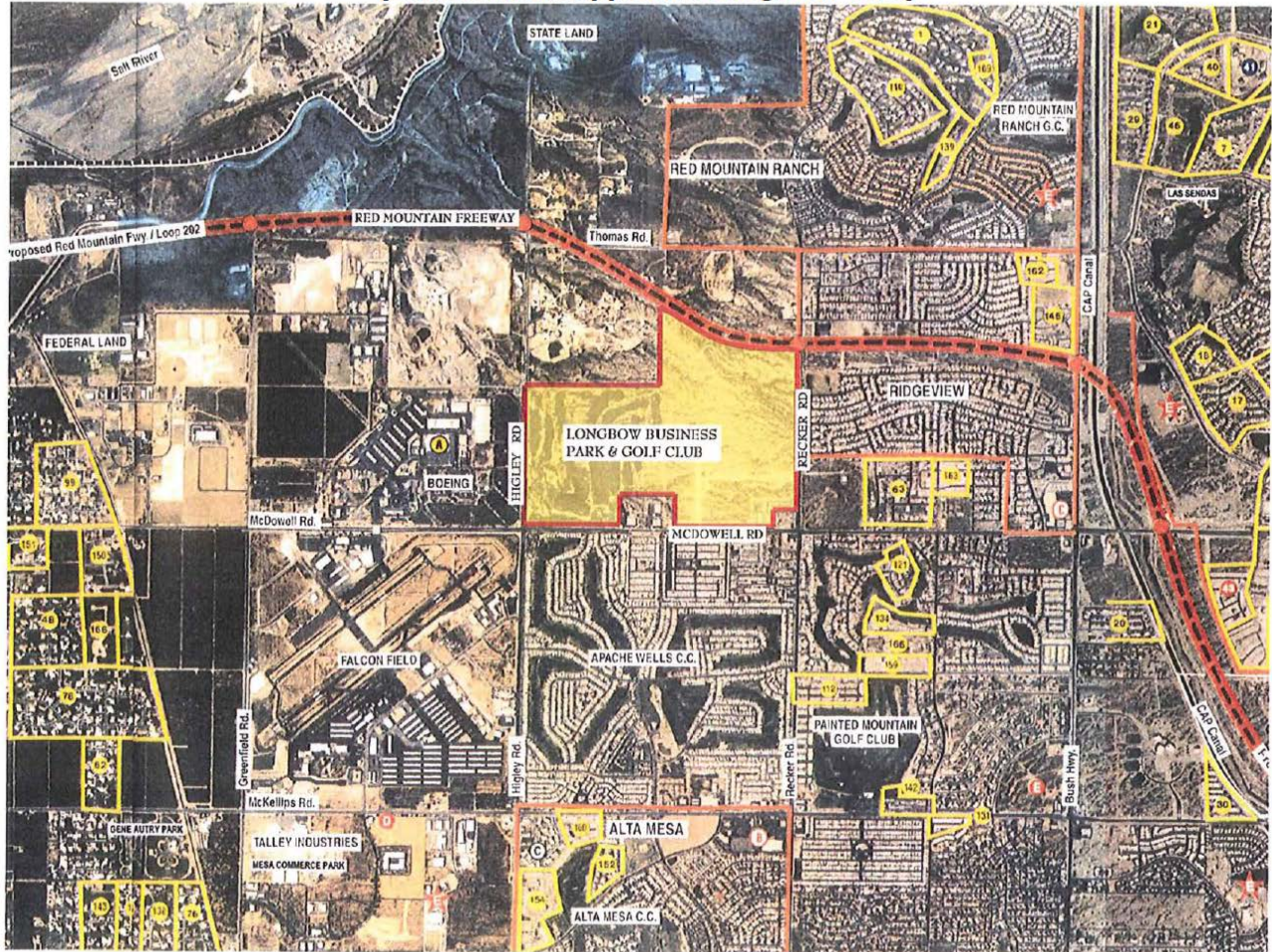


Exhibit 2

Compliance with the FLM Guidelines

Design Guidelines	Response
<i>A. General Provisions.</i>	
1. The number of freeway landmark monuments (FLMs) per development should be limited to one (1).	Two Signs are Proposed due to length of freeway frontage and the extent of additional development planned that does not have freeway frontage
2. Given other location and siting criteria (below, Item IV.B.), along any given one-mile length of freeway frontage, there should be no more than three (3) FLMs on one side of the freeway.	Complies
3. Additional FLMs for one development may be considered only in the event that both the length of the adjacent freeway frontage exceeds two thousand feet (2000') and the area of the development exceeds sixty acres (60 ac.).	The freeway frontage exceeds 2,600 ft. Longbow Business Park and Golf Club is 313 acres
4. The project or destination name of the development should be clearly visible and considered an emphasis of any sign area present on the FLM. As a general rule, 20% of the total sign area should be used for the project or destination name.	Complies
5. The project location or destination name should be located towards the topmost visible portion of the FLM, just under any sign embellishment (if used).	Complies
6. When a FLM is used for a group C-O-I development, the sign area used for names of individual tenants within the overall development should be considered secondary to the project or destination name. The development or destination name shall be assigned more sign area and prominence than individual tenant or store names.	Complies
<i>B. Location and Siting. A Freeway Landmark Monument shall be located:</i>	
1. On a parcel or approved development site of at least thirty (30) contiguous acres which has frontage on a freeway and an intersecting arterial street; and	Complies
2. On property having a General Plan land use designation of Regional Commercial or Public/Semi-Public; and	Complies <i>(is designated Mixed Use Activity District/Employment Core)</i>
3. No closer than two thousand feet (2000') from an existing or approved Freeway Landmark Monument on the same side of the freeway; and	Proposed signs will be approximately 1800 ft. apart
4. A distance of no less than ten times (10 x) the proposed actual height (including sign embellishment) of the FLM from existing residential uses (based on the physical location of the FLM relative to the exterior boundary of the residential parcel). Examples: a 40' high FLM would require a minimum 400' setback; a 58' high FLM would require a minimum 580' setback; a 90' high FLM would require a minimum 900' setback from an adjacent residential property line.	Complies Signs are setback the appropriate distance from the residential houses to the east and from Sunshine Acres on the west
5. No greater than two hundred feet (200') from the Right of Way line of the adjacent Freeway or property owned by the Arizona Department of Transportation or the City of Mesa.	Complies

<i>C. Design and Construction. A Freeway Landmark Monument shall be designed and built:</i>	
1. No higher than reasonably necessary in order for the topmost portion of the sign (including sign embellishment) to be visible from a vehicle approaching on the same side of the freeway and located within sufficient distance to permit vehicles to safely exit the freeway. Visibility of sign area assigned to tenant(s) should not be used as the basis to justify additional sign height; and	East sign complies West sign complies in light of future vegetation growth that will achieve a height of 25-30 ft. in ADOT right-of-way <u>as well</u> as viewing sight lines due to curve in the freeway
2. Having a form, texture, color, and finish that incorporates representations complimentary to the primary architectural or natural features of the associated development or feature; and	Complies
3. Having low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco; and	Complies
4. Having a horizontal to vertical ratio not exceeding 1:3. (The horizontal dimension shall not exceed 1/3 of the vertical dimension); and	Complies
5. Having a sign area determined by the following ratio: Maximum one (1) square foot of total sign area per two (2) lineal feet of freeway frontage. Example: A site with 1000' of lineal freeway frontage shall be limited to no more than 500 square feet of sign area on the FLM; and	Complies Needs 2256 lin. ft. Has 2600 lin. ft.+/-
6. Having a maximum sign area not in excess of 750 square feet; and	Complies
7. Limiting nighttime illumination to just the sign copy or sign message. Internally illuminated signs shall have opaque backgrounds so that only the sign copy is illuminated. Where a background is integral to the design of a corporate image or registered trademark, the background is to be colored to mute the amount of illumination.	Complies
<i>D. Exterior Illumination. A Freeway Landmark Monument composed of exposed neon, argon or krypton tubing, exposed incandescent lighting, or other exposed artificial lighting to outline such Freeway Landmark Monument or portion thereof, is permitted provided such illumination:</i>	
1. Constitutes a design component of the overall Freeway Landmark Monument architecture; and	N/A
2. Is integrated into the primary physical elements of the Freeway Landmark Monument and is harmonious with the architectural style of the structure; and	N/A
3. Serves only for the purpose of embellishing the nighttime architecture of the Freeway Landmark Monument, and does not portray an advertising message; and	N/A
4. Is compatible with the land use and architecture of adjacent developments; and	N/A
5. Complies with the Outdoor Light Control Provisions of the Mesa City Code, and the National Electrical Code, as evidenced by submittal of complete design plans and specifications; and	N/A
6. Is fully functional. If any component of the lighting becomes nonfunctional, none of the lighting system may be illuminated until the entire lighting system is repaired and is functioning as intended.	N/A
<i>E. Electronic Message Display. A Freeway Landmark Monument using an electronic message display is permitted provided:</i>	
1. The display is limited to text messages only, with no animation or video; and	N/A
2. The message change sequence is accomplished immediately or by means of fade or dissolve modes. Each message shall be displayed for a minimum period of one hour or at an interval specified by the City Council. No continuous, traveling or scrolling displays will be allowed; and	N/A

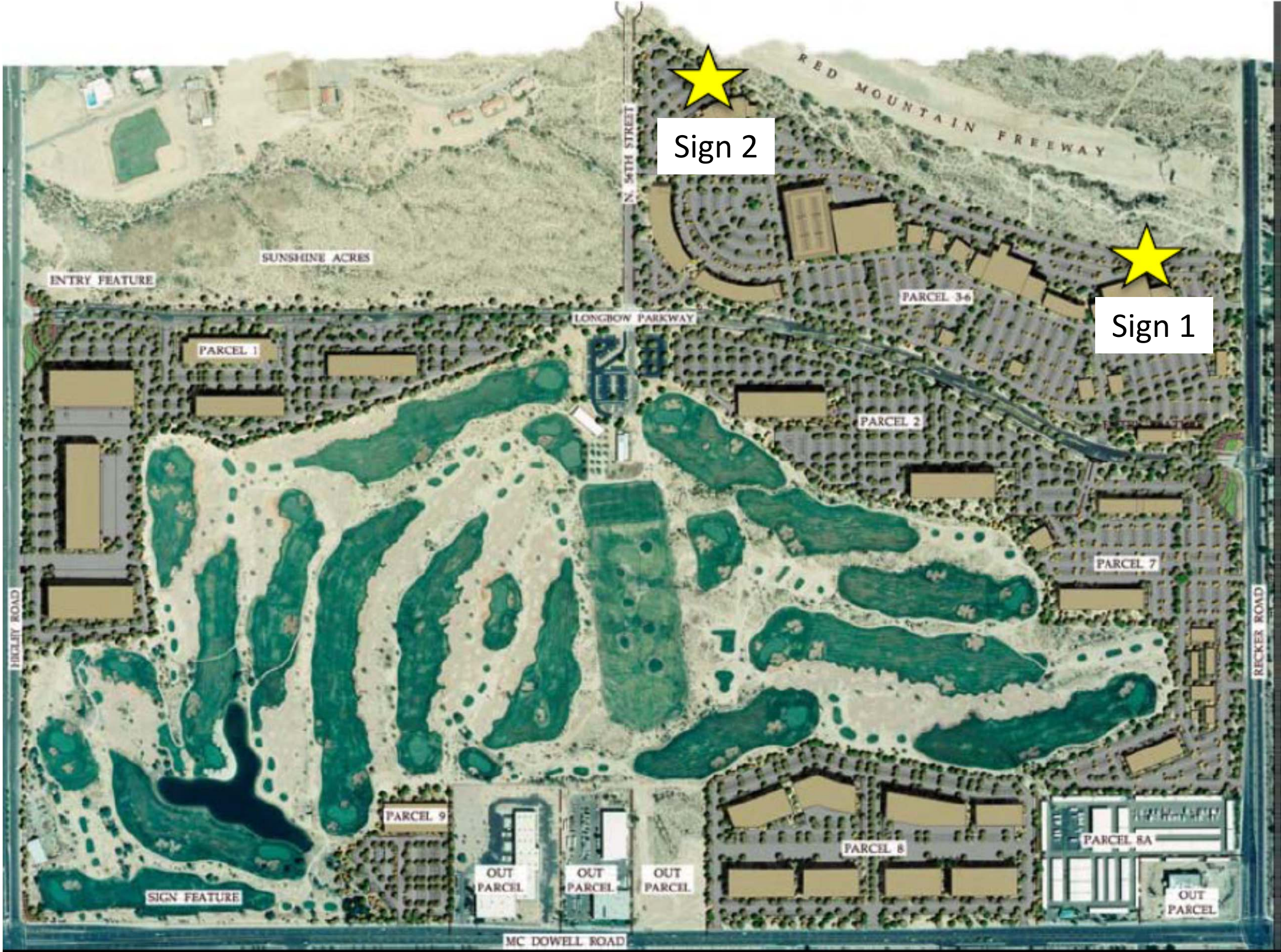
<p>3. The intensity of the Light Emitting Diode (LED) display shall not exceed the levels specified in the chart below:</p> <p>LED COLOR INTENSITY LEVEL (nits)</p> <table border="1" data-bbox="131 352 1003 520"> <thead> <tr> <th>COLOR</th> <th>DAYTIME</th> <th>NIGHTTIME</th> </tr> </thead> <tbody> <tr> <td>Red only</td> <td>3,150</td> <td>1,125</td> </tr> <tr> <td>Green only</td> <td>6,300</td> <td>2,250</td> </tr> <tr> <td>Amber only</td> <td>4,690</td> <td>1,675</td> </tr> <tr> <td>Full Color</td> <td>7,000</td> <td>2,500</td> </tr> </tbody> </table>	COLOR	DAYTIME	NIGHTTIME	Red only	3,150	1,125	Green only	6,300	2,250	Amber only	4,690	1,675	Full Color	7,000	2,500	<p>N/A</p>
COLOR	DAYTIME	NIGHTTIME														
Red only	3,150	1,125														
Green only	6,300	2,250														
Amber only	4,690	1,675														
Full Color	7,000	2,500														
<p>4. The applicant provides written certification from the sign manufacturer that the sign's light intensity has been factory pre-set not to exceed the limits specified in the chart above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the Building Safety Director.</p>	<p>N/A</p>															

EXHIBIT 3
Illustrative Site Plan from 2005 CSP

Locations of Proposed FLM's
(See locations on Actual Site Plan)



Sign Locations



Sign 1: 40ft. Eastbound Towards Recker



Sign 1: 50ft. Eastbound Towards Recker



Sign 1: 60ft. Eastbound Towards Recker



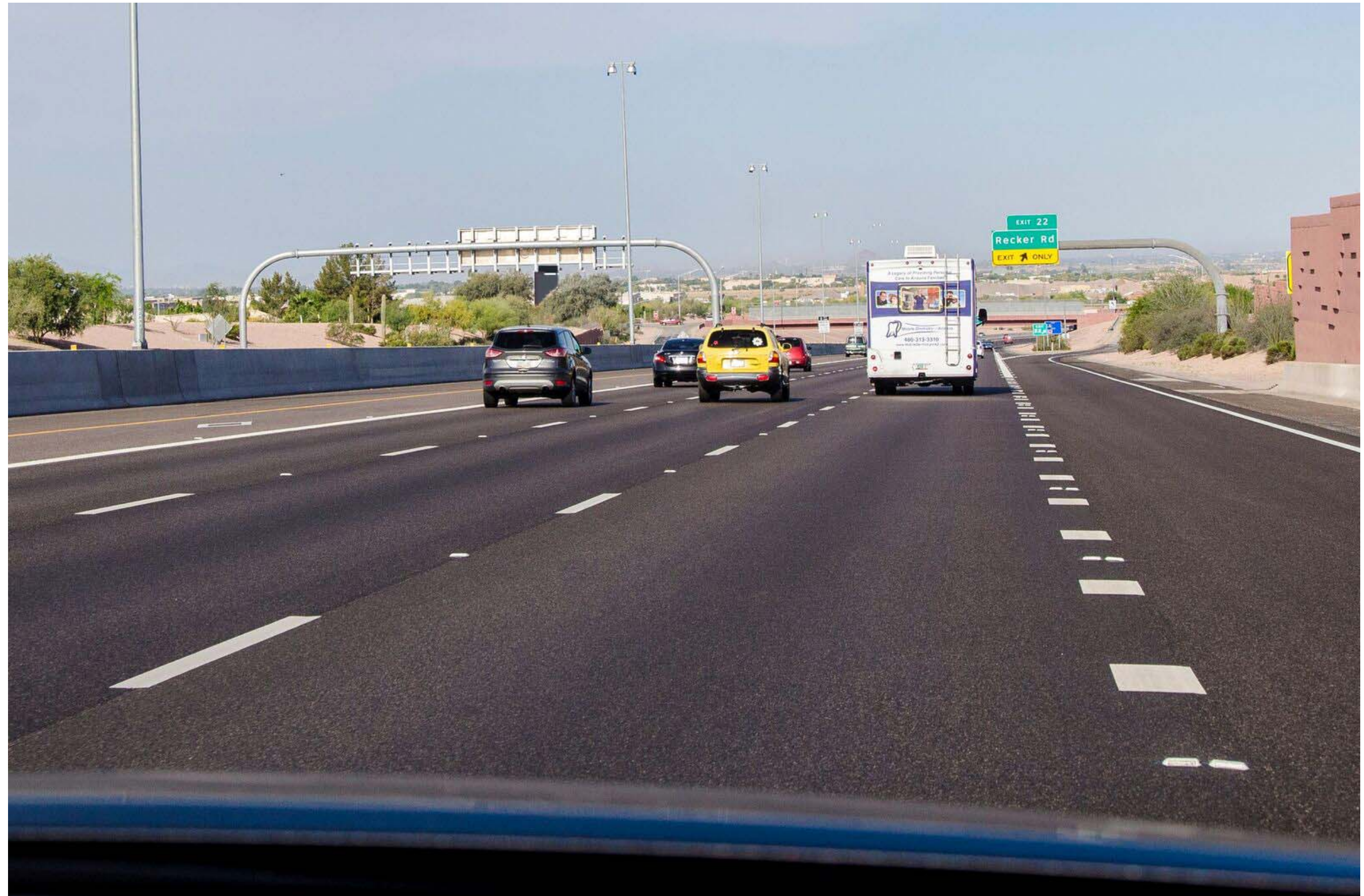
Sign 1: 70ft. Eastbound Towards Recker



Sign 1: 40ft. Westbound Towards Recker



Sign 1: 50ft. Westbound Towards Recker



Sign 1: 60ft. Westbound Towards Recker



Sign 1: 70ft. Westbound Towards Recker



Sign 2: 40ft. Eastbound Just Past Higley On-ramp



Sign 2: 50ft. Eastbound Just Past Higley On-ramp



Sign 2: 60ft. Eastbound Just Past Higley On-ramp



Sign 2: 70ft. Eastbound Just Past Higley On-ramp



Sign 2: 40ft. Westbound Just Past Higley On-ramp



Sign 2: 50ft. Westbound Just Past Higley On-ramp



Sign 2: 60ft. Westbound Just Past Higley On-ramp



Sign 2: 70ft. Westbound Just Past Higley On-ramp

