



mesa·az

Planning and Zoning Board

Case Information

CASE NUMBER: Z17-033 (PLN2017-00244)
LOCATION/ADDRESS: The 5600 through 5900 blocks of East Longbow Parkway (north side) and the 3100 through 3200 blocks of North Recker Road (west side).
GENERAL VICINITY: Located south of the Loop 202 Red Mountain Freeway.
REQUEST: Council Use Permit
PURPOSE: This request will allow installation of two multi-tenant Freeway Landmark Monument signs within a commercial center.
COUNCIL DISTRICT: District 5
OWNER: Dover Associates LLC & Longbow CAS, LLC
APPLICANT: Stephen Earl; Earl, Curley & Lagarde, P.C.
STAFF PLANNER: Tom Ellsworth

SITE DATA

PARCEL NUMBER: 141-41-020 and 141-41-021
PARCEL SIZE: 50± acres (acreage of the entire commercial center)
EXISTING ZONING: LC-PAD
GENERAL PLAN Character area: Mixed Use Activity District
CURRENT LAND USE: Commercial Center

HISTORY/RELATED CASES

May 14, 1979: Annexed into City (Ord. #1234)
August 8, 1979: Rezoning from County R-43 to AG (Z79-109; Ord. #1272)
June 1, 1987: Rezoned to M-1 (Z87-31; Ord. #2217)
March 4, 2002: Acceptance of Development Master Plan for Longbow Business Park and Golf Club with conceptual BIZ overlay (Z02-01; Ord. #3972)
November 2, 2005: Design Review Board approval of Design Guidelines, including the sign package, for the Longbow Business Park and Golf Club DMP (DR05-093)
January 17, 2006: Zoning Administrator approved a Special Use Permit for the Comprehensive Sign Plan for the Longbow Business Park and Golf Club DMP (ZA06-02)
November 17, 2008: Rezoned from M-1 to C-2 (Z08-063; Ord. #4897)
October 19, 2016: Site Plan Review for a commercial center (Z16-050)

SITE CONTEXT

NORTH: Loop 202 Red Mountain Freeway
EAST: (Across Recker) single residential development - zoned RS-9 PAD
SOUTH: (Across Longbow) Vacant land - zoned LI PAD
WEST: Sunshine Acres - zoned RS-90

STAFF RECOMMENDATION: Approval with conditions
P&Z BOARD RECOMMENDATION: [] Approval with conditions. [] Denial
DR BOARD RECOMMENDATION: [] Approval with conditions. [] Denial
WAIVER SIGNED: [X] Yes [] No

PROJECT DESCRIPTION/REQUEST

The applicant is requesting a Council Use Permit (CUP) to allow the development of two Freeway Landmark Monument (FLM) signs as part of the approved commercial center within the Longbow Business Park located at the southwest corner of Recker Road and the Loop 202 Red Mountain Freeway. The retail center encompasses 50± acres of the 313± acres Longbow Business Park. The center is zoned Limited Commercial (LC) with a PAD overlay for the Long Bow Development Master Plan.

The Longbow Business Park site has 2,640 ft. of frontage on the Loop 202 between the 56th street alignment on the west to the Recker Road on the east. The applicant is proposing two 60'-high freeway landmark signs along this freeway frontage with an overall sign area of 545sf. The signs are located on the west and east ends of the property and are separated by approximately 1,800 feet.

The applicant has completed a visual analysis of the height in order to provide photo simulations of the proposed FLM sign at 40', 50', 60', and 70' in height. Based on this analysis the applicant proposes the 60' height which was determined to allow drivers adequate sight distance to make the exit from the freeway. Staff was present with the applicant during the visual analysis and observed the tests at each height from various vantage points along the freeway. Staff is supportive of the requested 60' height.

The proposed sign is dual faced with colors, form and materials that draw on the architecture and signage within the center. Center ID and Tenant signage will be routed out copy with push-through letters. The form, texture, color, and finish incorporate representations complimentary to the primary architectural or natural features of the associated development.

The FLM Guidelines require a Design Review Board work session where initial review comments are made, after which both the Planning and Zoning Board and Design Review Board will hold public hearings to make recommendations to City Council. The review schedule is as follows:

- June 13, 2017 – Design Review Work Session for comments only
- July 19, 2017 – Planning & Zoning Board public hearing for recommendation
- July 11, 2017 – Design Review Board meeting for recommendation

Table 1 analyses the sign for compliance with the FLM Guidelines. The Design Review Board's unofficial minutes from the January 12th work session will be provided in an addendum to this report.

Table 1

Guideline	Proposal - Compliance with Guidelines
General Provisions	
Limited to 1 FLM per development	2 FLM proposed – Two Signs are Proposed due to length of freeway frontage and the extent of additional development

	planned that does not have freeway frontage
No more than 3 FLMs in a 1 mile on same side of the freeway	Complies
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
Project name to be topmost visible portion of sign	Project name is topmost visible portion of sign - Yes
Project name ≥ 20% of sign area	Project name is 22% of sign area - Yes
Project name sign area ≥ individual tenant or store signs	At 96 sf the project sign is greater than the 61.25 sf individual store signs - Yes
Location and Siting	
Parcel or development of ≥ 30 acres adjacent to freeway and intersecting street	Longbow Business Park is 313 acres - Yes
General Plan designation of Regional Commercial or Public/Semi-Public	When the General Plan was updated these designations were not carried forward. – See Analysis.
Distance of 2,000' from nearest existing / approved FLM on the same side of the freeway	Proposed signs will be approximately 1800 ft. apart - No
Distance of 10X total height (600') from existing residential	Signs are setback the appropriate distance from the residential houses to the east and from Sunshine Acres on the west. - Yes
No greater than 200' from freeway Right of Way	The FLM is proposed at 20' from the freeway - Yes
Design and Construction	
No higher than necessary to be visible to vehicle on freeway, allowing sufficient time to exit	The height test established the need for the 60' height - Yes
Architecturally integrated with the associated development	The proposed FLM incorporates colors and materials from the commercial center's architecture and signage - Yes
Constructed of low-maintenance materials	The finish materials are

	concrete board w/stucco and aluminum panels that are textured and painted - Yes
The horizontal dimension not to exceed 1/3 of the vertical dimension	At 20' the horizontal dimension is 1/3 of the 60' height. - Yes
1 sf sign area per 2 lf of freeway frontage, capped at 750 sf of signage. (2,640± lf of frontage allows 660 sf for each sign)	Proposed sign area: 545 sf (each) - Yes
Illumination of sign copy only	Only push-through letters are illuminated - Yes
Electronic Message Display (EMD) messages shall be displayed for a minimum of 1 hour	An EMD is not proposed – N/A

NEIGHBORHOOD PARTICIPATION

The applicant has completed a citizen participation plan which included a mailing to surrounding property owners within 1000' of the site and registered neighborhoods and HOA's within 1-mile. In addition, a neighborhood meeting was held on June 28, 2017 at the ##### located at #####, which is approximately ##mile from the site of the proposed signs. Neighbors present were those whose houses back up to Recker Road. Most were not concerned with FLM signs being proposed. Questions related only to illumination associated with wall and center signage on the Recker Road frontage.

Staff has not received any phone calls, emails or other inquiries from neighbors regarding this proposal.

CONFORMANCE WITH THE MESA 2040 GENERAL PLAN

The General Plan designation for this commercial center is "Mixed Use Activity Districts". Commercial centers are noted as a primary use in these districts. As such, the underlying use is in compliance with the General Plan. The proposed sign is not a new "use" that can be reviewed for appropriateness, rather staff refers to the General Plan's requirements for quality as the controlling element in the review of the proposed FLM sign. The recommendations of the Design Review Board and the Planning & Zoning Board will be considered as City Council establishes the FLM sign's conformance with the General Plan.

STAFF ANALYSIS

FLM Guidelines and the General Plan:

In May of 2004 the City Council amended the Zoning Ordinance to establish the procedures for review of Freeway Landmark Monument signs through a Council Use Permit. Council also adopted Freeway Landmark Monument Guidelines intended to provide the criteria against which proposed FLM signs can be reviewed. In April 2006, revised and updated Freeway Landmark Monument Guidelines were approved by Council. After that, in 2014, the voters approved Mesa's new General Plan. The new Plan does not include the same Land Use designations as the previous plan.

Analysis:

The site of the overall development for the proposed FLM signs has 2,640 ft. of frontage on the Loop 202 between the 56th street alignment on the west to the Recker Road on the east. The

applicant is proposing two 60'-high freeway landmark signs along this freeway frontage. The signs are located on the west and east ends of the property and are separated by approximately 1,800 feet.

The west sign is located 20' south of the freeway right of way and 600' from the western property line. The eastern sign is also located 20' south of the freeway right of way and is located directly behind the approved Sprouts and is approximately 400' from the Recker Road right of way and 623' to the nearest residential property.

Table 1 evaluates the proposed location and design of the sign against the Freeway Landmark Monument Guidelines, establishing that the applicant has met these standards. The applicant is meeting all the FLM Guidelines except for the separation distance between signs. Because these are guidelines, and not ordinance requirements, the Planning and Zoning Board and City Council have some discretion in allowing modifications if they find the intent of the guidelines is met

Sign Separation

The guidelines states that signs should be located *"No closer than two thousand feet (2000') from an existing or approved Freeway Landmark Monument on the same side of the freeway."* The applicant is proposing the distance between signs to be at 1,800 ft. Staff is supportive of the reduced distance. The applicant has the required amount of freeway frontage for two signs and also has enough frontage to provide the required separations. However, the guidelines also require that the signs be located away from residential property at 10 times the proposed height. In this instance that would be 600'. Staff feels that the reduced distance between signs allows the applicant to more fully comply with the other FLM guidelines and that the distance requirements to residential properties should be given priority.

The sign is proposed to reflect a contemporary style consistent with the approved design of the adjacent center. The form, texture, color, and finish incorporate representations complimentary to the primary architectural or natural features of the associated development.

Similar freeway landmark signs approved along the Superstition Freeway include the following:

2016	Greenfield Plaza	65' height
2013	Mesa Grand retail center	60' height
2010	AT Still University	85' height
2007	Fiesta Mall	94' height
2007	Superstition Springs Center	90' height

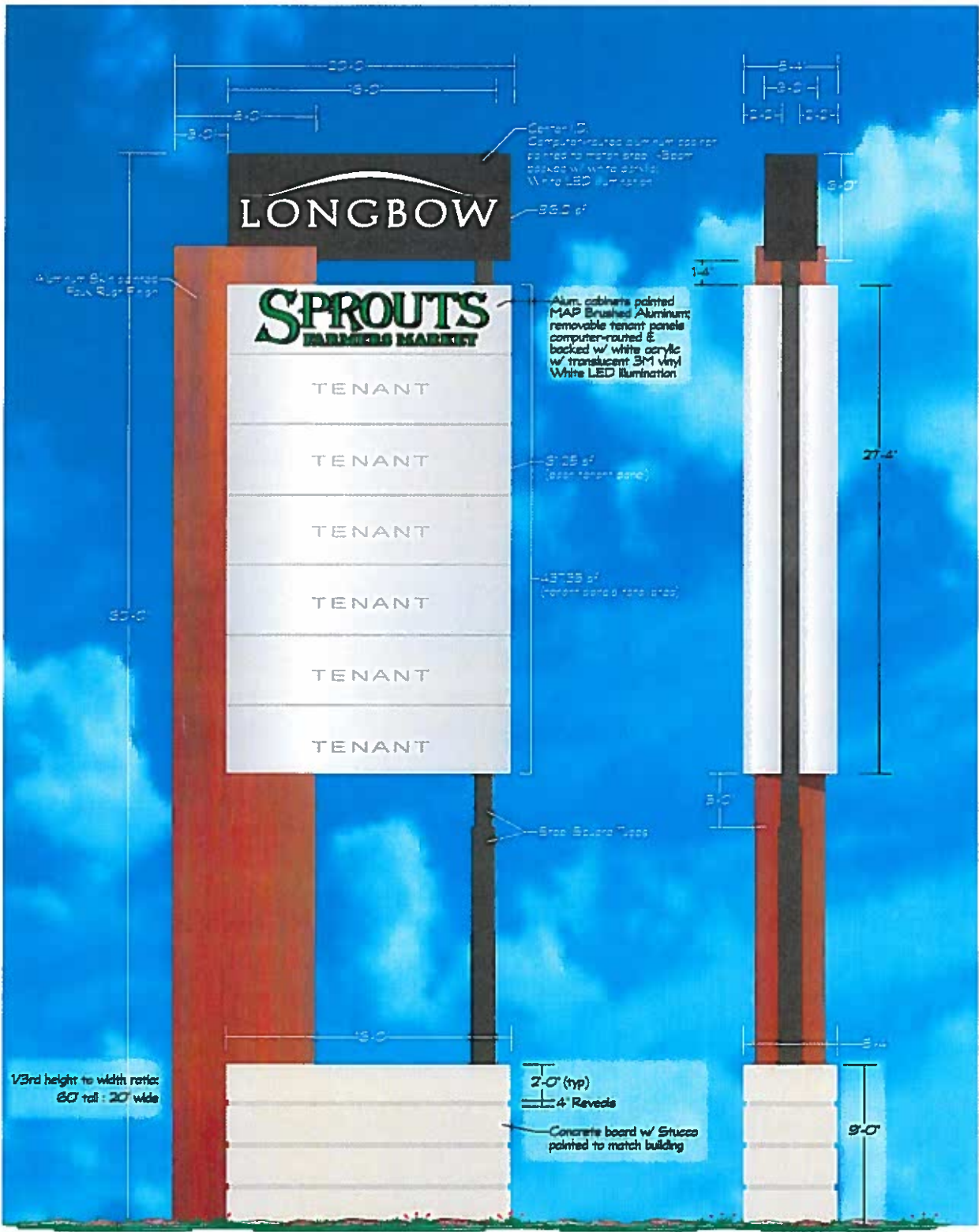
CONCLUSION:

Staff is supportive of the request for the two freeway landmark signs proposed in the Longbow Business Park along the south side of the Loop 202 freeway. The proposed signs meet all of the Freeway Landmark Monument Sign Guidelines with one exception as described above. The design of the proposed signs is compatible with the approved commercial center. Therefore staff recommends approval of the Council Use Permit subject to the following conditions.

CONDITIONS OF APPROVAL:

1. Compliance with the basic development of the Freeway Landmark Monument as described in the project narrative and as shown on the site plan except as noted below;
2. Compliance with all City development codes and regulations;
3. Compliance with all requirements of the Development Services Department with regards to the issuance of building and sign permits;
4. **Compliance with all conditions of Design Review recommendation DR17-029;**

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STREET VIEW

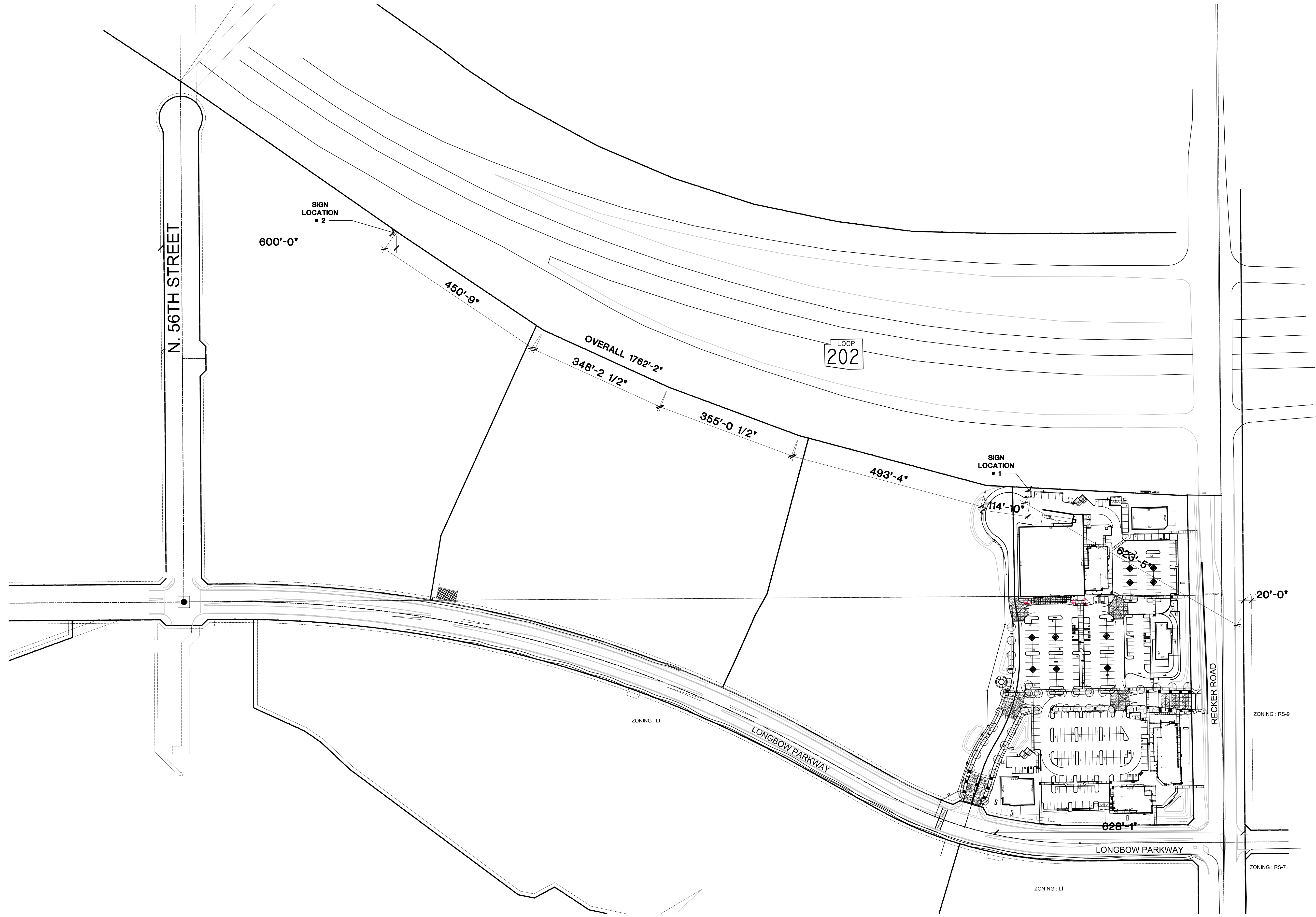
F3	FREEWAY PYLON DISPLAY OF INTERNALLY-ILLUMINATED	Scale: 3" = 6' = 1" = 0'	Sign Area: 644.44 sq'
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Fabricate and install one (1) D/F, Int-Illuminated, (freeway) pylon sign as illustrated.

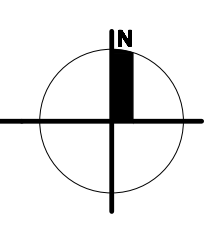
1 of 1	Exterior	Customer is responsible for providing a indicated electrical circuit within six feet of each sign location and any associated electrical wiring services.	<table border="0"> <tr><td>X</td><td>03 MAR 17 RCP</td></tr> <tr><td>X</td><td>09 MAR 17 RCP</td></tr> <tr><td>X</td><td>06 APR 17 RCP</td></tr> <tr><td>X</td><td>16 APR 17 RCP</td></tr> <tr><td>X</td><td>19 APR 17 RCP</td></tr> <tr><td>X</td><td>n6</td></tr> <tr><td>X</td><td>n6</td></tr> <tr><td>X</td><td>n6</td></tr> </table>	X	03 MAR 17 RCP	X	09 MAR 17 RCP	X	06 APR 17 RCP	X	16 APR 17 RCP	X	19 APR 17 RCP	X	n6	X	n6	X	n6	David Albert david@royalsign.com 602-578-6226	royal sign 2831 N. 31st Ave. Phoenix, AZ 85008 602-578-6226 royalsign.com	Longbow Pylon & Packer Sign Phoenix, AZ 85008	Longbow
X	03 MAR 17 RCP																						
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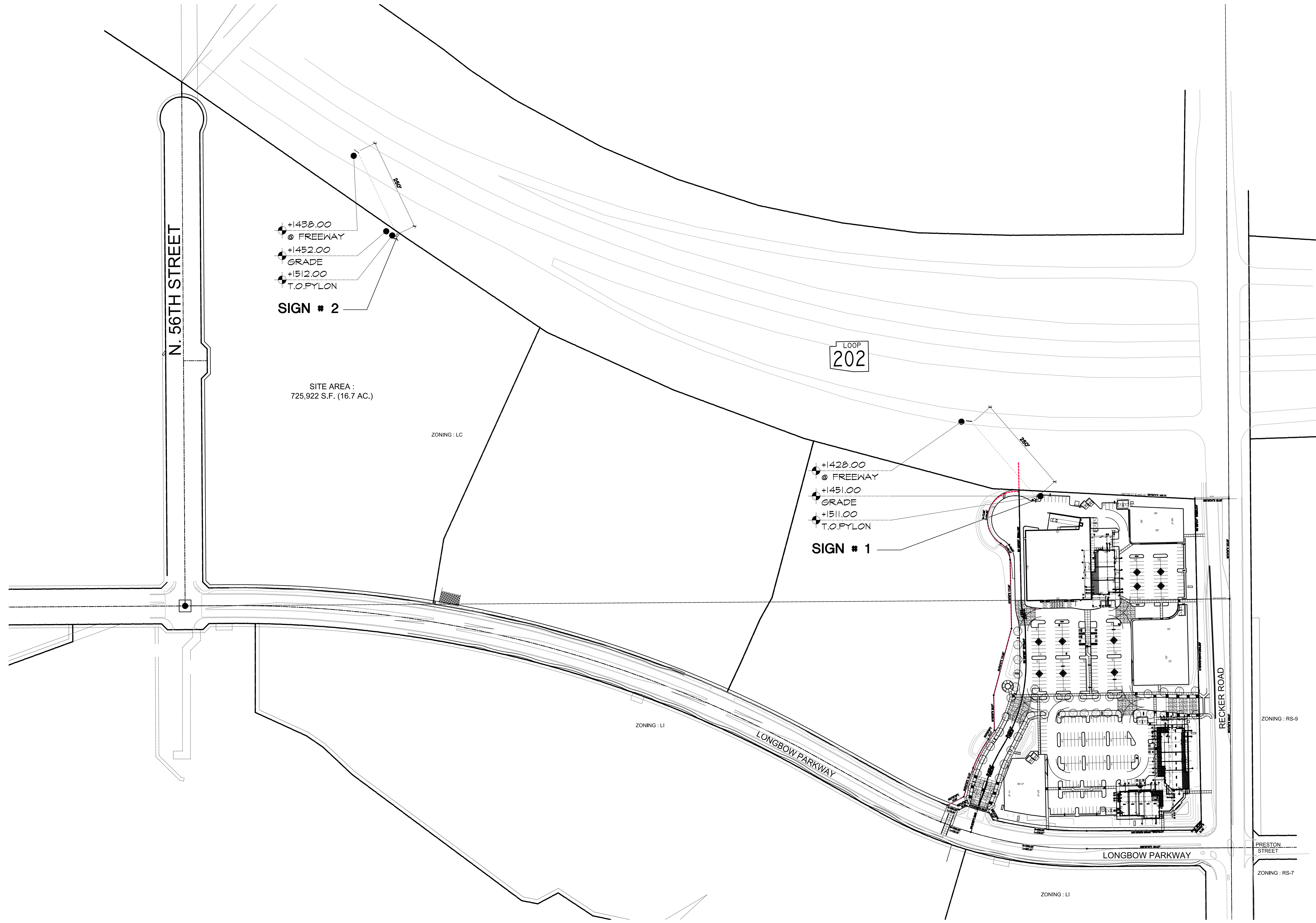
Revisions:

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"



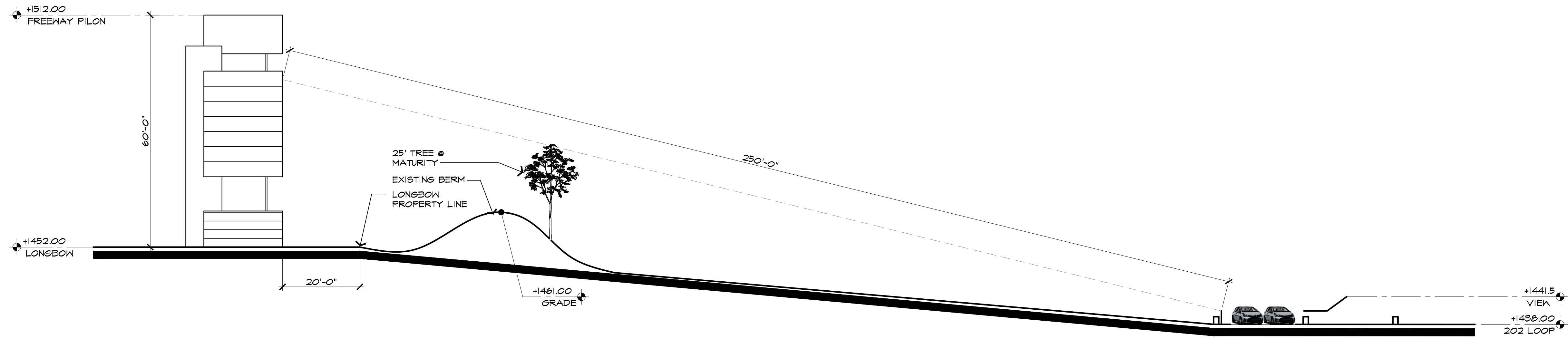


1 MASTER SITE PLAN
1" = 120'-0"

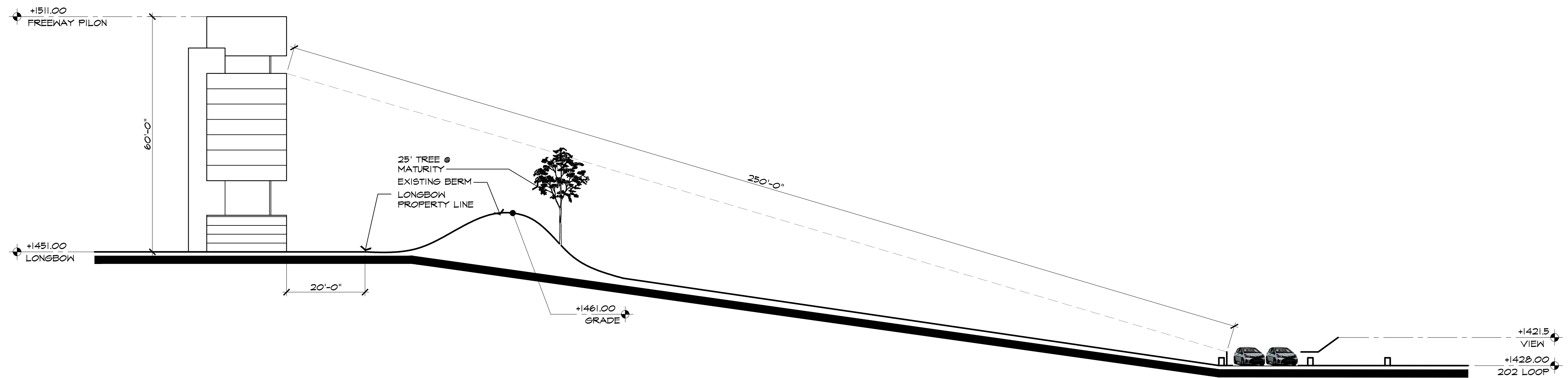
OWNERSHIP OF INSTRUMENTS OF SERVICE
All reports, plans, specifications, computer files, field data, notes and other documents and instruments prepared by the design professional in instruments of service shall remain the property of the design professional. The design professional shall retain all common 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:	09-26-16
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

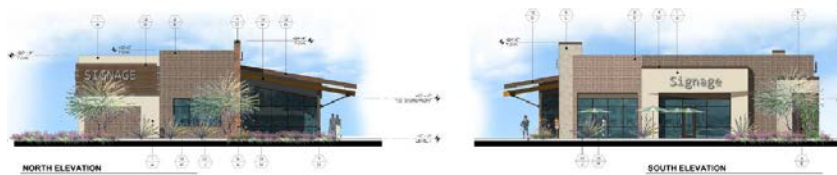
Landscape Architect:

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)

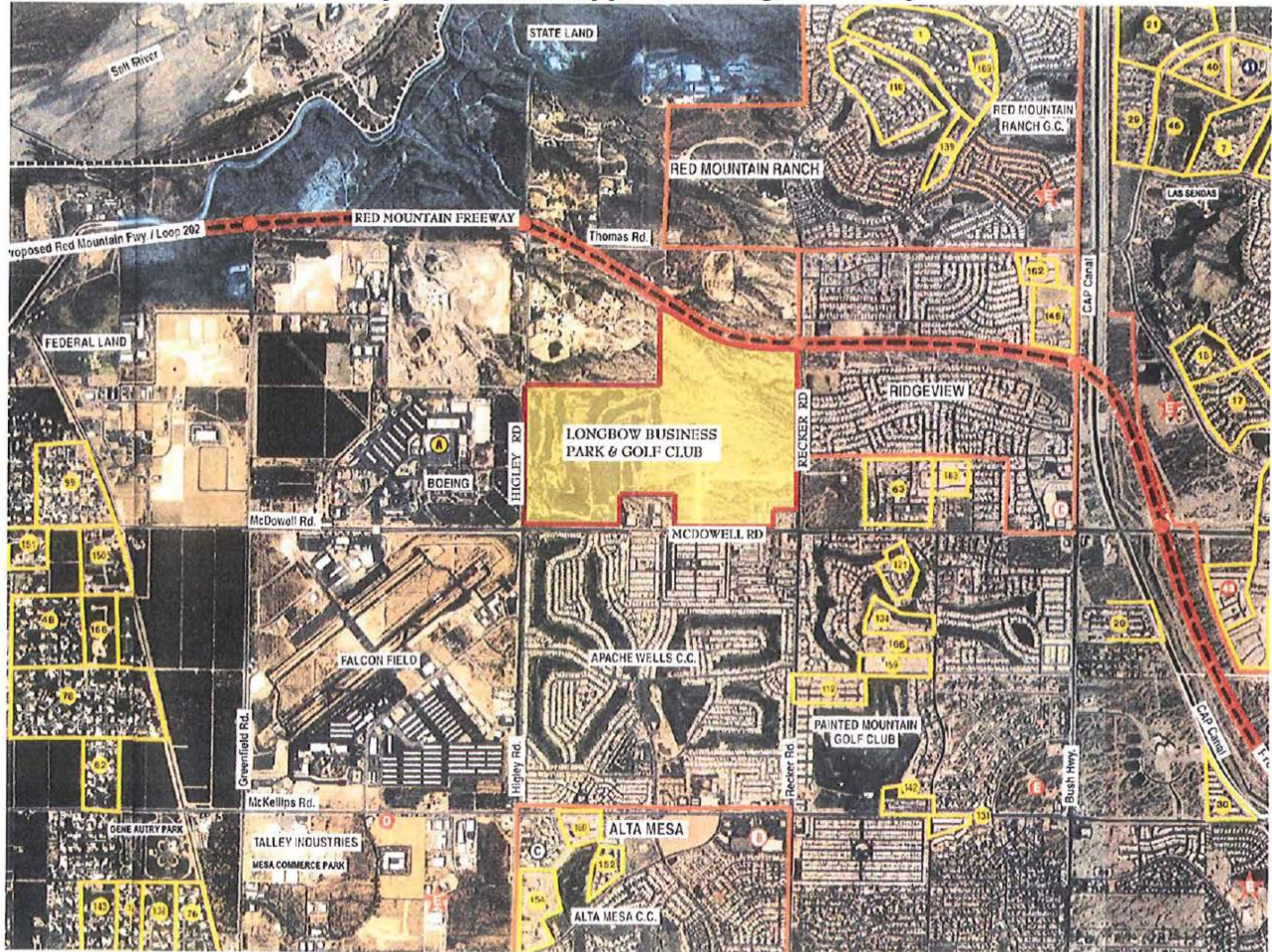


Exhibit 2

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

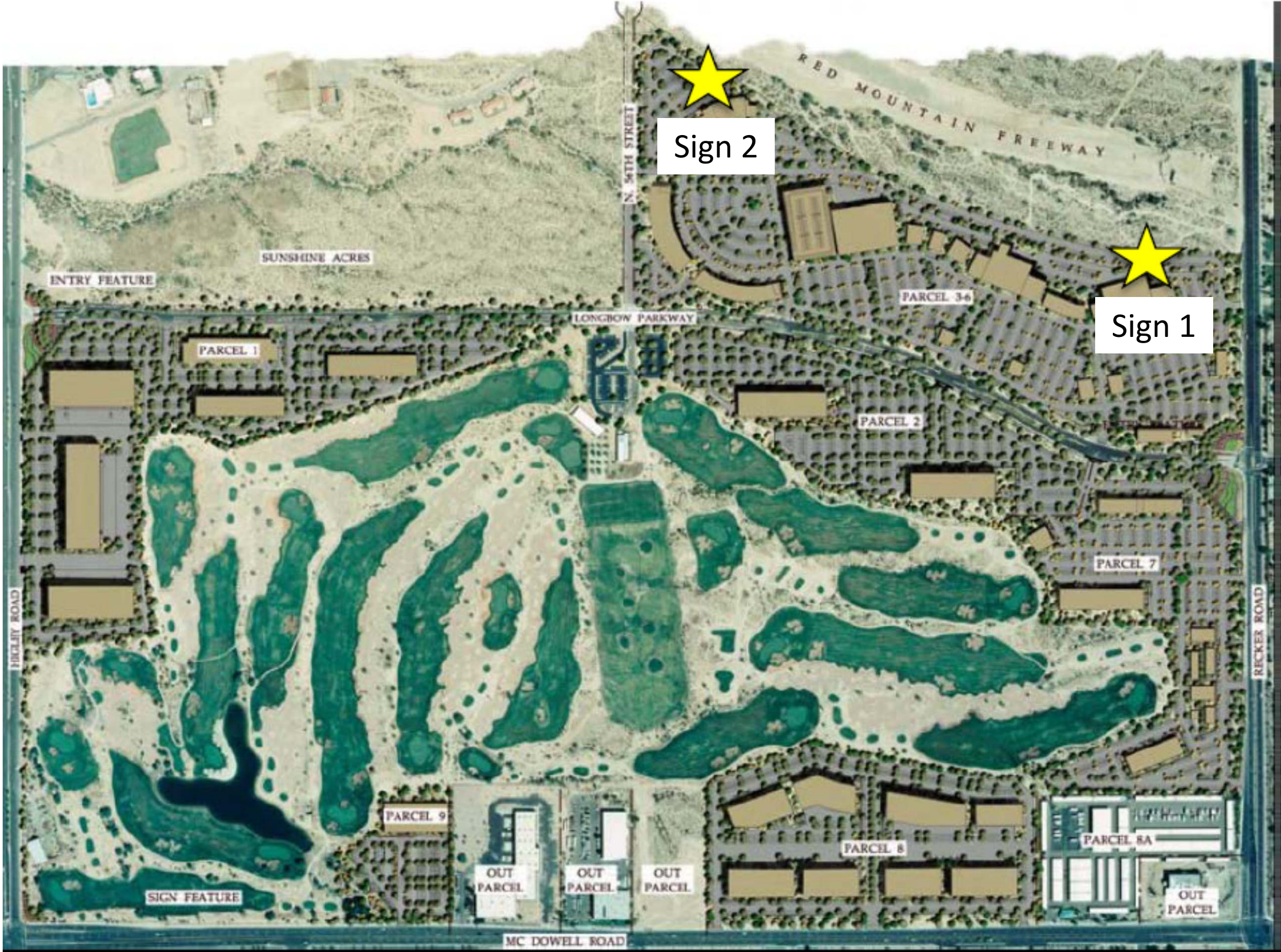
<p>3. The intensity of the Light Emitting Diode (LED) display shall not exceed the levels specified in the chart below:</p> <p>LED COLOR INTENSITY LEVEL (nits)</p> <table border="1" data-bbox="131 352 1003 520"> <thead> <tr> <th>COLOR</th> <th>DAYTIME</th> <th>NIGHTTIME</th> </tr> </thead> <tbody> <tr> <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



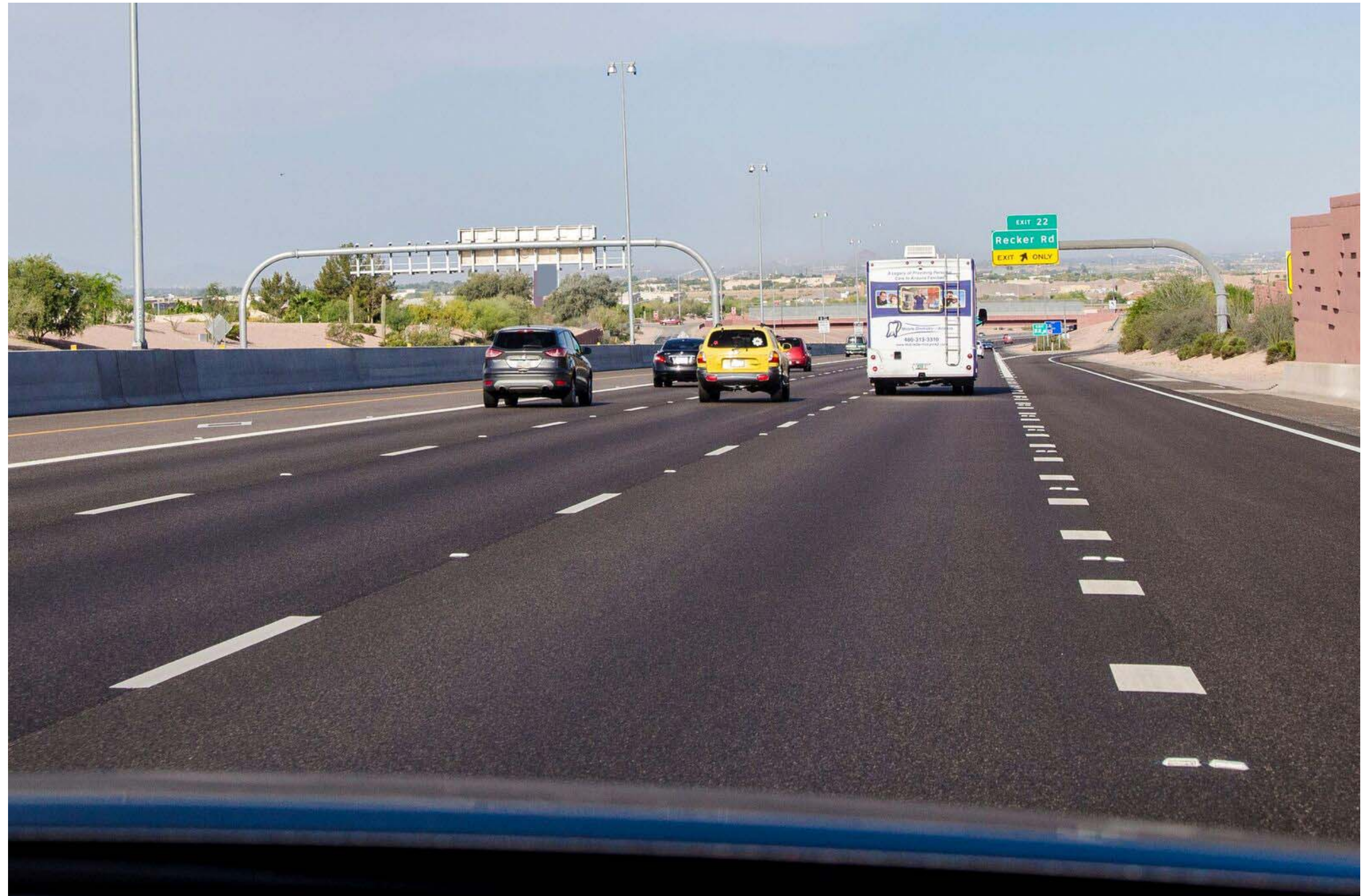
Sign 1: 40ft. Westbound Towards Recker



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



SITE LIGHTING

VUE Series
by NLS



BVWW Series
by Lightway



TBLW Series
by Lightway



Gallery Series
by Lighting Innovations

PEDESTRIAN PATH LIGHTING

PARKING FIELD LIGHTING

BUILDING & LANDSCAPE ACCENT LIGHTING



PATIO RAIL

SITE WALL length will vary

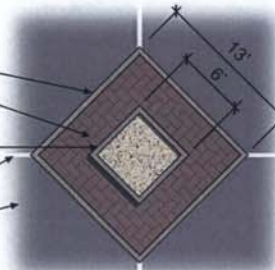


Steel angle frame w/ welded wire fabric. Landscape vines and shrubs tied to mesh.

SCREEN WALL DESIGN

LANDSCAPE DIAMOND

- 6" flush concrete ribbon curb
- Permeable pavers over compaction mitigation material
- 6" vertical curb
- 4" wide paint striping
- Asphalt paving



LANDSCAPE DIAMOND

SITE FURNISHINGS by Keystone Ridge/



Quicksilver Finish



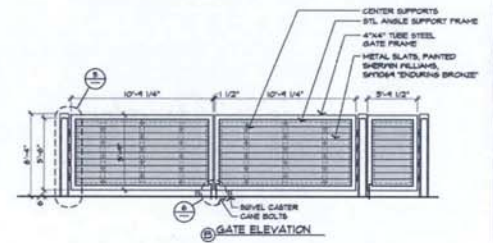
Benches and Trash

READING SERIES

TRASH ENCLOSURE size will vary



GATE & ENCLOSURE DESIGN



SITE pots by Komegay Design



DUNE SERIES



LONGBOW
MARKETPLACE
Longbow Parkway & Recker Road
Mesa, Arizona

PLANNING DIVISION
ADMINISTRATIVE APPROVAL
DATE: 10/13/14
WITH STIPS: YES NO
PLANNING DIRECTOR: *[Signature]*

A4



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15089

PAINT COLOR PALETTE by Sherwin Williams



A
MACADAMIA
SW6142



B
STUDIO TAUPE
SW7549



C
MEADOWLARK
SW7522



D
ENDURING BRONZE
SW7069

FIELD COLORS



U
UNIVERSAL KHAKI
SW6150



V
ROYCROFT SUEDE
SW2842



W
WEATHERED SHINGLE
SW2841



X
PEWTER TANKARD
SW0023

ACCENT COLORS

PORCELAIN TILE
Accent Veneer



K
RUST COLOR

EXTERIOR TILE



L
WARM COLOR

STANDING SEAM METAL ROOFING
by Western States Metals



N
BOND ACRYLIC 24 GAUGE

METAL ROOFING



P
SILVER ALUMINUM

SIGNBAR

MASONRY by Superlite/Mesastone



E
RED ROCK



F
PEBBLE BEACH



I
HOPI SANDSTONE

COLORED CONCRETE by Davis Colors



Q
SIERRA 61078



R
SANGRIA 1117



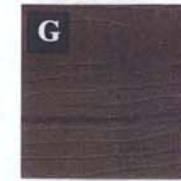
S
KAILUA 677



T
PALOMINO 5447

CONCRETE

COMPOSITES by Moistureshield & Oko Skin



G
TIGERWOOD



H
TERRA

WOOD STAIN by Okon



H
OK616



J
DARK BRONZE ALUMINUM

CONCRETE BLOCK

WOOD & COMPOSITES

STOREFRONT



LONGBOW
MARKETPLACE
Longbow Parkway & Recker Road
Mesa, Arizona

PLANNING DIVISION
ADMINISTRATIVE APPROVAL

DATE: 10/13/16

WITH STIPS: YES NO
PLANNING DIRECTOR: *[Signature]*

A5



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09.20.2016
15069