



Site Plan and Design Review Narrative
Longbow Marketplace – Phase 1
SWC Recker Road and the Red Mountain Freeway (Loop 202 Freeway)

August 2016

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INTRODUCTION

This request seeks site plan and design review approvals to construct Phase 1. Phase 1 of Longbow Marketplace is 9.1 acres of an overall approximate 49 acre shopping center site in the Longbow Master Plan at the southwest corner of Recker Road and the Red Mountain Freeway. This commercial site was originally approved by the City in 2002 with an amendment in 2008 as part of the Longbow DMP. Sprouts Farmers Market is the anchor tenant of this Phase 1 and they have expanded their typical store with new features to meet the needs of this strategic Northeast Mesa location and is planning to open this store in September of next year. A pre-submittal conference on the larger center was held back on February 16, 2016 (PS2106-008/PLN2016-00090), which has been followed by several meetings with upper level staff to work out design issues for the larger center generally and this Phase 1 plan specifically.

Other than the golf course construction and renovation, this will be the first significant development to implement the approved Longbow DMP. Longbow is planned to be one of Mesa's and the East Valley's premier mixed use employment centers. The hope is that this first phase will spur development of the balance of the designated commercial site in Longbow, as well as other elements of the masterplan. The golf course not only serves as an important amenity for the area, but is also consistent with Falcon Field flight operations.

SITE CONDITIONS and ACCESSIBILITY

A Context Aerial Photo and Existing Site Photos are enclosed with this application. The Phase 1 site is essentially flat with a slight slope of 2% to the southwest. Access into the center is proposed from Recker Road and Longbow Parkway. The Longbow entrance has left turn capability. Phase 2 of this center will also utilize Longbow as its main entrance. There is a raised median on Recker north of Longbow Parkway, which will prohibit left turn access in or out of the center on Recker. The site's basic infrastructure including Longbow Parkway has already been constructed.



COMPLIANCE WITH ZONING & GENERAL PLAN DESIGNATIONS

The 313 acre Longbow Business Park and Golf Club rezoning was approved the City Council on March 4, 2002 (Z02-01/Ordinance 3972). The ordinance approved M-1 DMP, C-3 DMP, and M-1 DMP (with a conceptual BIZ overlay) on the property with sixteen stipulations. A minor general plan amendment and rezoning of approximately 50 acres north of Longbow Parkway was approved by the City Council on November 17, 2008. In this action, the Land Use Map of the general plan was amended to modify the Land Use from Business Park (BP) to Community Commercial (CC). The ordinance changed the zoning of this property from M-1 DMP to C-2 DMP (with conceptual BIZ overlay). The C-2 zoning district was renamed to Limited Commercial (LC) by the City in its amendment of its Zoning Ordinance. The DMP was renamed by the City to PAD as well. The proposed retail center is therefore in full compliance with the City's General Plan Community Commercial land use designation and LC PAD zoning.

This Phase 1 of the overall commercial site in Longbow is bounded by the Red Mountain Freeway, Recker Road and Longbow Parkway and is approximately 9.1 net acres in size.

DESIGN & SITE PLAN REVIEW

CONCEPTUAL SITE PLAN and BUILDING ARCHITECTURE

Kitchell proposes to develop Phase 1 (approximately 10 net acres) of the approved 49 acre regional level commercial center site that will eventually serve the retail and commercial service needs for the local neighborhoods as well as the larger region. Uses planned in this center may include but are not limited to, grocery, bakery, drugstore, bookstore, sporting goods, music, garden supplies, gas station, specialty shops, restaurants, fast-food, service retailers, apparel, medical and dental offices, indoor recreational facilities, theaters, and retail sales of new merchandise and other uses of similar character. Kitchell has successfully completed similar centers in Arrowhead, Chandler, Goodyear, and Prescott Valley in the past few years.

Significant effort has been put into the site and architectural design of the Phase 1 center. The enclosed site plan illustrates the care given to building locations and size; vehicular circulation, parking locations, attractive landscaping and strong pedestrian connections. Special attention has been given to creating a diverse mix of small and larger tenant buildings with convenient parking, not only for Phase 1, but for the long term development of the overall center as well, so it will become a destination for shopping, entertainment and dining experiences for this area.

The architectural character of the center conveys a design sensitivity and attention to detailing in keeping with the Longbow Business Park & Golf Club Design Guidelines, which are generally consistent with the Falcon Field Design Inspiration document approved later. An eclectic regional design theme incorporating contemporary forms and elements is being used to create an inviting, pedestrian-friendly shopping environment. Raw, natural building material from sand blasted concrete block, steel I-beam and channels and standing seam metal roofing are combined with warm natural stucco finishes of desert hues and heavy timber elements to create an engaging and inviting experience for those visiting the center. Accent elements of board formed concrete and large format porcelain tile add another layer of visual and textural interest to the experience. Deep projecting roof overhangs, awnings and covers along with trellis elements provide plentiful shading for pedestrians culminating with playful shade sail elements over the corner patio at the primary corner of the development and the people gathering place at the intersection of the pedestrian pathways off Recker Road and Longbow Parkway. Pedestrian amenities, enhanced walkways and landscaping further blend with and compliment the surrounding desert environment encompassing the Longbow Business Park & Golf Club.

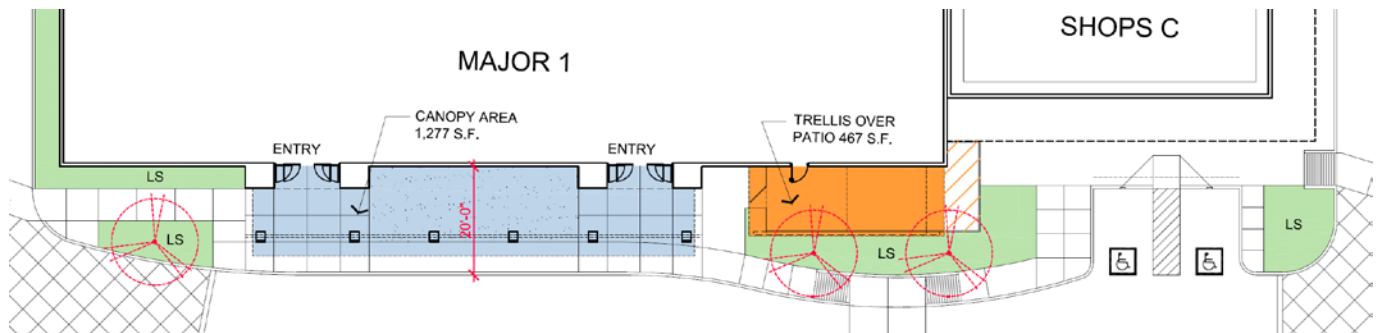
The proposed Phase I Longbow retail development's architectural character relates to the Falcon Field Sub-Area Design Inspiration in several ways. First and foremost,

it reflects the primary goal of the Sub-Area Design Inspiration by reflecting “a contemporary architectural style with innovative design using high quality building form, materials and color.” This is done through the use of select building materials, specifically sandblasted concrete block, heavy timber elements, metal, natural stucco, steel and exposed wood elements in simple, creative and articulated arrangements and forms that provide “uniqueness to the project.” The sloping and extended shops roof elements comprised of large wooden beams, raw metal bond acrylic standing seam, flying steel supports and exposed wood tongue and groove under decking are emblematic of this, introducing “creative design elements.” These elements are also accompanied by flanking large format tile walls and composite planking accents. In addition, deep protruding overhang awnings and trellis are woven into building facades. All of these materials and elements work to complement each other in a clean and contemporary manner “non-standard” to your typical shop building creating a unique design statement adding interest and character to an “otherwise less interesting box like building mass.”

Throughout the entire Phase I development design process, the tenets of the Sub-Area Design Inspiration were very much in mind. Building massing, interesting rooflines, and expressing building structure creates a unique architectural design again, using “standard building materials such as concrete, wood and steel used in nonconventional ways makes the project one of a kind in its surroundings”.

The Phase 1 site plan layout provides one (1) major entry off of Recker Road and one (1) major entry off on Longbow Parkway. The site plan depicts approximately 64,000 sq. ft. of retail space comprised of one large anchor tenant (Sprouts) and approximately 20,500 sq. ft. of shop space. The site plan has been designed to comply with the City’s design objectives as well as the Longbow Design Guidelines, while fitting within the existing site conditions and constraints. In particular, this plan features:

- A continuous system of hard-surfaced, convenient pedestrian walkways that are 5-feet wide (6 ft. where there is a parking overhang), 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, as shown on the sketch on the next page, includes a 20 ft. deep canopy covering 1,277 sf. and a 467 sf. patio covered by a trellis.



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 and provide shaded areas for patron dining, conversation and restful gathering places.

- A prominent corner open space and shaded seating and dining area at the hard corner of Recker and Longbow 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 as noted above. 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 shopping center entrances on both Longbow and Recker feature a landscaped entry corridor with an 8 ft. wide landscaped median. This pedestrian gathering place at the intersection of these access ways will feature an attractive, 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 and from parking fields. The landscaped median is 70 ft. long in the Recker Road entrance and 100 ft. long in the Longbow entrance. Both of these driveways and pedestrian pathways intersect at the people place focal point illustrated in the representative photographs 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.

- There are three pad sites incorporated into the Phase 1 site layout. One of the pad sites features a drive-thru lane between the building and the property line. While the City prefers that drive-thru lanes and windows be on the side of the building away from the street, that option wasn't feasible in this instance due to the requirements for a convenient pedestrian pathway system for the larger center, patron parking and the refuse enclosure. Fortunately, there is in this instance a generous setback from Recker Road of 57 feet that can be landscaped to screen the drive-thru lane. Walls and a covered trellis can also provide architectural screening as noted below.

All the other key design elements for parking and circulation design, pedestrian circulation routes, landscaping, and building design, have been achieved with this design, so this future pad building (in Phase 1B) can be smoothly incorporated into the center. Internal cross access and pedestrian connections are provided between the pad buildings and the surrounding commercial center. In this instance, the screen wall for the drive-thru is 57 feet from the right-of-way, that will allow significant opportunities to screen the drive-thru and window with landscaping and also architectural features. Those screening solutions will be proposed when the building elevations are submitted for DR review and approval. Again, the scale of the pad buildings, materials, colors, and design details of the pad buildings will be complementary to the surrounding center.

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.

- Site lighting is a combination of attractively designed and located lighting fixtures, including low pole lights, ground-mounted fixtures, light bollards. A series of cut-sheets for each type of fixture has been independently submitted.

- The proposed landscaping for the site coordinates plant and tree placements to preserve sight visibility of the tenant's signage while also softening and bringing beauty to the edges between the buildings and hardscapes.

The patios for Shops A and B are shaded with sail elements as shown in this vignette below. All furniture that is to be placed on these patios will be durable. Plastic ('non-durable') furniture will not be allowed.



Scope of Site Plan Approval

This request is for Phase 1 which includes Major 1, Shops A, B, C the entry drives from Recker Road and Longbow Parkway and parking fields as shown on the site plan. Phase 1 does not include Phase 1B and Phase 2 which have not been submitted for review. Phase 1B is comprised of three PAD sites; P1, P2 and P3. In working with Staff, it was determined that since all site plan aspects of PADS P1, P2 and P3 will have been reviewed in the context of the overall site plan for Phase 1A, future development plans for these PADS will be processed as an administrative reviews if the future plans for those PADS substantially conform to the approved site plan.

Site Plan and Building Data is summarized in the table on the next page.

Site Plan and Building Data – PHASE 1						
APN				141-41-009 (portion thereof)		
General Plan				Mixed Use Activity District		
Zoning				Limited Commercial (LC)		
Phase Site Area				(9.1 acres)		
Gross Building Area				+/- 64,000 Sq. Ft. (Gross)		
Lot Coverage (Based on 9.1 ac.)				16.2%		
Maximum Building Height Allowed				40' to 90'		
Maximum Building Height Proposed				28' excluding architectural embellishments.		
Minimum Building & Parking Setbacks						
	Surface Parking	Covered Parking	Structured Parking	Building	Accessory Buildings	Service & Loading
Longbow Parkway	20'	40'	40'	30'	20'	Not Permitted
Golf Course	30'	25'*	25'	10'*	10'*	*
McDowell Road	30'	30'	30'	30'	30'	30'
Higley Road	30'	30'	30'	30'	30'	30'
Recker Road	30'	30'	30'	30'	30'	30'
N. 56 th St.	30'	30'	30'	30'	30'	30'
Loop 202	10'	30'	30'	30'	30'	30'
* Requires special approval by LBPA						
Parking Required				408 Total Spaces		
Parking Provided				18 Accessible Spaces (8 Required) 0 Compact Spaces 392 Standard Spaces 410 Total Spaces		
Bicycle Parking Required				41		
Bicycle Parking Provided				41 Bicycle Spaces		

LANDSCAPE ARCHITECTURE

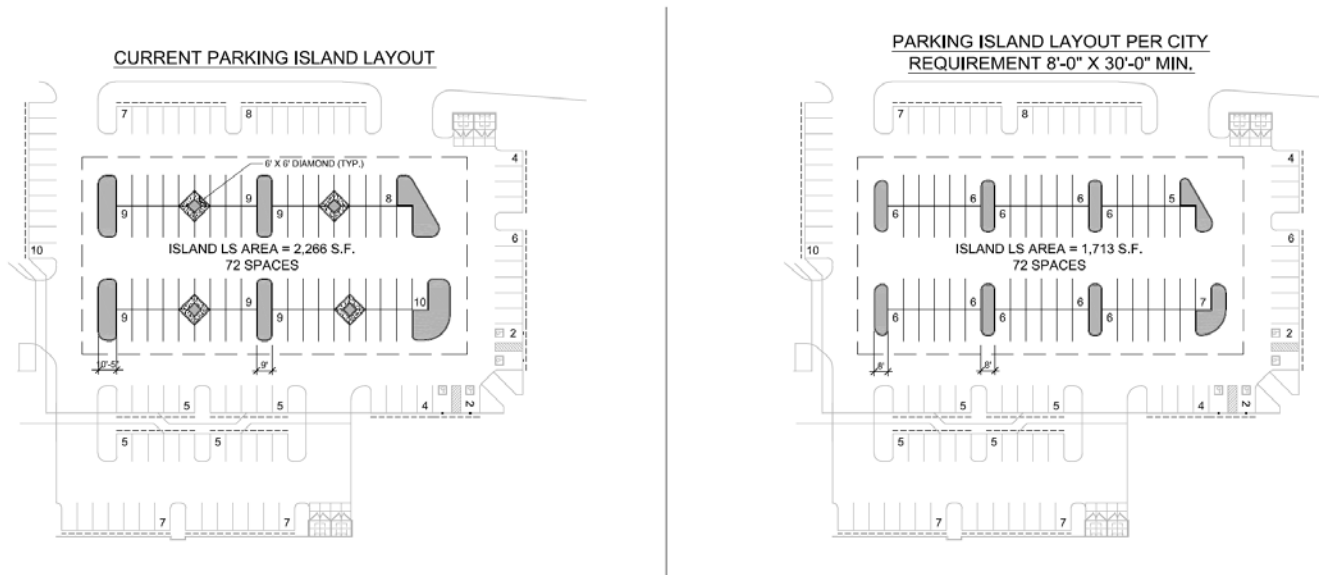
The landscape design will be based upon conforming to the plant list in the approved Longbow Design Guidelines dated 2005. A native landscape appearance will be achieved through the careful placement of colorful shrubs, accents of taller planting and flowering ground covers. The trees will provide fast growing shade for the parking areas, pathways and entrances to the buildings. Natural massing of plants, complemented with colorful accent plants will provide an attractive, upscale look for the center all year and create a dynamic contextual place for patrons to gather. The planting palette will utilize plants that will integrate with the existing landscaping on the perimeter of the site. The selected Thornless Hybrid Mesquite, “Desert Museum” Hybrid Palo Verde, Palo Brea and Desert Willow “Hybrid” trees for the center will provide attractive shading canopies throughout much of the year. The landscaping will consist of all low water use plant materials, and will promote a harmonized desert landscape design that blends with the desert setting.

The irrigation system will be a low flow automatic drip system. The emitters will deliver water directly to each plant and tree to minimize waste. The electric controller will allow for proper scheduling for different times of the year and as the plants mature the water can be controlled to eliminate over watering and promote healthy plants. The trees and shrubs will be valved separately to maximize watering efficiency. All plants are selected from the ADWR Low water plant list.

In accordance with Section 11-33-7 of the Zoning Ordinance, the applicant has submitted a separate request to the City for administrative approval to allow an Alternative Landscape Plan (ALP) deviation for parking lot landscape islands in the northern portion of the center to allow up to 12 contiguous spaces between islands rather than a maximum of 8 contiguous spaces. It should be noted that this maximum of 12 contiguous parking spaces occurs in only four parking rows. The balance of the parking rows do not exceed 10 contiguous spaces.

In exchange for this minor increase in spacing, the project proposes to add large diamond shaped landscape planters between parking lot islands, with a shade tree in each planter, and an increase in the size of the minimum island from 8-feet x 30-feet to 9-feet x 36-feet. When consideration is given to the expanded diamond planters and increased size of the landscape parking islands proposal, this request actually results in more landscaped area in the parking fields than the Ordinance requires.

PARKING DIAMOND EXHIBIT



SIGNAGE

The planned signage will conform to the existing Comprehensive Sign Plan for Longbow as to wall signs and center monumentation.

UTILITIES/INFRASTRUCTURE

The site's basic infrastructure, street improvements including Longbow Parkway, water and sewer lines to serve the site, sidewalks and landscaping in the right-of-way have all been constructed and are in place.

CONCLUSION

The proposed Longbow Marketplace retail center by Kitchell will feature an expanded Sprouts Farmers Market as its anchor tenant will be an exceptional retail center with enduring quality that exemplifies the best of the City of Mesa. It will provide convenient shopping and dining venues for local citizens as well as significant tax revenues to the City. 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.

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