



May 8, 2019

Re: Springs at Red Mountain – Project Narrative
Applicant: Continental 452 Fund LLC
Comprehensive Sign Plan
PRS18-00244 & BOA19-00036

Introduction

Continental 452 Fund LLC (“Continental”) is pursuing the acquisition of approximately 10.43 acres of land near located at 2639 N Power Road (“Site”) in the City of Mesa, AZ (“City”) for its proposed multifamily community to be known as the Springs at Red Mountain (“Springs”). Continental has submitted its PAD (ZON18-00980) and Design Review Board (DRB18-00981) materials to the City for review and approval. Please accept this project narrative and accompanying Comprehensive Sign Plan submittal materials.

Unusual Site Constraints

Proportion and Orientation: The Site, comprised of 10.43 acres, is of unique proportion and orientation, as shown in **Exhibit A**. Most of the Site is situated behind existing retail developments, such as LA Fitness, Del Taco, Goodwill, and Albertsons, with a small portion of the Site extending to Power Road for access. The Site’s location behind this existing retail and limited frontage along Power Road provide a small window into the Site and limits the Site’s visibility from the public traveling along Power Road.

Limited Street Frontage: As mentioned above, the Site has limited street frontage along Power Road, restricting normal sign visibility and area per MZO RM-3 standards. The Site’s 65.41 feet of street frontage along Power Road limits street presence and normal sign visibility as current MZO 11-41-6(D) RM-3 standards only allow for 13.08 square feet of monument signage based on this street frontage. Highway 202 is adjacent to the east of the Site, but is separated by the existing canal right-of-way, and as detailed below, does not provide visibility to the Site.

Topography: The Site is directly adjacent to an existing canal to the east that separates the Site from Highway 202. The elevation of the Site sits lower than the existing canal, resulting in the Site not being visible from Highway 202. This existing topography limits the Site’s visibility to the already restricted frontage along Power Road.

Proposed Monument Sign & Clubhouse Letters

As part of Continental’s proposed Springs community, Continental is proposing one (1) monument signage along Power Road and one (1) attached wall sign on the tower feature of the community’s clubhouse. These locations are highlighted in **Exhibit B** and are further detailed in the associated Comprehensive Sign Plan package. The following table shows the proposed monument sign and clubhouse tower letter dimension and areas.

Proposed Springs at Red Mountain Signage		
	Monument Sign	Clubhouse Tower Wall Sign
Quantity	1	1
Dimension	46" x 99"	28" x 144"
Area Per Side (Square Feet)	32 SF	28 SF
Total Area (Square Feet)	64 SF total for both sides	28 SF total

The proposed free-standing monument sign features a stone masonry base and color palette similar to the stone masonry and color palette of the proposed clubhouse and apartment buildings. The monument sign is set back 15.00 feet from the Power Road right-of-way and 32.68 feet from the flow line of Power Road, as detailed in **Exhibit C**. An existing 6-foot masonry wall situated outside of the Site's property boundary runs along a portion of the Site's northern property boundary and limits the location of the proposed monument sign. The Site is currently accessed via an existing right-in, right-out curb cut on Power Road. Vehicles exiting the Site can only turn right onto Power Road heading north. The proposed monument sign's location on the northern side of the existing access drive and its setback from Power Road maintains a clear line of sight for these exiting vehicles looking south before entering onto Power Road heading north. The proposed monument sign does not exceed the 32 square foot per side and 8-foot height maximums per MZO RM-3 standards.

The clubhouse tower wall sign is situated approximately 458 feet from the Power Road right-of-way. These illuminated tower letters will be situated on the west-facing side of the clubhouse tower and fastened via threaded aluminum rods with spacers.

Conclusion

In conclusion, the unique proportion and orientation of the Site, its location relative to existing retail developments, the Site's existing topography and elevation relative to the adjacent canal, and limited street frontage along Power Road restrict the Site's visibility and opportunity for adequate signage along Power Road. Continental is submitting this project narrative and Comprehensive Sign Plan to politely request a Special Use Permit for its proposed Springs community signage. Please let me know if there are any questions or comments on these submittal items. I look forward to working with the City on this request. Thank you.

Sincerely,



Eric Gumm
Development Director
Continental 452 Fund LLC
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Exhibit A

Site Vicinity Map



ALBERTSON'S PHARMACY

JACK IN THE BOX

WELLS FARGO BANK

GOODWILL RETAIL

DEL TACO

SPRINGS AT RED MOUNTAIN PROPERTY

LA FITNESS

EXISTING SINGLE FAMILY

CULVER ST.

CANAL

CANAL

STATE HWY 202

N POWER ROAD

EXISTING SINGLE FAMILY



Exhibit B

Proposed Sign Locations

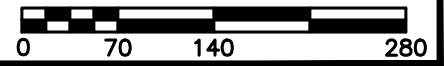
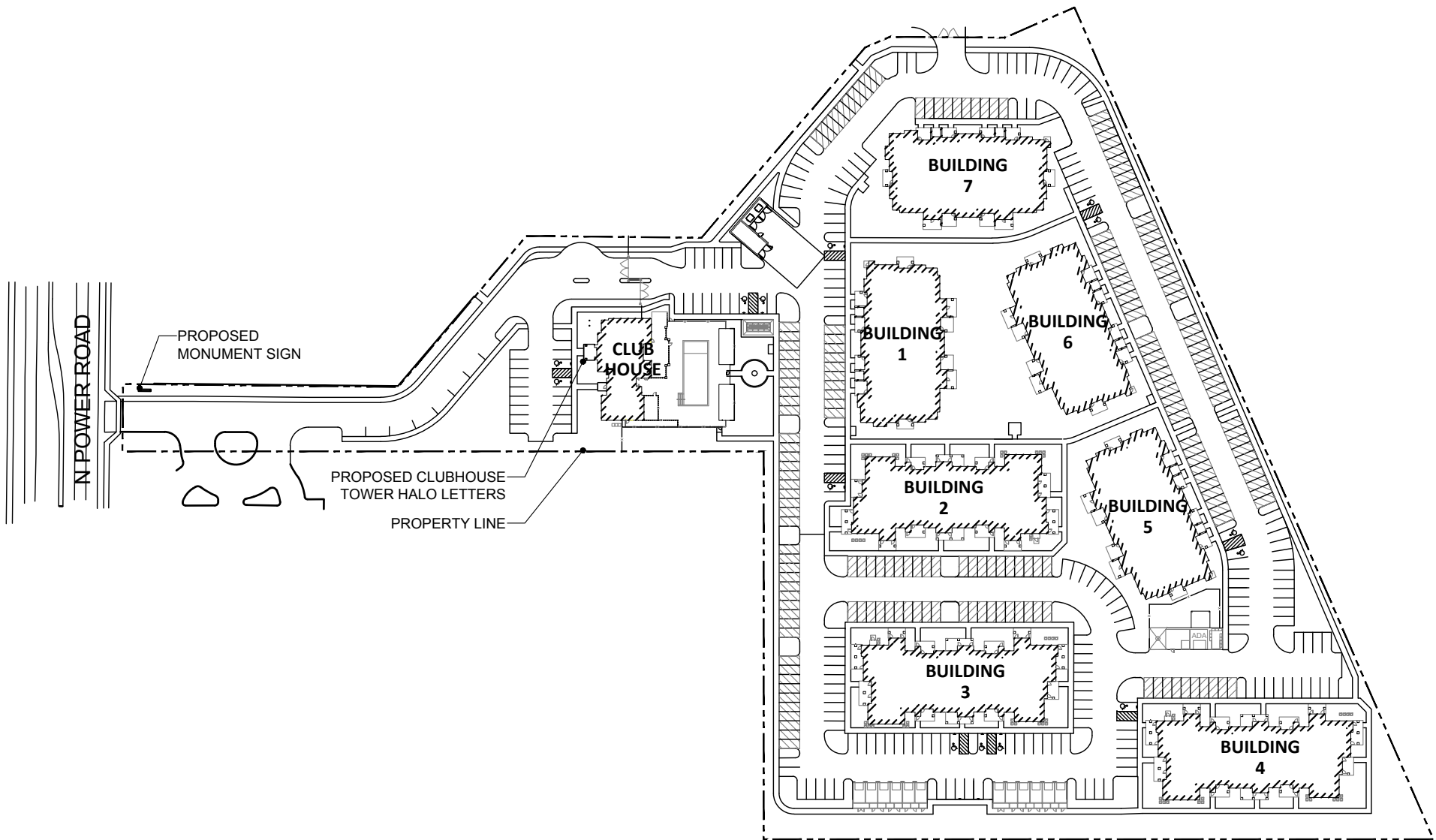




Exhibit C

Proposed Monument Sign Location

