

**MEDINA STATION**  
**SEC Southern Avenue & Signal Butte Road**  
**Citizen Participation Report for the Freeway Monument Landmark**  
**Case # ZON-00876 & PMT24-17533**

December 10, 2024

**Purpose:** The purpose of this Citizen Participation Plan is to provide City of Mesa staff with the information regarding the efforts made by the Application to inform citizens and property owners in the vicinity concerning the Applicant's request to the City of Mesa for Medina Station - Case Numbers ZON-00876 & PMT24-17533. By providing opportunities for citizen participation, the applicant ensured that those affected by this application will have an adequate opportunity to learn about and comment on the proposed monument sign.

**Contact:** Those coordinating the Citizen Participation activities are as follows:

Natalya Upshur, Development Associate  
SimonCRE Buddy, LLC  
6900 E. 2nd Street  
Scottsdale, AZ 85251  
Direct: 602.301.6590  
Natalya.upshur@simoncre.com

James Rogers, Account Executive  
Davis Signs & Graphics  
3640 E. Washington St.  
Phoenix, AZ 85034  
Office: 480-945-0196  
Cell: 602-582-3450  
james@davis-signs.com

**Action Plan:** In order to provide effective citizen participation in conjunction with this application, the following actions were taken to provide opportunities to for feedback from surrounding property owners:

1. One neighborhood meeting held with property owners, citizens and interested parties to discuss the proposed project. The notification list for the neighborhood meeting included: 1) all property owners within 1000' of the subject property. Additionally, registered neighborhood contracts within 1-mile of the property were also notified (the registered neighborhood contacts list were obtained from the City of Mesa Neighborhood Outreach Division).
2. An email distribution list was collected at the neighborhood meeting in an effort to have continued dialogue with those in attendance at the meeting concerning changes, if any, to the proposed project.
3. Presentation was made to attendees in order to provide further clarification on the Freeway Monument Landmark and it's purpose in relation to the development.

**Schedule:**

Application Submittal - 10/12/2024

First neighborhood meeting - 12/05/2024

Submittal of Citizen Participation Report and Notification materials - 12/10/2024

Planning and Zoning Board Hearing - 12/10/2024

# Medina Station Freeway Monument Landmark

## Neighborhood Meeting Summary

PMT24-17533 & DRB24-01010

December 5, 2024 at 6:00 pm

Residence Inn – Lost Dutchman/ Meeting Room  
10243 E Hampton Ave, Mesa, AZ 85209

**Facilitators:** Eric Hurley - SimonCRE Project Manager, Kyle Duane - SimonCRE Sr. Development Associate, Natalya Upshur - SimonCRE Development Associate, James Rogers - Davis Signs & Graphics Project Manager

**Attendees:** 2 Community members, Rina Grocke & Jaden Lara

The meeting began around 6:05pm with Eric Hurley making the introduction of development team members in attendance. Approximately 2 neighbors attended with a sign-in sheet being provided for neighbors and attached to this summary.

Eric Hurley used a PowerPoint presentation to explain the site location and general plan designation, overall master plan, pedestrian & vehicular circulation plans, the zoning schedule and opportunity to participate in the public process. Specific information about different elements of the mixed-use project and the proposed plans were then present. The meeting had an open question and answer format addressing neighbor comments throughout the meeting.

A simplified summary of key discussion points from the meeting as follows:

### 1. Overview of the Project:

- The Freeway Monument Landmark (FML) will serve as a key feature for the Medina Development near US-60 in Mesa, AZ.
- SimonCRE's experience in similar projects, including Prasada's restaurant row, was highlighted.
- Development aims to be lively, walkable, and filled with unique amenities like art installations, murals, and live music.

### 2. Development Details:

- Location involves previously state-owned land, purchased in 2021, pending annexation into Mesa.
- Roadway improvements will accompany site development.
- Multifamily and retail elements will include shaded jogging trails and outdoor seating areas designed for comfort during summers.

3. **Freeway Monument Landmark (FML) Design:**
  - The proposed sign will be 47 feet tall, meeting Mesa's standards, and prominently placed along US-60.
  - Renderings were shared to showcase the design, emphasizing artistic features.
4. **Tenant and Retailer Plans:**
  - Notable retailers like Target have committed to the site. Other potential tenants include restaurants like Cooper's Hawk, Cold Beers & Cheeseburgers, and O.H.S.O. Brewery.
  - Plans include outdoor patios, sitting areas with games, and vibrant retail experiences to attract high-end tenants and customers.
5. **Timeline and Next Steps:**
  - The project is in the PAD (Planned Area Development) review phase with the City of Mesa.
  - Pending approval, construction is planned to begin ASAP, with a projected Q3 2025 completion and a Target opening in July 2026.
6. **Traffic and Infrastructure Improvements:**
  - Road expansions will include three lanes on both the north and south sides near Signal Butte Road.
  - Additional traffic signals and restriping are planned for better traffic flow.
7. **Art and Aesthetic Enhancements:**
  - Art installations, murals, and benches will make the site a destination.
  - Signage will maintain uniformity in design, avoiding bright corporate logos to align with Mesa's artistic vision.

Below is a summary of the comments and questions expressed at the neighborhood meeting with consolidated answers provided by the representatives:

## **Q&A Session**

### **Q: Are the leases finalized for tenants?**

- **Eric:** Several are close to being signed. Target is confirmed, ensuring strict design standards for the site.

### **Q: Will there be a splash pad area?**

- **Eric:** No splash pad, but there will be an outdoor seating area with games to create a welcoming atmosphere.

### **Q: What is the estimated timeline for the project?**

- **Eric:** Horizontal construction is anticipated to begin in early 2025, following PAD approval and a 30-day waiting period. Target plans to open in July 2026.

**Q: Will the development include additional lanes and traffic signals?**

- **Eric:** Yes, road expansions and additional signals are part of the infrastructure plan, with adjustments required by the City of Mesa.

**Q: Will the sign be visible from a distance?**

- **Kyle:** The sign is designed to be visible along the US-60 but will adhere to height standards set by the City of Mesa.

**Q: How many residential complexes will there be?**

- **Eric:** Two high-end residential complexes with amenities like indoor pickleball courts and work-from-home-friendly spaces.

**Q: What kind of art installations can we expect?**

- **James:** Expect murals and artistic features in line with other successful Mesa developments, such as Gallery Park.

**Q: What additional tenants are being considered?**

- **Eric:** Discussions include tenants, major retailers and other popular restaurants, but details depend on finalized leases.

**Q: How can we stay updated on the project?**

- **Eric:** Reach out to me or Natalya, and check with the City of Mesa for public updates once designs and leases are finalized.

The meeting concluded around 6:35pm with a focus on the development's artistic and community-friendly vision, ensuring that residents and visitors alike will have a unique, vibrant experience. Additional questions were encouraged to be sent via email for further clarification.

Neighborhood Meeting  
Sign-In Sheet

**Applicant:**  
Simon CRE, Davis Signs & Graphics

**Property Location:**  
Medina Station: SEC Southern and Signal Butte Road

**Date:**  
December 5<sup>th</sup>, 2024

**Meeting Location:**  
Residence Inn - Lost Dutchman/ Meeting Room  
10243 E. Hampton Ave  
Mesa, AZ 85209

**Time:**  
6:00pm

**Case:**  
PMT24-17533

#	NAME	ADDRESS	ZIP	EMAIL	PHONE
1	Rina Grocke	10933 E Floman Ave	85208	grocke34@gmail	628-332-8847
2	Jaden Lara			jadenlara@icloud	425 919 4052
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					



November 11<sup>th</sup>, 2024

Dear Neighbor,

SimonCRE is pleased to invite you to a neighborhood meeting to discuss our proposed Freeway Landmark Monument at Medina Station, a new master-planned, mixed-use community near Signal Butte Road and the US-60 Freeway in Mesa, Arizona. This meeting aims to provide you with detailed context for the proposed Freeway Landmark Monument, offer a preview of the design and placement and gather your feedback as a neighboring property owner.

**About Medina Station:** Medina Station is envisioned as a vibrant mixed-use development, featuring retail, commercial, restaurant, and multi-family residential spaces. The proposed site encompasses approximately 60 net acres, known under Maricopa County Assessor parcel numbers 220-82-018A, 018B, 018C, and 018D. Attached, you will find a copy of the proposed master development plan, which includes placement and integration of the Freeway Landmark Monument within the broader community design.

**Freeway Landmark Monument Proposal:** We are requesting approval from the City of Mesa to install a Freeway Landmark Monument at Medina Station. Key details of the proposed sign are as follows:

- **Dimensions:** 47' x 18' at 330.7 sf
- **Placement:** The sign will be positioned south of the lot to optimize visibility from the US-60 Freeway, ensuring clear directional signage for the commercial components of Medina Station.
- **Design Features:** Double faced Pylon display featuring white acrylic pan channel letters illuminated via white LED

**Meeting Purpose:** This neighborhood meeting is designed to inform adjacent property owners and community members about the Freeway Landmark Monument role within the Medina Station development. Your input is valuable, and we welcome your questions and comments on the proposed design, placement, and any other aspects of this project.

<b>Date:</b>	<b>Thursday, December 5, 2024</b>
<b>Time:</b>	<b>6:00 p.m.</b>
<b>Place:</b>	<b>Residence Inn – Lost Dutchman Meeting Room 10243 E. Hampton Ave Mesa, AZ 85209</b>

**Next Steps:** Following the neighborhood meeting, our proposal will proceed through the City of Mesa's planning review process. This includes future public hearings with the City's Planning & Zoning Board

and City Council. If you live within 1,000 feet of the site or attend this neighborhood meeting, you will receive notification of these future hearings.

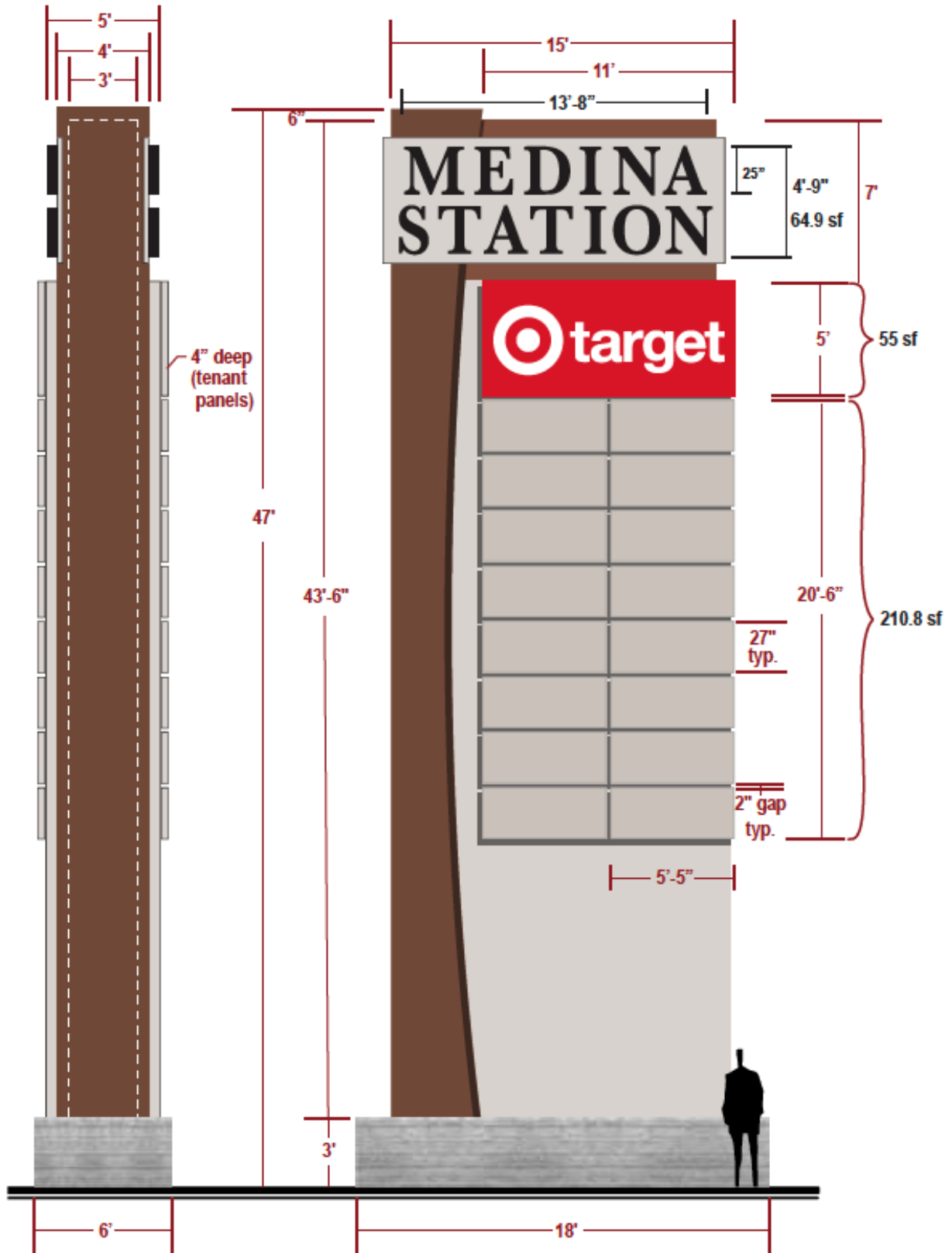
**Contact Information:** For any questions before the meeting, please feel free to contact me directly. See below for contact information.

We look forward to meeting you, sharing our vision for the Medina Station community, and addressing any feedback you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Natalya Upshur". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Natalya Upshur  
Development Associate  
SimonCRE Scout, LLC  
(480) 566-8955 ext. 169  
[Natalya.upshur@simoncre.com](mailto:Natalya.upshur@simoncre.com)











# Medina Station

Freeway Monument Landmark Neighborhood Meeting

December 2024



# DEVELOPER

## SIMONCRE

Eric Hurley, Project Manager  
Kyle Duane, Sr. Development Associate  
Natalya Upshur, Development Associate



# CONSULTANT



James Rogers, Project Manager





# RETAIL DEVELOPMENT

## WE ARE **SIMONCRE**

⇒ A FULL-SERVICE COMMERCIAL REAL ESTATE DEVELOPMENT AND ACQUISITION COMPANY BASED IN SCOTTSDALE, AZ.





# ⇒ VISION

To create a lasting impact for our team, clients, and the communities we serve through responsible development.

# ⇒ MISSION

We deliver superior developments on time and under budget, while holding ourselves to the highest standards. We embody an entrepreneurial spirit in creating real estate solutions that are innovative, flexible, and effective, while building lasting relationships along the way.

## AT OUR CORE



**BE FIRST.**  
BE FAST. PERSIST.



**DO MORE.**  
BE MORE.



**BE DIRECT.**  
SHOW RESPECT.



**BE FLEXIBLE.**  
EMBRACE CHANGE.



**BE INSPIRED.**  
BE PROUD.



**SAY IT.**  
OWN IT.



**DREAM UP.**  
TEAM UP.



**BE HELPFUL.**  
BUILD TRUST.



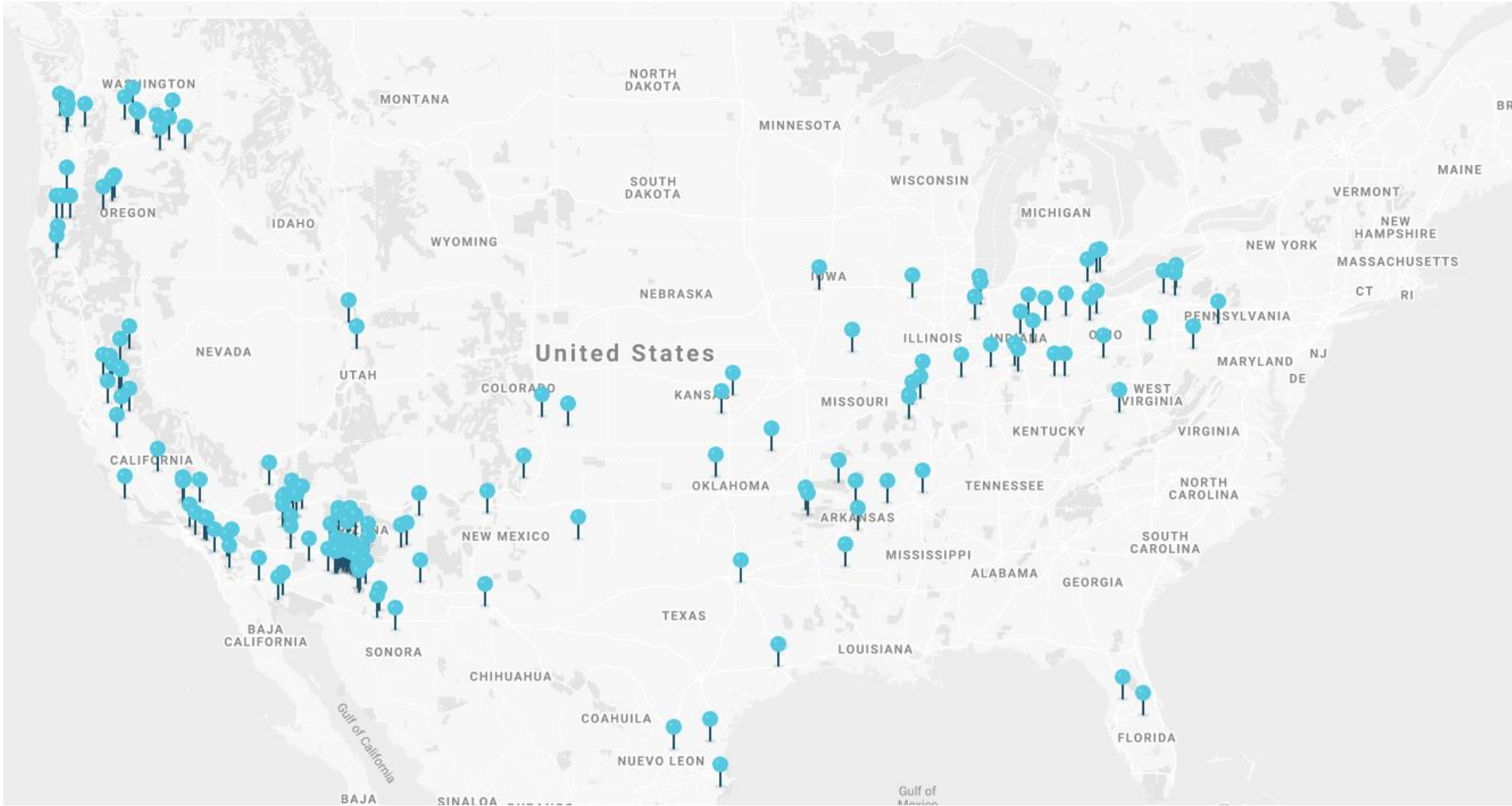
# MAJOR RETAILERS & NATIONAL CLIENTS



TO NAME A FEW



# BY THE NUMBERS



280+

**PROJECTS**

675+

**LEASE DEALS**

\$820 M+

**TOTAL VALUE**

23

**STATES**

14

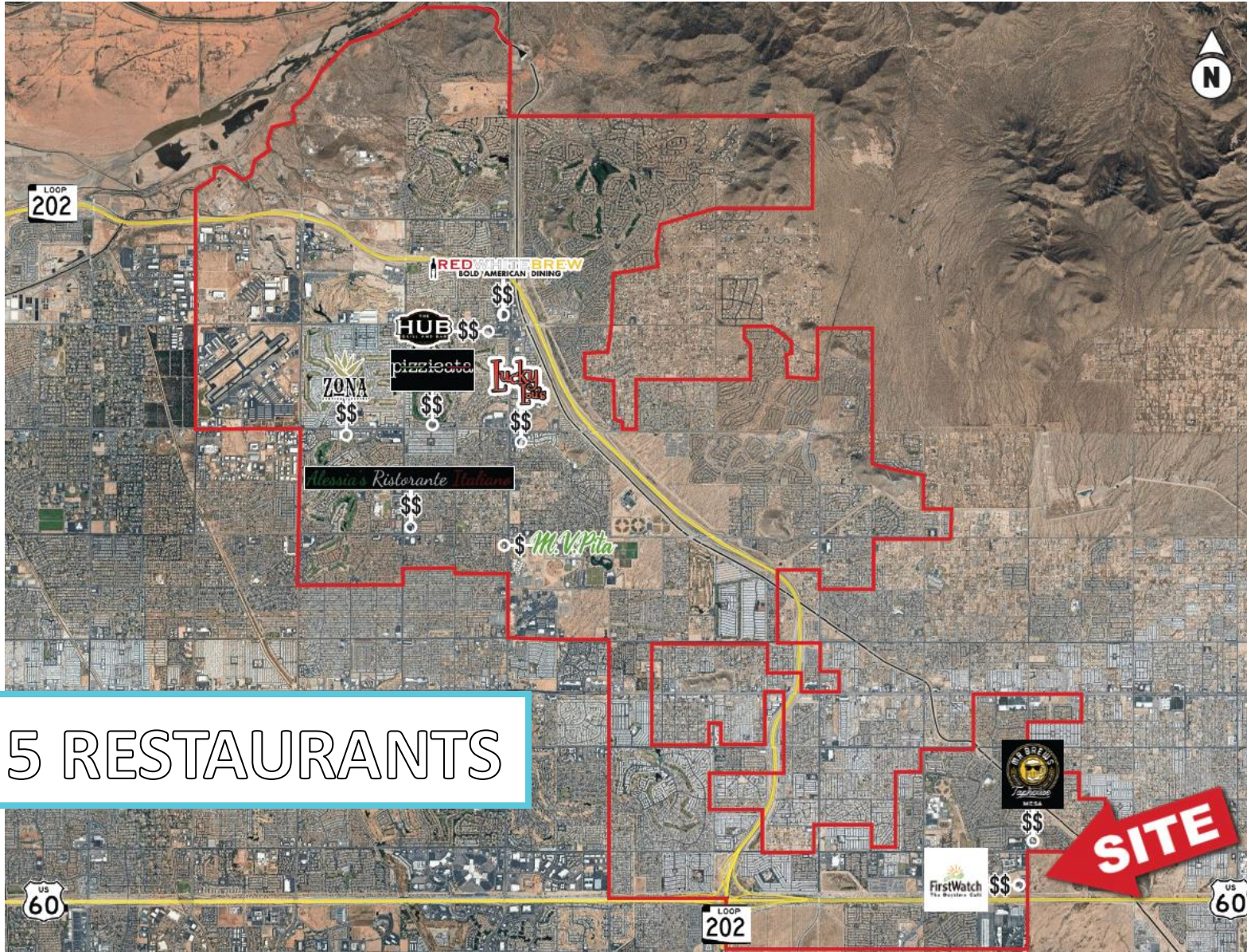
**YEARS**











# DISTRICT 5 RESTAURANTS



# OUR VISION





# OUR VISION





# SITE PLAN







## Signage Benefits & Features

# Freeway Monument Landmark

### Eco-Friendly Lighting

Equipped with **Hanley White LEDs**, the sign provides energy-efficient lighting that minimizes operational costs while maintaining high brightness levels.

### Modern Design and Durability

The sign features **push-thru acrylic tenant faces** with **white LED illumination**, ensuring excellent visibility day and night. Durable materials, including an aluminum cabinet and routed aluminum panels, are used for longevity.

### Strategic Placement

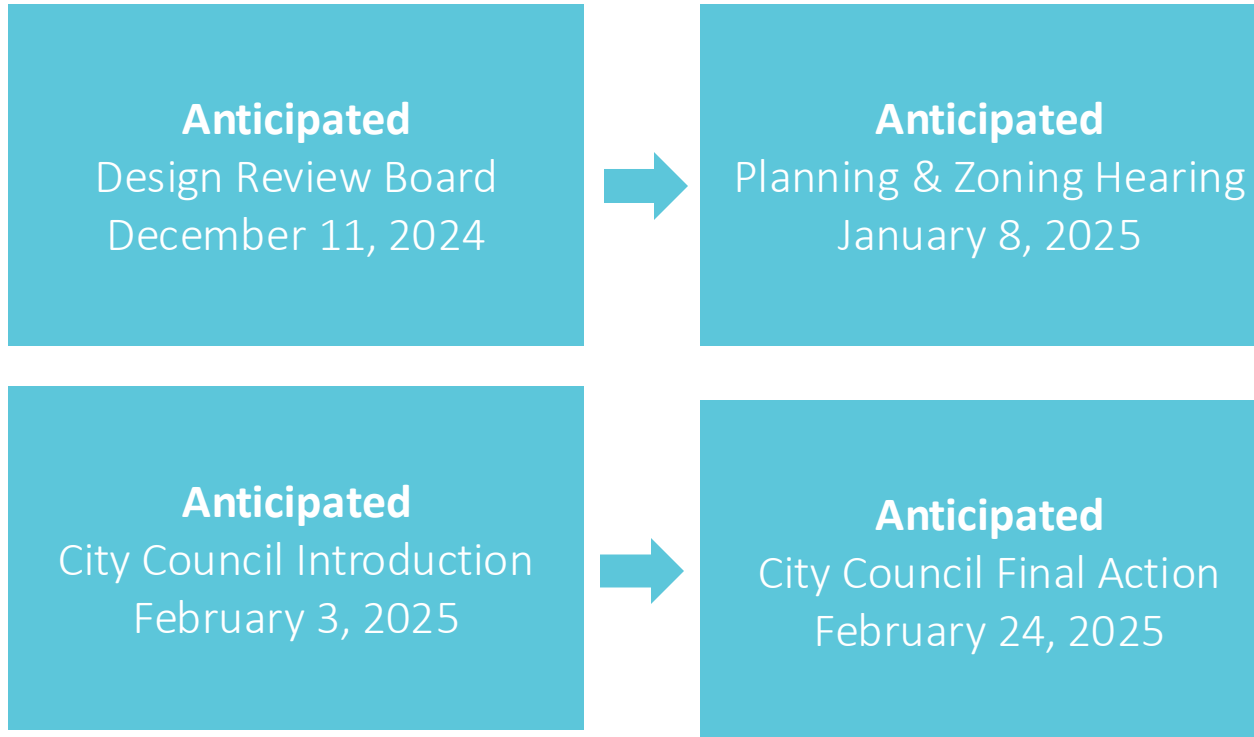
Positioned prominently near the freeway, the sign serves as a landmark for Medina Station, driving traffic to the development and enhancing tenant success.







## Anticipated Schedule & Next Steps





Comments or Questions?



Natalya Upshur  
Development Associate

**Natalya.Upshur@gmail.com**  
**(480)-566-8955**