

**Citizen Participation Report
For**



LONGBOW
M A R K E T P L A C E

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

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CITIZEN PARTICIPATION FINAL REPORT
Longbow Market Place – Phase 1
SWC Recker Road and the Red Mountain Freeway
Site Plan and Design Review Applications

PROJECT DESCRIPTION

Our office on behalf of Kitchell Development and Dover Associates LLC recently applied for site plan and design review approvals to construct Phase 1 of Longbow Marketplace. This request is for 9.1 acres of an overall approximately 49 acre shopping center site in the Longbow Business Park and Golf Club Master Plan at the southwest corner of Recker Road and the Red Mountain Freeway (Loop 202). This commercial site was originally zoned by the City in 2002 with an amendment in 2008 as part of the Longbow Development Master Plan. Sprouts Farmers Market is the anchor tenant in Phase 1 and they have expanded their typical store with new features to meet the needs of this strategic Northeast Mesa location. Sprouts is looking to open this store in September of next year.

Other than the Public Storage facility at the southwest corner of Recker Road and McDowell Road and the golf course construction and renovation, this will be the first significant development to implement the approved Longbow DMP. The golf course not only serves as an important amenity for the area, but is also consistent with Falcon Field flight operations. 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 Site Plan and Design Review requests are being filed concurrently. Kitchell proposes to develop Phase 1 (approximately 9.1 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 residential 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.

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.

OVERVIEW OF ELEMENTS OF CITIZEN NOTIFICATION

The Citizen Participation Final Report was prepared in accordance with the City of Mesa Zoning Ordinance (Section 11-67-3 Citizen Participation). As prepared, the Final Report meets the City's Citizen Participation requirements and the recommended notification area as identified by the Planning Department. In accordance with requirements of the Ordinance, the following process was completed:

- A Neighborhood Meeting was deemed to be the most appropriate notification technique to inform the adjacent property owners/residents and/or interested parties of the request.
- On August 5, 2016, Earl, Curley & Lagarde P.C. mailed the required Neighborhood Meeting Notification/Invitation letter. There were a total of 122 letters mailed to: all property owners within 1,000-feet of the subject site (as provided by the Maricopa County Assessor data base), all registered neighborhood associations within one mile of the project (as provided by the Planning Department), all HOAs within 1,000-feet of the subject site (as provided by the Planning Department), the City Council District's office, and the Planning Department, to advise them of the proposed Site Plan and Design Review applications and to notify them of the neighborhood meeting to discuss the applications.
- The full list of adjacent property owners, registered neighborhood associations, all HOAs within 1,000-feet, the City Council office, and the Planning Department, along with assessor's map exhibit which shows which property owners that were notified is provided in the Appendix.
- The letter invited residents to attend a neighborhood meeting in the immediate area at Longbow Golf Club, 5601 E. Longbow Parkway, Mesa on Monday, August 22, 2016 @ 6:00 PM. The letter provided a brief explanation of the proposed applications and explained the purpose of the meeting and included a site plan (see *Appendix*).
- The neighborhood meeting letter also included the applicant's contact information, such as address, phone, and fax number, so if anyone wanted to express comments or issues, they could also do so by calling, writing, or faxing the applicant.

Neighborhood Meeting

- The neighborhood meeting was held on Monday, August 22, 2016 @ 6:00 PM to inform those in attendance of the proposed applications. Fifteen persons attended the meeting and they registered their attendance on the sign-in sheet (see *Appendix*). The neighbors indicated that they live in the subdivisions to the east of the subject site.

- The neighborhood meeting was set up in an open house format with 3 stations. The exhibits shown at these stations included a colored site plan for Phase I, an overall aerial photo showing the site and surrounding context, building elevations for Sprouts, building elevations for shops A, and building elevations for shops B.
- Members of the development team were at each station to provide detailed information about the project and answer questions.
- A brief review of the proposed uses, existing zoning and an explanation of the proposed Site Plan and Design Review requests was provided to interested neighbors at each station. It was explained that two requests are being filed concurrently. The requests are for site plan and design review approvals to construct Phase 1 of Longbow Marketplace. The request is for only 9.1 acres of an overall shopping center site in the Longbow Master Plan of approximately 49 acres at the southwest corner of Recker Road and the Red Mountain Freeway (Loop 202). It was further explained, that this commercial site was originally zoned by the City in 2002 with an amendment in 2008 as part of the Longbow Development Master Plan. Finally, it was mentioned that Sprouts Farmers Market is the anchor tenant in Phase 1 and they have expanded their typical store with new features to meet the needs of this strategic Northeast Mesa location.
- As noted above, the exhibits were shown at each station to allow the attendees the opportunity to view the elements of the proposed project up close. The floor was opened for questions and comments from the attendees at each station.
- Generally most people were supportive of the application and glad to see that a Sprouts store was coming to the area.

The questions from the various attendees at the neighborhood meeting included:

Questions/Comments:	Response:
What are the requests?	It was explained that two requests were being filed concurrently. The requests were for site plan and design review approvals to construct the 9 acre Phase 1 of the overall approximately 49 acres in the Longbow Marketplace shopping center master plan.
What is being proposed?	It was explained, that this commercial site was originally zoned by the City in 2002 with an amendment in 2008 as part of the Longbow Development Master Plan. It was further explained that Kitchell Development proposes to develop Phase 1 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. It was

	noted that the 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.
When is the expected start of construction?	Assuming the receive City approvals of the Site Plan and Design Review applications, Kitchell expects to be opening the Center in September 2017. Construction will start immediately after receiving the necessary zoning and building permits from the City.
What types of restaurants are proposed?	Restaurants will include sit down as well as drive-thru/quick-serve food restaurants. Actual tenant names cannot be release until lease agreements have been signed.
What are the building heights?	The zoning allows 30-feet. However, this request seeks a maximum building height of 28-feet, excluding architectural embellishments.
Is there a height limit for the zoning?	Yes, The Longbow Business Park and Golf Club Amended Development Master Plan (Revised September 5, 2008) allows for a maximum building height of 90-feet subject to Conceptual Building Heights based upon future BIZ approval by City Council. We are not using this height allowance with the retail. It is all single story.
What is the zoning?	LC PAD with BIZ Overlay.
What is the site zoned for today?	Retail or Employment.
A comment was made that they do not want this to be Tempe Marketplace.	Zoning for this site is already approved. It will not be like Tempe Marketplace. That said, Phase 1 of the approved 50 acre regional level commercial center site is only 9 acres and designed to serve the retail and commercial service needs for the local neighborhoods as well as the larger area. 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. Special attention has been paid to creating a diverse mix of small and larger tenant buildings with convenient parking. 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.
Comments were made by multiple neighbors that neighbors hate the pork chop currently located in the intersection of Preston and Recker Roads. They also asked what could be done to remove the pork chop.	Noted. Longbow would also prefer to see this traffic diverter removed, but the neighborhood needs to take up this issue directly with the City's Transportation Department.
Several attendees commented that they support the application and are glad to see that Sprouts is coming soon.	Thank you.
A comment was made that they hate the "island from hell."	Noted. This is a city issue, which needs to be discussed with the City's Transportation Department.
Where will the deliveries for the shop be handled?	All deliveries will occur in designated service or delivery areas as shown on the Site Plan.
What is the name of the development?	Longbow Marketplace.
What are the pedestrian features?	Much care went into the design of the pedestrian features of the Center. Deep projecting roof overhangs, awnings and covers along with trellis elements are being provided creating shade 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, benches, tree lined enhanced walkways and landscaping further blend with and compliment the surrounding desert environment encompassing the Longbow Business Park and Golf Club.
What is proposed in Phase 2?	Additional retail. No specific users have been identified to date.
Are there any tenants for Phase 2?	Active marketing is taking place to attract tenants; however, actual tenant names cannot be release until lease agreements have been signed.
What type of signage is being proposed?	The planned center signage will conform to the existing Comprehensive Sign Plan for Longbow as to wall signs and center monumentation.
A comment was made from 1 neighbor that this would take away his mountain views.	The site has been zoned for retail or employment since 2002. This request is only for single story retail and will be in complete compliance with the

	City of Mesa General Plan and existing zoning. Industrial uses are allowed up to 40' height without BIZ.
How high is the Sprouts building?	28-feet, excluding architectural embellishments.
Is this a new prototype for Sprouts?	Yes.
Will there be restaurants that people can grab a quick meal for lunch? A lot of places around here don't have an area to eat lunch quickly.	Yes.
Comment was made that they would love to see quick serve restaurant for employees.	Noted.
Will there be a deceleration lane so that traffic is not hampered or slowed down on Recker Road?	Yes. A deceleration lane on Recker Road will be installed in accordance with the City's requirements.
How will people be attracted to this site? What will attract people to this center?	This area of Mesa has been lacking retail and restaurants. This is a commercial shopping center that will fill a missing component to this part of Mesa.