

**City of Mesa Design Review Board Project Narrative  
July 2018  
FatCats at Longbow Marketplace**

**Purpose of Request**

The purpose of this application is to obtain site plan and design review approval of a proposed 61,400 SF building at Longbow Marketplace.

**Background**

The 313 acre Longbow Business Park and Golf Club rezoning was approved by 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 conceptual BIZ overlay) 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. The general plan amended the Land Use map 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).

FC Mesa LLC (FatCats) is purchasing approximately 7.3 acres adjacent to the Sprouts at Longbow Marketplace.

**Longbow**

Longbow is planned to be one of Mesa's and the East Valley's premier mixed use employment center including the potential for mid-rise buildings. The hope is that the unique combination of employment, neighborhood service retail and golf uses intermixed will create a business address unlike any other development in the City. The golf course is intentionally located to preserve a clear area required for flight operations for Falcon Field. The golf course was expanded in 2003 and was designed to also be utilized to meet site retention requirements for nearly the entire project. Basic infrastructure including Longbow Parkway has been constructed.

**Project Description**

**Commercial**

FatCats proposes to construct a 61,400 SF building on 7.3 acres adjacent to Sprouts within the Longbow Marketplace shopping center.

FatCats is the next generation Family Entertainment center where most of the popular forms of family entertainment are all located under one roof. FatCats Mesa is anticipated to include:

- 8 recline and dine movie theaters with fully reclining seats, adjustable head rests for the perfect viewing angle and food delivered directly to your seat. Seats will also be equipped with tray tables and cup holders to enhance the dining and viewing experience.
- 20 lane modern bowling alley complete with special lighting and optional gaming experiences to change regular bowling into fun and unique games.
- Large arcade and redemption area featuring all the latest and most popular arcade games
- FatCats Grill featuring pizza, salads, burgers, sandwiches, wings, French fries, desserts, ice cream and alcoholic beverages.

- Glow Golf. A 9 hole glow-in-the-dark miniature golf experience
- Virtual Reality
- Party Rooms

FatCats was founded 17 years ago in Salt Lake City, UT and has now grown to locations in Utah, Idaho, Colorado and Arizona. The concept has evolved over the years from a bowling center to a full family entertainment center with multiple forms of indoor family entertainment.

**City of Mesa General Plan**

FatCats will conform to the City of Mesa General Plan. The proposed development will be consistent with the intent and direction of the General Plan, and will be consistent with adopted neighborhood plans. The proposed development will meet or exceed the standards and guidelines established by the adjacent development, Longbow Marketplace.

**City of Mesa Zoning Ordinance**

FatCats will conform to the City of Mesa Zoning Ordinance section 11-69-5. The site plan and building design will:

1. Enhance the overall development and surrounding environment with pedestrian access between buildings,
2. Will provide a suitable environment for occupants, visitors and the general community,
3. Integrate building materials and landscaping that is consistent with adjacent development, and
4. Provide a visually interesting building style and design

**Design Guidelines**

FatCats will conform to the **Longbow Design Guidelines**. The purpose of the Longbow Design Guidelines is to provide a minimum required standard for development of future projects and ensure that new development will be consistent with the goals of the Longbow (Project). The guidelines will apply to all new construction and renovation or improvement of future existing buildings. The following are specific goals that these guidelines will promote.

5. Ensure quality development within the Project.
6. Strengthen the Design Theme through encouraging unifying components through landscaping, signage, building details, street furniture, and other common elements.
7. Promote a harmonious environment where individual buildings can incorporate creative design and maintain their identity.
8. Encourage site design that complements the surrounding area.
9. Achieve site and building development compatible with all city, state, and federal (including FAA requirements) requirements.

All development within Longbow must comply with applicable codes and regulations of the City of Mesa, Maricopa County, State of Arizona, the Federal Aviation Administration (FAA), the Development Master plan approved by the City of Mesa for Longbow and CC&R's of Longbow Park and the Design Guidelines which are an integral part of the CC&R's. Where the design Guidelines provide more stringent development standards than the appropriate public agency, the Design Guidelines shall apply. Where appropriate public agency regulations are more stringent than the Design Guidelines, the public agency regulations shall apply.

