

Design Review Application  
(Hotel Only)

PROJECT NARRATIVE

***Longbow Mixed-Use***  
*Hotel & Retail/Restaurant*



West of SWC Longbow Parkway & Recker Road (Mesa, Arizona)

November 14, 2025  
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Case No. DRB25-00916

# PROJECT TEAM

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## I. Purpose of Request

*“Longbow Mixed-Use”* is a proposed mixed-use hotel and retail/restaurant development (the “Project”), located west of the southwest corner of Longbow Parkway and Recker Road in the City of Mesa (the “City”) on 3.37 total acres comprising APN 141-41-036 (the “Site”) as shown on **Exhibit A – Aerial Vicinity Map** attached hereto.

The proposed Project consists of a 124-key, four-story hotel and up to 4,100 SF of supporting retail/restaurant and patio (up to 550 SF) space, all of which will be designed as a cohesive, high-quality development adjacent to the extensive open space of the Longbow Golf Club. It is anticipated that the hotel use, along with the site work for the entire Site, will be developed as “Phase 1” of the project, with the retail/restaurant use itself developed as “Phase 2”.

The City’s 2050 General Plan land use designation for the Site is *Regional Center, Evolve*, and the Site, which is part of the *Longbow Business Park and Golf Club Development Master Plan*, is zoned *Light Industrial (LI)* with a *Planned Area Development (PAD)* overlay (*LI-PAD*). The Site is also located within the Falcon Field Sub-Area Plan which designates the Site as *Business Park*. Finally, the western approximately 60’ – 70’ of the Site is located within the *Airport Overlay Area 2 (AOA2)* of Falcon Field.

The proposed Project will facilitate the development of a long vacant parcel with a new, cohesive mixed-use hotel and retail/restaurant concept that is pedestrian friendly and helps “activate” the Site’s Longbow Parkway frontage by connecting the street with the buildings and patios by providing pathway connections from the street, through the Site, and out to the trail along the Longbow Golf Club. The Project will be complimentary to the Longbow Business Park, the Longbow Golf Club, the existing and planned development in the surrounding area, and will provide uses that are needed in the area that also generate new tax revenues for the City. Finally, the proposed Project is consistent and compatible with both the City’s 2050 General Plan and the Falcon Field Sub-Area Plan.

The purpose of this request is to pursue Design Review approval for the entire Site design, as well as the building elevations for the hotel portion of the Project, in order to facilitate the development of the first phase of the proposed mixed-use Project on the Site. A separate Design Review application for the building elevations or the retail/restaurant uses will be submitted at a future date, as those uses will comprise the second phase of the Project.

It should be noted that a concurrent Planning & Zoning application (ZON25-00917) has been submitted to the City for the Project which includes; (1) a Council Use Permit (“CUP”) to allow for the proposed hotel use on the portion of the Site located within the AOA2 overflight area of Falcon Field, (2) a Bonus Intensity Zone (“BIZ”) Overlay to increase the maximum allowable building height for the proposed hotel from 40’ to 53’, and (3) a Site Plan for the entire Site for the proposed mixed-use hotel and retail/restaurant Project.

## II. Existing Conditions

The Site is currently undeveloped land within the *Longbow Business Park and Golf Club Development Master Plan* that has sat vacant for many years. The Site is bordered on the south by the Longbow Golf Club, on the west by an existing Hilton Home2 Suites hotel, on the north by Longbow Parkway and vacant land that is targeted for future retail development, and on the east by additional vacant land that is targeted for future office uses (see **Exhibit B – Surrounding Use Map** attached hereto). The Site currently has one existing shared access driveway onto Longbow Parkway on its west property line that it shares with the Hilton Home2 Suites hotel development.

## III. Proposed Council Use Permit

As noted above, a concurrent Planning & Zoning application has been submitted to the City that includes a request for a *CUP*. As outlined in Section 11-7-2 of the City's Zoning Ordinance, the Site's existing *LI-PAD* zoning already allows for hotels and retail/restaurants as permitted uses. However, in the event the subject property is located within an *AOA2* overflight area, Section 11-7-2 dictates that a *CUP* is required for a hotel use. In this case, only the western 60' - 70' of the Site is located within *AOA2*, and only the western approximately 20' of the hotel building will be located within the *AOA2* boundary.

If not for this approximately 20' encroachment of the hotel building into the *AOA2* overflight area, the hotel use would otherwise be permitted on the Site by right. Nevertheless, a *CUP* is required for the proposed hotel use due to this very slight encroachment into *AOA2*.

## IV. Proposed Bonus Intensity Zone (BIZ) Overlay

As noted above, the concurrent Planning & Zoning application submitted to the City also includes a request for a *BIZ Overlay*. The proposed *BIZ Overlay* would increase the maximum allowable building height for the hotel use on the Site. The table below outlines the maximum allowable building height standard that will be established by the proposed *BIZ Overlay* (proposed modifications shown in **bold**). The Project has been designed accordingly.

<b>Development Standard</b>	<b><i>LI-PAD Standard</i></b>	<b><i>Max. Allowable per Case No. Z08-063</i></b>	<b>Proposed <i>BIZ Overlay</i> Standard</b>
Max. Building Height (ft)	40	90	<b>53 (hotel only)</b>

## V. Proposed Site Plan & Project Description

As noted above, the concurrent Planning & Zoning application submitted to the City also includes a request for approval of the overall Site Plan for the entire Site, which features the following:

### Mixed-Use Hotel & Retail/Restaurant Concept

The proposed Project consists of a 124-key, four-story hotel and up to 4,100 SF of supporting retail/restaurant and patio (up to 550 SF) space, all of which will be designed as a cohesive, high-quality development adjacent to the extensive open space of the Longbow Golf Club. As noted above, it is anticipated that the Project will be developed in two phases, with the hotel use, and the site work for the entire Site comprising “Phase 1” and the retail/restaurant use itself comprising “Phase 2”. It should be noted that a Minor Plat application has been submitted to the City that will ultimately split each of the two phases into its own separate parcel. It is anticipated that the Minor Plat will be approved and recorded prior to the issuance of building permits for Project.

The hotel building has been situated at the rear of the Site to provide views of the adjacent Longbow Golf Club for guests, with the hotel amenities (pool, patios, etc.) located immediately adjacent to Longbow Golf Club. The supporting retail/restaurant building, which may include a walk-up window, thereby providing a great amenity and service to hotel patrons and City residents alike, has been strategically pushed to the front of the Site, as close as possible to Longbow Parkway, in order to “activate” the street in this area and ensure that the walkability of Longbow Parkway is maintained (see **Proposed Site Plan** included with this request). It should be noted that the parcels along the south side of Longbow Parkway, including this Site, have been planned to include a cross-access easement through their northernmost drive aisles to facilitate cross-access between the parcels and minimize access points onto Longbow Parkway.

### Open Space & Landscaping

As noted above, the Site is located immediately adjacent to the extensive open space of the Longbow Golf Club, and the Project has been designed to both compliment and provide visual and pedestrian access to this open space amenity. The hotel building has been situated at the rear of the Site to provide views of the adjacent Longbow Golf Club for guests, with the hotel amenities (pool, patios, landscaped area, etc.) located immediately adjacent to Longbow Golf Club. Further, pedestrian connections have been provided on both sides of the Site, as well as through the middle of the Site, to the fitness trail that will extend along the length of Longbow Golf Club (see **Preliminary Landscape Plan** included with this request).

The design intent for the Project will be to utilize the desert plant material per the approved plant list in the Longbow Design Guidelines to create an environmentally sensitive design that also provides an aesthetic quality of emphasizing color, texture, and scale within the landscape.

Landscaped parking lot islands have been provided throughout the Project's parking lot, including along the pedestrian pathways through the Site, in order to create and promote a shaded and healthy elevated pedestrian experience. Perimeter landscape buffers have been provided on the north, east, and west sides of the Site to provide some sense of separation from the adjacent uses and additional visual interest for the Project as a whole. One of the key features for the Site is the rear landscape buffer and fitness trail between the hotel and Longbow Golf Club. This space will provide visitors and guests opportunities for both passive and active recreation.

### Pedestrian Connectivity

Pedestrian connectivity is a major theme of the Project's design. As noted above, multiple pedestrian corridors have been created through the Project, "activating" the Longbow Parkway frontage by connecting pedestrians from Longbow Parkway to the retail/restaurant patios and entrances adjacent to the street, on to the main entrance of the hotel, and finally to the rear of the Site and the fitness trail adjacent to the Longbow Golf Club. An additional pedestrian pathway has been provided along the eastern boundary of the Site to provide one more route through the Site and to facilitate future connections to the property to the east once it is developed. Finally, a walk-up window may be incorporated into the design of the future retail/restaurant building.

### Vehicular Access & Circulation

The Site is situated directly on Longbow Parkway with an existing shared full-access driveway on its western boundary and a proposed shared right-in, right-out only driveway on its eastern boundary providing easy vehicular access. The Site has been designed to easily circulate vehicles through the site passing to the hotel and/or retail/restaurant uses and on to the Longbow Parkway access on the opposite side of the Site. Internal drives comply with the City's requirements, including fire access. As noted above, the parcels along the south side of Longbow Parkway, including this Site, have been planned to include a cross-access easement through their northernmost drive aisles to facilitate cross-access between the parcels and minimize access points onto Longbow Parkway.

### Parking

The City's standard parking ratios for hotels and the proposed retail/restaurant uses would require a total of 183 parking stalls on the Site. It should be noted that the parking calculations for the Site assumed the entire 4,100 SF of retail/restaurant use as restaurant use only as the parking ratio for that use (1 per 75 SF) is more conservative. However, because the peak parking times for these uses do not coincide, the Project is proposing to utilize a shared parking arrangement that would allow for a total of 131 parking stalls to be provided instead. A shared parking study has been prepared for the Project, which demonstrates that the proposed shared parking arrangement is adequate for the needs of the Project. An Administrative Use Permit ("AUP") application (ADM25-00935), including the shared parking study, has been submitted concurrently with this request to secure the City's approval of the proposed shared parking

arrangement. It should be noted that the Project will also provide bicycle parking spaces in excess of the City's requirements.

### Entry Monumentation & Signage

Any and all Project monumentation and/or signage will be consistent with the Longbow Design Guidelines and all City requirements.

### Urban Design Characteristics

The Project's site design implements the applicable Urban Design Characteristics of the Site's *Regional Center* land use designation as follows:

- *Buildings are oriented towards the street or when not located adjacent to a street, oriented towards primary internal drives to provide spatial definition.*

The retail/restaurant buildings have been situated at the front of the Site, adjacent to Longbow Parkway, and oriented with outdoor patios toward the street. The hotel building, although located at the rear of the Site, is also oriented toward Longbow Parkway.

- *An internal pedestrian circulation system provides attractive connections between buildings, through large parking areas, connections to the street, and linkages to surrounding properties and neighborhoods.*

Multiple pedestrian corridors, including a central pedestrian corridor, have been created through the Project, connecting pedestrians from Longbow Parkway to the retail/restaurant patios and entrances adjacent to the street, on to the main entrance of the hotel, and finally to the rear of the Site and the fitness trail adjacent to the Longbow Golf Club. An additional pedestrian pathway has been provided along the eastern boundary of the Site to provide one more route through the Site and to facilitate future connections to the property to the east once it is developed. Finally, a walk-up window may be incorporated into the design of the future retail/restaurant building.

- *Shade elements, both landscape and architectural, are provided at prominent pedestrian points such as entries, common open space, and along paths serving parking lots.*

Desert trees, per the approved plant list in the Longbow Design Guidelines, will be used to accentuate the pedestrian spaces and also create shade at entries, walkways, and exterior gathering spaces.

- *Parking is located behind or along the sides of buildings. Where constraints exist no more than two rows of parking are located between the building and the street.*

The majority of the Site's parking is located away from Longbow Parkway, with only 1 full row of parking between the retail/restaurant building and the street.

- *Landscape elements screen and shade parking areas, utility services, and loading areas from street view and adjacent uses to create visual appeal, de-emphasize the prominence of parking areas, and to enhance the pedestrian environment.*

The design intent for the Project will be to utilize the desert plant material per the approved plant list in the Longbow Design Guidelines to create an environmentally sensitive design that also provides an aesthetic quality of emphasizing color, texture, and scale within the landscape.

- *Utility and solid waste facilities should be screened from the streets and located away from main building entrances.*

Both of the solid waste enclosures for the Project are located away from main building entrances and are situated between the buildings to eliminate visibility from Longbow Parkway.

- *Street frontages are activated through site design.*

The retail/restaurant building, which may include a walk-up window, thereby providing a great amenity and service to hotel patrons and City residents alike, has been strategically pushed to the front of the Site, as close as possible to Longbow Parkway, in order to "activate" the street in this area. The street frontage has been further activated by pedestrian connections with enhanced entrances from the street to the retail/restaurant patios and entrances adjacent to the street, on to the main entrance of the hotel, and finally to the rear of the Site and the fitness trail adjacent to the Longbow Golf Club.

- *Signs are designed using similar style, materials, and colors that coordinate with building architecture.*

All Project signage will be designed accordingly.

#### Quality Development Design Guidelines (Site Design)

The Project's site design also implements the City's site design related Quality Development Design Guidelines for Commercial development as follows:

- *4.A Site Design*

##### *1. Building Placement & Orientation*

- a. *Place buildings close to the street to create a strong presence that defines the public realm and encourages pedestrian engagement with the building.*

The Project's retail/restaurant building and associated patio areas have been placed as close to Longbow Parkway as possible to "activate" the street and encourage pedestrian engagement.

- b. *Buildings should be oriented with primary entrances and windows facing the street.*

The primary entrance to the hotel building faces Longbow Parkway, with windows facing the street. The primary entrance to the retail/restaurant building is visible from Longbow Parkway with patio access oriented to the street.

- c. *Pad buildings or secondary buildings within a group commercial development may face internal to the site, although they should provide pedestrian-friendly facade designs along the street edge and create attractive paths that connect to the anchor building.*

The retail/restaurant building will feature pedestrian friendly façade designs adjacent to Longbow Parkway and the Site design features a pedestrian pathway through the middle of the site connecting the retail/restaurant building with the main entrance to the anchor hotel building.

- i. *Consider the solar orientation of buildings to mitigate solar exposure, maximize natural shade, and reduce energy consumption.*

The buildings on the Site have been oriented more north-south than east-west, thereby mitigating solar exposure and reducing energy consumption.

- j. *Buildings should be sited and designed to maximize the use of sunlight and shade to create comfortable and inviting spaces, for energy savings, and to mitigate the "heat island" effect.*

As noted above, the buildings on the Site have been oriented more north-south than east-west in order to help achieve these objectives.

## 2. Parking & Circulation

- a. *Buildings in commercial developments should be the focal point of the site with parking as a supporting feature. Locate parking lots to the rear or side of buildings to create a building focused streetscape.*

The majority of the Site's parking is located away from Longbow Parkway, to the rear or side of the buildings, thereby minimizing the visual impact of the parking areas.

- b. *Large surface parking areas should be divided into a series of smaller, connected parking lots with defined landscaped medians, pedestrian paths and intervening pad buildings to reduce the visual impact associated with large expanses of pavement and vehicles.*

While the Project doesn't feature "large" surface parking area, the parking areas have nevertheless been divided into smaller, pedestrian connected parking lots as best as possible.

- e. *Design parking and circulation to minimize conflicts between pedestrians and vehicles.*

While all potential conflicts between pedestrians and vehicles cannot be avoided, the Site's parking and circulation has been designed to minimize such conflicts.

- f. *Parking design should maximize opportunities for pedestrian and vehicular circulation between adjacent sites by providing shared access drives.*

The Project will utilize 2 shared access drives, one on its western boundary and one on its eastern boundary. Cross access will be provided between the various projects along Longbow Parkway.

- g. *Shared parking and shared access drives are encouraged where practicable. This reduces the total amount of pavement and circulation space needed, allowing for more developable space for businesses and fewer curb cuts to detract from the streetscape.*

The Project is proposing a shared parking arrangement between the hotel and retail/restaurant uses, which will help minimize the amount of pavement space required. Additionally, as noted above, the Project will utilize 2 shared access drives.

- h. Connect commercial developments to the surrounding area with a network of safe and convenient pedestrian connections. Dedicated pedestrian paths through parking areas shall be paved with a hard, durable material that differs from the drive aisle.*

The Project will be connected to the adjacent developments via an existing sidewalk along Longbow Parkway, a fitness trail along the Longbow Golf Course, and the new internal network of distinguishable pedestrian connections constructed with the Project.

- j. The periphery of all surface parking areas shall be designed to hide the major portions (i.e. height) of automobiles from view from the street. Screening may be accomplished by using walls berms, and hedges of shrubs) along the street periphery.*

The Project will provide a 3' parking screen wall along Longbow Parkway to screen all parking areas from being visible from the street.

- k. Shaded pedestrian paths should be provided from parking structures and/or lots to buildings or street, access points, as well as between buildings and on project perimeters. Shade can be provided by planting materials or built structures.*

Trees are utilized along the pedestrian pathways to create a pleasant, shaded experience for visitors to the Site.

- l. The "heat island" effect should be mitigated by increasing shaded areas throughout parking lots.*

The landscaping in the parking lots is spaced to create an even level of shade with large desert trees per the approved plant list in the Longbow Design Guidelines.

### *3. Public Spaces & Pedestrian Amenities*

- a. Commercial developments should feature public spaces that are designed to the size and demands of the particular use and may include patios that offer opportunities for casual gatherings or outdoor seating.*

Patios with outdoor seating areas are anticipated on the north side of the retail/restaurant building, adjacent to Longbow Parkway.

- b. Public spaces within the development should be pedestrian-friendly, inviting, engaging and give a sense of safety.*

The above-referenced outdoor seating areas will be accessible to pedestrians from Longbow Parkway via a new pedestrian pathway providing direct access from the street to the patio areas.

- c. *Pedestrian areas should include a variety of shading options such as tree groupings, trellises, canopies and awnings for sun protection and heat reduction.*

Tree grouping will be provided to create an enjoyable pedestrian environment and to create pockets of shade along pathways between trellises/canopies attached to the building facades.

#### 4. *Landscaping & Shading*

- a. *Incorporate existing natural features such as trees, topography, washes, and vegetation into the site plan when practicable.*

The only existing “natural feature” is the adjacent Longbow Golf Club, which has been incorporated into the Site design via pedestrian connections to the fitness trail along the Longbow Golf Club and the location of the hotel’s outdoor amenity areas.

- b. *Incorporate low impact development design practices for stormwater retention into the overall landscape plan.*

The onsite stormwater retention is minimal for the Site as it is part of the Longbow Golf Club master drainage. However, native grasses, trees and shrubs will be utilized in the retention basins to provide a natural aesthetic and reduce irrigation consumption for those areas.

- c. *Landscaping should be used to define building entrances, parking lots, and the edges of various land uses. Consider safety, environmental impacts, and accent elements when selecting and locating landscaping features.*

Enhanced landscaping with flowering textural plant material will be utilized at the building entrances. All plants will be selected to be able to grow to their natural mature forms without the need of excess pruning for pedestrian safety.

- d. *Nuisance trees and plantings that have thorns, stickers and sharp leaves or drop flowers and fruit should be avoided near pedestrian walkways and parking spaces to maintain safe and clear paths of travel.*

This type of vegetation has been avoided near pedestrian walkways and parking areas.

- e. Use deciduous trees along south and west facing facades and in pedestrian areas to provide seasonal shading.*

Low water use desert trees will be utilized throughout the Site per the approved plant list in the Longbow Design Guidelines and will provide dense shade in the summer and filtered open shade in the winter.

- f. Use landscaping to screen less-desirable areas from public view (i.e., trash enclosures, parking areas, storage areas, loading areas, public utilities, and mechanical equipment).*

The proposed landscaping will ensure that the less-desirable areas are screened from public view with large shrubs and trees from the approved plant list in the Longbow Design Guidelines.

- g. Provide weather and sun protection, such as overhangs, awnings, canopies, etc. to mitigate climatic and solar conditions.*

The proposed architecture will provide overhangs at entries along with supplemented shading from landscape material.

- h. Mistng systems and other similar cooling techniques should be used in common areas to provide necessary relief from the desert sun.*

It is anticipated that the outdoor patio seating areas will provide misting systems.

## **5. Lighting**

- a. Design exterior lighting as an integral part of the building and landscape design.*

Site lighting has been designed in concert with the building and landscape design.

- b. Use of accent lighting to create a focal point or highlight architectural features on a building should be considered.*

The lighting design will incorporate accent lighting to highlight architecture features (especially at the main building entries) and adjacent to the pedestrian spaces.

- c. *Provide pedestrian scale light features in pedestrian activity areas. This helps to create a sense of security, but also enhances the pedestrian experience.*

Pedestrian scale bollards will be utilized in the pedestrian spaces to create a more intimate scale for the lighting and to highlight the pedestrian spaces.

- d. *Lighting in parking areas shall be harmonious with the building design and with the architectural theme of the overall project.*

Parking area lighting has been designed to complement the building architecture and overall Project design.

## VI. Proposed Hotel Architecture

The proposed hotel is a 124-key, four-story hotel building, situated at the rear of the Site to provide views of the adjacent Longbow Golf Club for guests, with the hotel amenities (pool, patios, etc.) located immediately adjacent to Longbow Golf Club (see **Proposed Building Elevations** included with this request).

The architecture style for the Project is desert modern, utilizing clean lines and a simple form while elevating the aesthetics of the hotel building through material selection and a modern desert color palette. The proposed design utilizes an accentuated base/middle/top through parapet cornices and a stone base band to highlight the pedestrian scale while emphasizing the impact of the hotel on the overall Project. Materials include a stone base grounding the hotel, stucco, cement lap siding, a wood-look cement lap siding, and prefabricated metal aluminum canopies. It should be noted that the exterior wall assembly of the hotel building will be provided to a minimum STC rating of 25 through the use of building materials and listed assemblies, and STC listed windows.

### Quality Development Design Guidelines (Architectural Design)

The architectural design for the hotel building implements the City's architectural design related Quality Development Design Guidelines for Commercial development as follows:

- *4.B Architectural Design*
  - 1. *General Design*
    - a. *Commercial building design must be pleasant, inviting, and promote safety to engage pedestrians and activate storefronts.*

Storefront window systems accent the hotel lobby and public spaces of the proposed design, encouraging 'eyes of the street' for safety and welcoming guests into the lobby and main entry. The building design features a cool desert color palette and utilizes a stone base band to relate back to the pedestrian scale. The front entry lobby is accentuated through the use of an angled aluminum canopy to extend the building out toward the rest of the site development and highlight the main focal point of the building / entrance.

- b. Provide architectural interest and detailing consistent with the context of the area, use of the property and building.*

The Project design utilizes and complies with the regulations within the Longbow Design Guidelines, resulting in a consistent development language and color palette with the master development. The tans and desert color scheme directly relates to the adjacent Home2 Suites hotel and other structures.

- c. The use of standardized corporate architecture in the design theme of a building should be secondary to consistency with the architecture of the larger development, surrounding neighborhood or community.*

The exterior design of the hotel has been modified to accentuate the regional context of desert architecture and a clean modern palette. Additional modulation of the building facades has been integrated to result in a variety of massing, and parapet walls extended to generate an appealing roofline and massing variation.

## *2. Building Entrances*

- a. The main entrance should generally face the primary street with secondary entrances to the side or rear to allow access to available parking. A hierarchy of entry points should be provided for each site and to each building. Entrances shall be designed with one or more of the following:*
  - i. Canopy, overhang or arch above the entrance;*
  - ii. Recesses or projections in the building facade surrounding the entrance;*
  - iii. Peaked roof or raised parapet structures over the door;*
  - iv. Display windows surrounding the entrance.*

The main entry to the building has been highlighted with a slanted canopy structure – resulting in a visual emphasis and an inviting extension of the lobby space into the remaining Site development. The building entry is

further recessed behind the adjacent building wall massing to further emphasize the lobby. Storefront has also been maximized to provide visual integration of the lobby with the larger site development.

- b. Recess or cover entrances to provide shelter as well as ample area for queuing to avoid pedestrian congestion and safety conflicts with vehicles.*  
The front and rear of the building has been provided with canopies to extend the primary entrances of the project and to provide shelter from weather.
- d. Buildings with a pedestrian unloading or drop-off area should incorporate an entry plaza that includes decorative paving, lighting, and landscaping.*

Large landscape islands have been provided at the unloading area, while the front entry canopy creates a dedicated plaza space serving as an extension of the hotel public zone into the arrival sequence.

### 3. *Massing & Scale*

- a. Building mass should vary to reduce the appearance of size and relate more easily to the human scale.*

The building façade modulates to create additional depth of the building plane, and the base stone banding reduces the verticality of the building mass – relating back to pedestrian scale.

- b. Step the facade back or include protruding bays that extend forward to cast shadows and highlight prominent features entrances and corners.*

Horizontal banding such as the stone veneer cap and the accentuated cornice members will create shadow lines on the façade of the building to generate interest and highlight the vertical massing modulation of the building façade.

- c. Vary the roof line and height of different wings of the building to avoid an appearance of excessive repetition along the street.*

The roofline modulates alongside the façade plane, and is accentuated with two different large cornice components to highlight the base/middle/top language of the building design.

- d. Focus massing variations on pedestrian level elements such as entrance porticoes, single story protruding lobbies, and highly transparent vestibules where it has a high value in promoting walkable neighborhoods.*

Public areas have been provided with storefront systems, maximizing views into the building. The extension of the entry canopies further creates a lower pedestrian level environment and provides shelter from the weather to encourage walkability. The Site's pedestrian pathways directly lead to the primary building entrance, encouraging pedestrian walkability across the development.

- e. *Building mass and scale should be compatible with adjacent lots and buildings. Taller buildings or taller portions of a building should be located internally to a site with building heights stepping down as they reach the edges of site where smaller scaled development exists.*

The proposed building is in alignment with the adjacent 4-story Home2 Suites project. Smaller format retail/restaurant is proposed in the front of the Site, stepping down the scale to create a welcoming pedestrian-oriented approach from Longbow Parkway.

#### 4. *Façade Articulation*

- a. *All sides of buildings shall include architectural detailing and features. However, the highest level of articulation and detail should occur on the front facade and facades generally visible from the street and other public spaces. Blank, windowless walls should be avoided when facing a public street.*

The building language and architecture is consistent across all four facades, however, the front façade features the wood-look accent panel and the largest canopy to extend the lobby to the loading zone and pedestrian connection to Longbow Parkway.

- b. *Break up large facades into collections of smaller units. The facade of a longer building can be visually broken up into several facades to avoid monotonous or overly repetitive design.*

The facades have been broken into small masses to balance horizontal / vertical massing, and have utilized changes in materiality to further break the building into smaller masses and relate to the pedestrian scale.

- c. *The ground floor of commercial buildings should include an arrangement of windows and doors to increase transparency.*

Transparency has been maximized on the ground floor in the public spaces, including the lobby, lounge, and fitness center.

- d. *Ground floors should include at least one material band change to visually create a base to the building. In tall or multi-story buildings, additional materials, architectural elements, or roof forms placed above this base should be used to distinguish between the pedestrian realm and upper portions or floors of the building.*

A base band of stone has been provided, with a transition above to fiber cement lap siding and stucco.

- e. *Building facades above the ground floor should use a simpler design and incorporate different colors, materials, trim, or detail than the ground floor, so as to maintain a clear hierarchy to the building and highlight the commercial and pedestrian level foremost.*

Simple lap siding and stucco with clean reveal joints provide a consistent and clean upper massing to the building than the cut coarse stone at the base band level.

- f. *Large buildings that require expansive windowless facades to accommodate interior use shall incorporate design elements like arcades, architectural details and screens, pergolas, or landscaped trellises to create a more active appearance.*

Facades have been broken up by plane changes and material changes to avoid large expansive windowless facades.

## 5. *Materials & Colors*

- a. *High-quality, authentic building materials - such as stone, brick, wood, and stucco - should be utilized to enhance the building's architectural character and assure a long-lasting building life. Use of materials to artificially simulate another material, such as stucco used to mimic wood, is prohibited.*

Materials include stone and fiber cement to ensure durability and authentic façade treatment.

- b. *A variety of materials should be used to emphasize a differentiation between the various components of a building. The combination of materials on a building facade shall be appropriate to its style and design.*

The facades have been broken into small masses utilizing changes in materiality. The stone base further breaks up the verticality of the upper massing with the balanced horizontality of the base band.

- c. *The selection and placement of building materials should provide visual interest at the pedestrian level. Materials and colors should be used to enhance buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms.*

Red and brown stone has been provided at the base level of the building to relate to the adjacent desert landscape and fit the regional context and Longbow Design Guidelines. The cut stone texture will create shadow lines and visual interest at the pedestrian scale.

- d. *The use of metal siding exclusively on any building is prohibited. Metal siding used for accents on any development shall be of the decorative, architectural metal type. The use of corrugated metal siding is prohibited unless used as a decorative element to accent a particular architectural style.*

Metal siding is not proposed.

- e. *Exterior building colors should be compatible with the surrounding neighborhood setting and should be in keeping with the geographic and climatic conditions specific to Mesa.*

Exterior colors are in alignment with the Longbow Design Guidelines and LRV requirements.

- f. *Changes in material should occur at a change in wall plane, preferably at an inside corner.*

Color modifications have been integrated at wall plane modulation changes and the base banding transition.

- g. *Side and rear facades visible to the public shall include materials of equal quality to the front facade.*

All facades utilize standard design language and materials.

- h. *Materials should be selected that have proven durability in extreme temperatures and under high amounts of sun exposure.*

Materials selected are in alignment with similar projects in the region.

## 6. Signage

- a. *Signs should be designed using similar style, materials, and colors that coordinate with building architecture.*

All signs will be designed to compliment each other as well as the building architecture.

- b. *Strong contrast helps signs stand out from their surroundings. Bright, reflective, and fluorescent colors should be used sparingly and only when complimentary to the buildings overall design theme.*

All signs will be designed accordingly.

- c. *Signs should be simple and easy to read.*

All signs will be designed accordingly.

## 7. Service Areas & Utilities

- a. *Loading, storage, and service facilities must be screened from public view. Screening materials, colors, and finishes should be designed as an integral part of the site architecture. Landscaping or other methods of screening may also be utilized.*

The proposed use does not have standard deliveries following opening. Mechanical systems are located interior to the building. The trash enclosure is proposed to utilize colors from the main building design scheme.

- c. *Trash enclosure walls and gates must be architecturally compatible with the building design and should be carefully integrated into the site plan.*

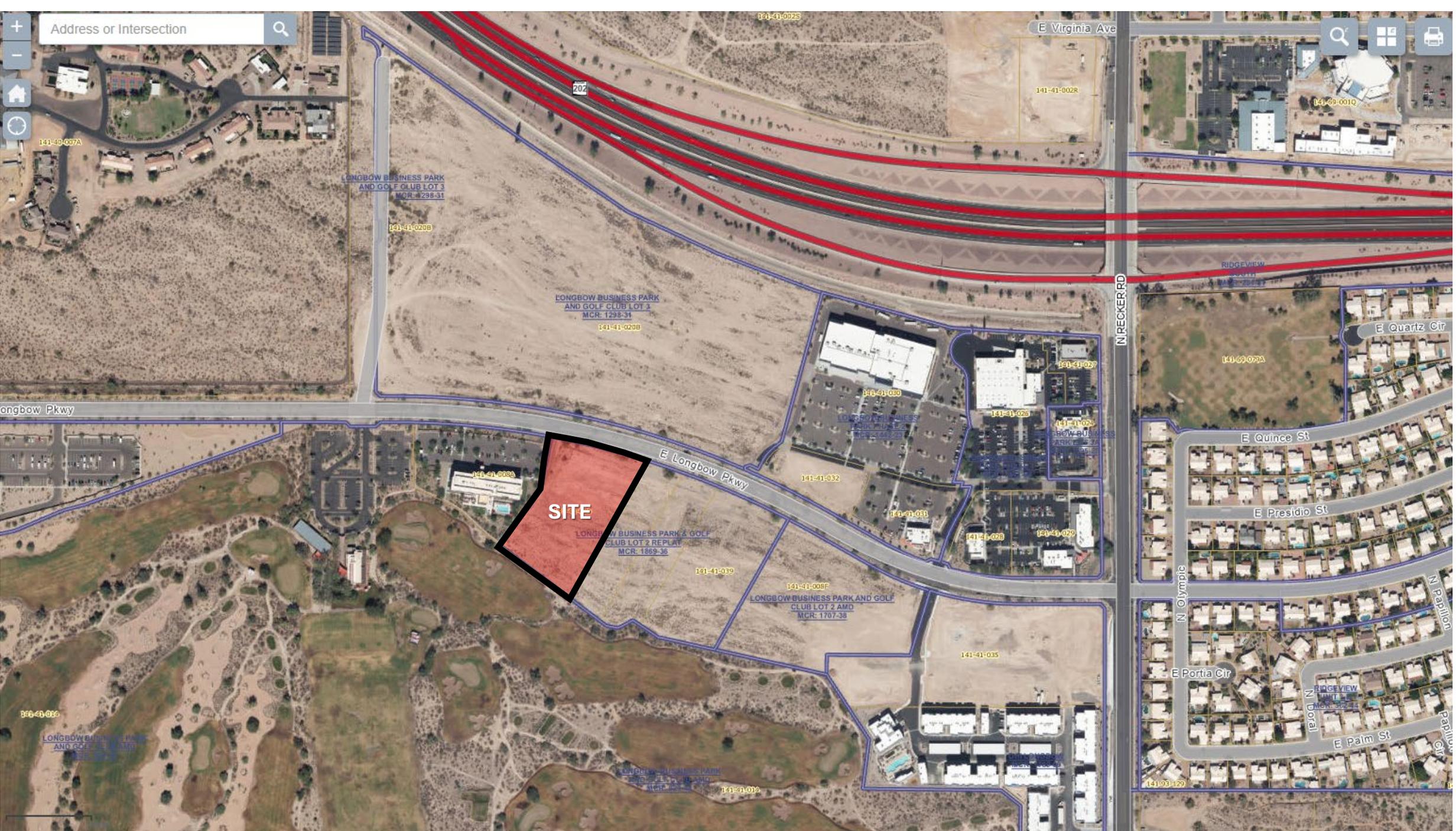
Trash enclosure screen walls will match the building language and color scheme and have been located to ensure access for trash vehicles and access by facility staff.

- d. *Mechanical equipment, electrical meter and service components, roof drainage systems and similar utility devices whether ground level, wall mounted, or roof mounted, shall be screened and designed to appear as an integral part of the building.*

Mechanical equipment is screened by the parapet walls. Roof drains are located interior of the building, with overflow scuppers utilized at the rear of the hotel. No downspouts are proposed.

## **Exhibit A – Aerial Vicinity Map**

Address or Intersection



Address or Intersection



141-40-007A

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 3  
MCR: 298-31

141-41-020B

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 3  
MCR: 1298-31

141-41-020B

Longbow Pkwy

**SITE**

141-41-008A

LONGBOW BUSINESS PARK & GOLF CLUB LOT 2 REPLAT  
MCR: 1869-36

141-41-039

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 2 AMD  
MCR: 1707-38

141-41-032

141-41-031

141-41-028

141-41-029

141-41-050

141-41-025

141-41-027

141-41-026

RIDGEVIEW UNIT 2  
MCR: 20427

141-60-079A

E Quince St

E Presidio St

N Olympic

E Portia Cir

N Dorai

E Palm St

141-03-150

141-40-016

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 1  
MCR: 155-31

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 1  
MCR: 155-31

141-41-014

141-41-002S

E Virginia Ave

141-41-002R

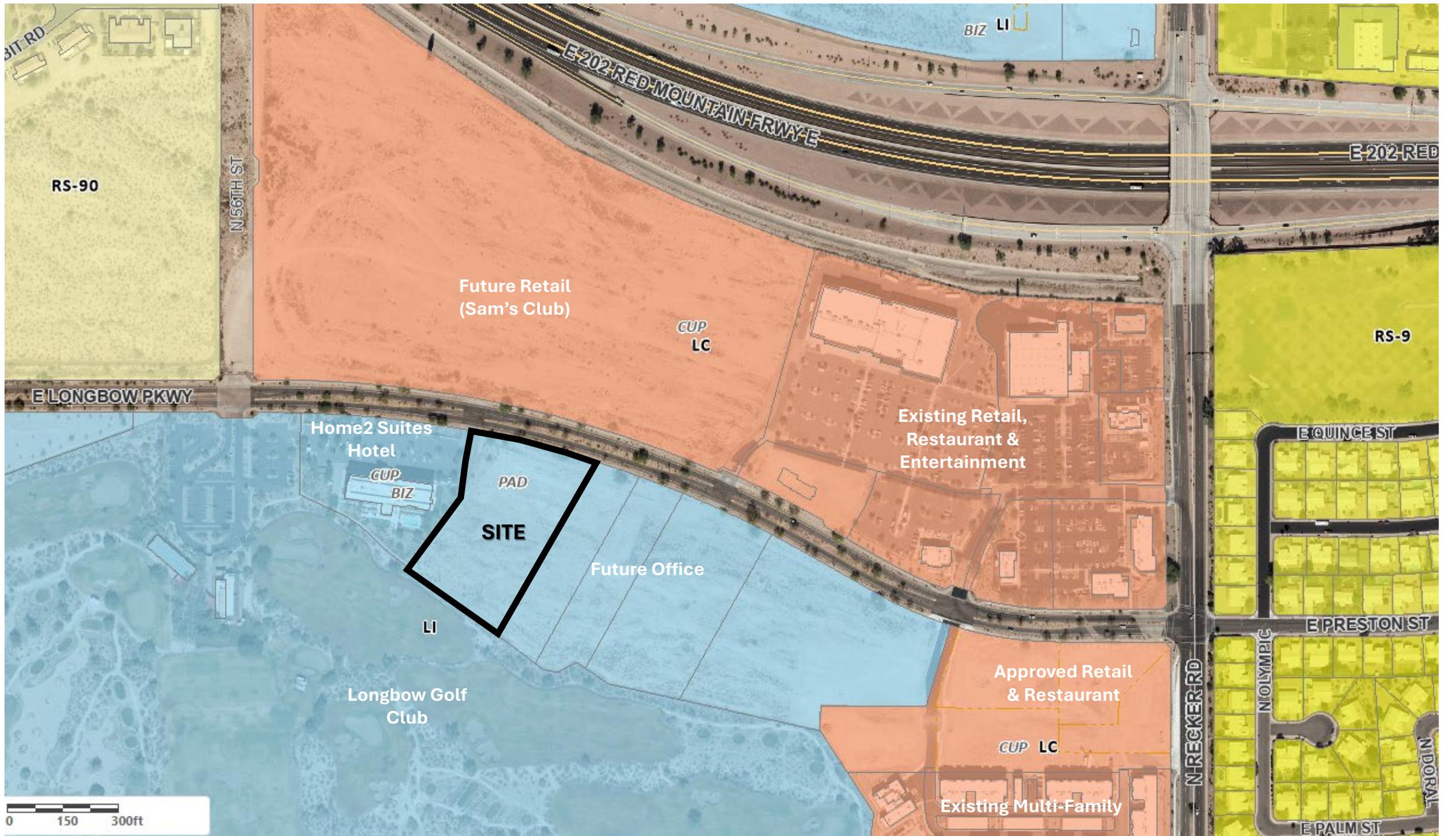
141-60-001Q

E Quartz Cir

N Papillon

N Papillon

## Exhibit B – Surrounding Use Map



RS-90

N 56TH ST

Future Retail  
(Sam's Club)

CUP  
LC

BIZ  
LI

E 202-RED

RS-9

E LONGBOW PKWY

Home2 Suites  
Hotel

CUP  
BIZ

PAD

SITE

Future Office

Existing Retail,  
Restaurant &  
Entertainment

E QUINCE ST

LI

Longbow Golf  
Club

Approved Retail  
& Restaurant

E PRESTON ST

N OLYMPIC

CUP  
LC

N RECKER RD

Existing Multi-Family

NIDORAL

E PALM ST

