



Design Review Report

Date	June 9, 2026	
Case No.	ZON26-00419	
Project Name	Longbow Mixed-Use	
Request	<ul style="list-style-type: none"> • Design Review to allow for a 58,590± square foot Hotel and future commercial development • Alternative Compliance 	
Project Location	Approximately 1,700 feet west of the southwest corner of North Recker Road and East Longbow Parkway	
Parcel No(s)	141-41-036	
Project Area	3.3± acres	
Council District	District 5	
Existing Zoning	Light Industrial with a Planned Area Development Overlay (LI-PAD)	
General Plan Designation	Regional Center Placetype with an Evolve Growth Strategy	
Applicant	Chris Webb, Rose Law Group	
Owner	Dover Associates, LLC	
Staff Planner	Cassidy Welch, Principal Planner	

Recommendation

Staff finds that the Proposed Project is consistent with the Mesa 2050 General Plan, Falcon Field Sub-Area Plan, Longbow Business Park and Golf Club Design Guidelines, and the Site Planning and Design Standards outlined in MZO Section 11-7-3(B).

Staff recommends approval with conditions.

Project Overview

Request:

The applicant is requesting approval of the proposed building elevations and landscape plan for an approximately 58,590± square foot, three-story, 124-room hotel and future commercial development (Proposed Project). The project site is 3.3± acres located west of Recker Road and south of Longbow Parkway, within the Longbow Business Park.

Concurrent Applications:

- **Development Plan Review:**

The subject application includes a request for an Initial Development Plan Review for the proposed development. Per Mesa Zoning Ordinance (MZO) Section 11-69-4, an Initial Development Plan may be reviewed administratively by the Planning Director.

- **Administrative Use Permit:**

An Administrative Use Permit is under review by the Planning Director to allow for a shared parking agreement for the hotel and commercial development (Case No. ADM25-00935).

Site Context

General Plan:

- The Placetype for the subject site is Regional Center with an Evolve Growth Strategy.
- Under the Mesa 2050 General Plan Regional Centers are the major retail, cultural, recreational, and entertainment destinations in Mesa. They feature major retailers, national chains, specialty shops, and a wide range of services and amenities that draw customers from across the city. The focus of the Regional Center Placetype is commercial activity, and as such, its principal uses are retail, personal services, eating and drinking establishments, entertainment and recreation (which includes hotels), convenience services and business offices.
- The Evolve Growth Strategy indicates that Regional Centers should be mixed-use activity centers that include varied commercial uses such as retail or dining, a variety of housing choices, and recreational opportunities.
- The Proposed Project is consistent with the Regional Center Placetype and furthers the implementation of, and is not contrary to, the Vision, Guiding Principles, Strategies, and applicable elements of the Mesa 2050 General Plan.
- Supporting General Plan Strategies:
 - LU1. Promote a balance of land uses to enhance the quality of life for current and future generations

- ED4. Protect and promote Mesa’s airports as global connections for tourism and business development.

Sub-Area Plan:

- The Proposed Project is located within the Business Park land use area of the Falcon Field Sub-Area Plan, which encourages business support amenities, such as hotels and retail establishments, to serve the area as it continues to develop.
- The Proposed Project is consistent with the Business Park land use area of the Falcon Field Sub-Area Plan and furthers the implementation of and is not contrary to its Vision and Land Use Strategies.

Zoning:

- The project site is zoned Light Industrial with a Planned Area Development Overlay (LI-PAD).
- Hotels, General Retail and Eating and Drinking Establishments are permitted within the LI-PAD Zoning District.

Surrounding Zoning & Use Activity:

The proposed Hotel and future commercial uses are compatible with surrounding land uses, which include Hotels, Golf Course, Commercial Entertainment, Eating and Drinking Establishments, and vacant land.

Northwest (Across Longbow Pkwy.) LC-PAD-CUP Vacant	North (Across Longbow Pkwy.) LC-PAD-CUP Vacant	Northeast (Across Longbow Pkwy.) LC-PAD-CUP Commercial Center and Vacant
West LI-PAD-BIZ-CUP Hotel	Project Site LI-PAD Vacant	East LI-PAD Vacant
Southwest LI-PAD Golf Course	South LI-PAD Golf Course	Southeast LI-PAD Golf Course

Site History:

- **September 24, 1979:** City Council annexed 118.9± acres, including the project site, into the City of Mesa, establishing Agriculture (AG) zoning for the project site (Ordinance No. 1272).
- **March 21, 1983:** City Council approved a rezone of the property from Agriculture (AG) to Light Industrial (LI) to allow for future industrial development (Case No. Z83-013; Ord. No. 1688).
- **March 3, 2002:** City Council approved a rezone of the property from LI to LI-PAD with a conceptual Bonus Intensity Zone (BIZ) overlay to allow for a Development Master Plan

for the development of a business park with industrial, office, commercial, and golf course uses (Case No. Z02-001; Ord. No. 3972).

- **November 18, 2008:** City Council approved a modification to the existing Development Master Plan to allow for future commercial and employment uses (Case No. Z08-063; Ord. No. 4897).

Project/Request Details

Building Design and Landscaping:

- **Building Design:** The approximately 58,590± square foot Hotel will be a three-story building situated at the southern portion of the site. Along the north side of the building is the main entrance and a 1,050 square foot entry plaza with a pedestrian path to the public sidewalk along Longbow Parkway. At both the main entry a metal canopy is provide to help define the main entry and provide shade. The future commercial pad is situated north of the Hotel. The site plan shows this area as pad-ready, with future development plan review required for the development of the pad site. The building design has gone through the Design Review Process outlined in the Longbow Business Park and Golf Club Design Guidelines (LBPDG) and has been approved by the Longbow Business Park Association.
- **Building Materials:** The proposed Hotel building provides smooth stucco in a warm grey tone as a primary material. Cement board in a darker grey and El Dorado Stone are provided as secondary materials across all elevations. Additionally, cement board provided in a wood look variety is used to accent building entrances and stairwells. The building provides building massing in a simple geometric form utilizing horizontal articulation at all elevations in line with the LBPDG.
- **Landscape Plan:** The plant schedule provided for the Proposed Project includes Mulga Acacia, Palo Brea, Desert Willow, and Ironwood Trees, and shrubs such as Mexican Honeysuckle, Texas Sage and Creosote Bush, all of which are consistent with the LBPDG. A fitness trail at the south of the property is proposed to integrate with the existing trail at the adjacent property to the west and will provide connections for the future development to the east. Pedestrian connections are provided throughout the site that are shaded by tree cover.

Design Review Approval:

- **Design Review Board Approval Authority:** The project site is located within the Longbow Business Park and Golf Club, approved by City Council in 2008. Per Condition No. 3 of Ordinance No. 4897, review and approval by the Design Review Board of all future development with the exception of Lot 8 is required.

Alternative Compliance Request:

- Per MZO Section 11-7-4(H), a maximum of two rows of the required parking spaces shall be provided between the building and the adjacent street (Longbow Parkway). The proposed development is requesting Alternative Compliance per MZO Section 11-7-5.

Citizen Participation

The applicant conducted a Citizen Participation process, notifying surrounding property owners, HOAs, and registered neighbors.

Required Notification:

- Property owners within 500 feet, HOAs within ½ mile, and registered neighborhoods within one mile of the subject site were notified of the public hearing.
- Staff has received no public comment regarding the Proposed Project.

Conditions of Approval

Staff recommends **approval** of the building elevations and landscape plan subject to the following conditions:

1. Compliance with the building elevations and landscape plans submitted
2. Design Review required for future commercial building pad site.
3. Compliance with all conditions of approval of Ordinance No. 4897; Case No. Z08-063.
4. Compliance with all City development codes and regulations.
5. All signage requires separate review and approval.

Exhibits

Exhibit 1 – Vicinity Map

Exhibit 2 – Site Plan

Exhibit 3 – Landscape Plan

Exhibit 4 – Building Elevations and Renderings

Exhibit 5 – Floor Plan

Exhibit 6 – Photometric and Cut Sheets

Exhibit 7 – Project Narrative

Exhibit 8 – Power Point Presentation