

# Development Plan Application

## PROJECT NARRATIVE

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



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

May 11, 2026  
Revised June 2, 2026

Case No. ZON26-00419

## PROJECT TEAM

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## I. Purpose of Request

“*Longbow Mixed-Use*” is a proposed “by-right” 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, three-story hotel and up to 4,000 SF of supporting retail/restaurant space, including a drive-thru, as well as a minimum of 200 SF of outdoor patio 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*), and has been issued a *Drive-Thru Council Use Permit Waiver* (see **Exhibit B – Drive-Thru Council Use Permit Waiver** attached hereto). 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 (see **Exhibit C – AOA Boundary Map** attached hereto).

The proposed Project will facilitate the development of a long vacant parcel with a new, cohesive mixed-use hotel and retail/restaurant concept (including a drive-thru) 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 allowed “by-right” on the Site and 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 administrative approval of the following in order to facilitate the development of the proposed mixed-use hotel and retail/restaurant Project on the Site:

1. Development Plan for the entire Site for the proposed mixed-use hotel and retail/restaurant Project as outlined in Section IV below.

## 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 (Sam's Club), and on the east by additional vacant land that is targeted for future office uses (see **Exhibit D – 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. Existing Zoning

The Site was originally annexed by the City in 1979 and zoned AG and has been rezoned a few different times over the years, most recently in 2008. In 2008, the Site was rezoned to its current *LI-PAD* designation as part of the approval of the *Longbow Business Park and Golf Club Development Master Plan* via Case No. Z08-063. Additionally, as noted above, the western approximately 60' – 70' of the Site is located with the *Airport Overlay Area 2 (AOA2)* of Falcon Field. And finally, as noted above the Site was issued a *Drive-Thru Council Use Permit Waiver* by the City in 2025.

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 by-right permitted uses. Regarding the proposed hotel use, it should be noted that per Section 11-86-4 of the City's Zoning Ordinance; "*This classification includes motor lodges, motels, hostels, extended-stay hotels, and tourist courts...*" The City's Zoning Ordinance makes absolutely zero distinction or segregation of hotel uses by type, service level or brand.

Regarding the proposed retail/restaurant use, drive-thru components of restaurant uses require a Council Use Permit ("*CUP*") unless a *Drive-Thru Council Use Permit Waiver* has been issued by the City. As noted above, the Site has already been issued a *Drive-Thru Council Use Permit Waiver*, thereby allowing the drive-thru use on the Site as a by-right permitted use.

It should also be noted that per Sections 11-7-2 and 11-19-2.D of the City's Zoning Ordinance, in the event the subject property is located within an *AOA2* overflight area, a *CUP* is required for any hotel use within that portion of the subject property situated in *AOA2*. In this case, as noted above, only the western 60' - 70' of the Site is located within *AOA2*, and no portion of the hotel building or its associated foundation will be located within the *AOA2* boundary (see **Proposed Site Plan** included with this request). Therefore, a *CUP* is not required.

In summary, the Project and all associated uses are permitted by-right on the Site today.

## IV. Proposed Development Plan

As noted above, the Site is extremely well suited for the proposed mixed-use hotel and retail/restaurant development (including a drive-thru), which is already allowed by-right on the Site today. This Project compliments the existing and planned uses along Longbow Parkway that include retail, restaurants, multi-family residential, entertainment, office and hotel uses. The proposed retail/restaurant component will conveniently provide high-demand services for hotel guests as well as patrons of Longbow Golf Club.

The Project has been designed in compliance with all applicable development standards of its existing *LI-PAD* zoning. It should also be noted that the hotel building has been designed with the same building elevations, materials and color palette previously approved for this Site by the City's Design Review Board (Case No. DRB25-00916), and the Development Plan elements, including the 124-key hotel, approximately 4,000 SF retail/restaurant building and proposed shared parking arrangement, are almost identical to those previously reviewed by City Staff for this Site and approved by the City's Planning & Zoning Board with Case No. ZON25-00917). The proposed Development Plan for the entire Site for the proposed mixed-use hotel and restaurant Project features the following:

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

The proposed Project consists of a 124-key, three-story hotel and up to 4,000 SF of supporting retail/restaurant space, including a drive-thru, as well as a minimum of 200 SF of outdoor patio 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 outdoor hotel amenities located immediately adjacent to Longbow Golf Club. The supporting retail/restaurant building, which will include a drive-thru and may include a walk-up window, and will provide 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). The drive-thru component will also be carefully designed to minimize its visibility from Longbow Parkway and adhere to all of the City's related design requirements. It should be noted that the parcels along the south side of Longbow Parkway, including this Site, have 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 located immediately adjacent to Longbow Golf Club. Further, multiple pedestrian connections have been provided through the Site to the fitness trail that will extend along the length of Longbow Golf Club (see **Proposed Site Plan** included with this request). Additionally, the required onsite “common open space” areas have been provided at two different locations on the Site, one area near the hotel’s main entrance and another between the hotel and the future retail/restaurant building.

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 shaded pedestrian corridors have been created through the Project, “activating” the Longbow Parkway frontage by connecting pedestrians from Longbow Parkway directly to the north end of the retail/restaurant building and its outdoor patio space, and 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. Pedestrian connections have also been provided to the properties to the east and west of the Site. It should be noted that the Project significantly exceeds the City’s requirements for shaded pedestrian walkways. Finally, a walk-up window may also 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, and the drive-thru has been designed to minimize circulation conflicts and meet all relevant City requirements. As noted above, the parcels along the south side of Longbow Parkway, including this Site, have 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 171 parking stalls on the Site. 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 132 parking stalls to be provided instead. It should be noted that an Administrative Use Permit ("AUP") application, including a shared parking study, has already been submitted to the City to secure approval of a shared parking arrangement for the Site (ADM25-00935). This AUP application has been reviewed by City Staff and recommended for approval to the Planning Director. Consequently, concurrently with this Administrative Site Plan request, an updated shared parking study will be prepared for the Project and the AUP application will be resubmitted for approval. It should be noted that the Project will also provide bicycle parking spaces in excess of the City's 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 the outdoor patio space toward the street. The majority of 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 shaded pedestrian corridors have been created through the Project, connecting pedestrians from Longbow Parkway directly to the north end of the retail/restaurant building and its outdoor patio space, and 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. 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.

- *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.*

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 and associated drive-thru, 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 near 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

The Project’s site design implements the City’s applicable 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.

- e. *Drive-thru lanes, drive-thru pick-up windows and menu/ordering boards should not face public streets. It is the intent that these features should not dominate the public street frontage.*

The proposed drive-thru lane, pick-up window and menu board will be located on the south and east side of the retail/restaurant building, shielding them from Longbow Parkway.

- f. *Drive-thru lanes and noise-generating areas, including ordering board speakers and pick-up windows, should be located away from adjacent sensitive uses, such as residential areas and outdoor eating areas, to reduce the impacts of noise and pollution that could be caused by stacking cars on such uses. Use landscaping and walls to help buffer potential impacts.*

The proposed drive-thru lane will be located on the opposite side of the retail/restaurant building from the outdoor eating area thereby minimizing any noise impacts. The Site is not located near any noise sensitive uses.

- 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 to mitigate 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 in order to help achieve these objectives.

## *2. Parking & Circulation*

- 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.*

The Project’s parking areas have 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 has been 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. The Project significantly exceeds the City's requirements for shaded pedestrian walkways.

- 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. The Project significantly exceeds the City's requirements for shaded pedestrian walkways.

### 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.*

A patio with outdoor seating is 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 area 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. The Project significantly exceeds the City's requirements for shaded pedestrian walkways.

- 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. *Misting 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 area 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.

### Alternative Compliance for Section 11-7-4.H.1 – Parking Area Design

Section 11-7-4.H.1 outlines certain requirements for the design of parking areas within employment districts, requiring parking areas to be located; (a) to the side or rear of buildings, except that (b) a maximum of two (2) rows of parking may be located between the buildings and the adjacent street. The proposed design of the Project's parking area does not strictly comply with these requirements. While the portion of the parking area between the future retail/restaurant building and Longbow Parkway does comply with these requirements, the portion between the hotel building and Longbow Parkway does not.

However, Section 11-7-5 specifically provides that Alternative Compliance may be used to satisfy the requirements of Section 11-7-4.H.1 "when conditions exist where strict compliance is impractical or impossible, or when alternative approaches achieve equivalent or superior design outcomes through innovative site planning, architectural solutions, or other means". In this case,

strict compliance with Section 11-7-4.H.1 is certainly impractical, and the alternative approach proposed with the Project achieves a superior design outcome through innovative site planning.

The Site is relatively small and narrow but is situated immediately adjacent to the wonderful open space and visual amenity of the Longbow Golf Club. Longbow Golf Club is located at the rear of the Site, with Longbow Parkway located at the front of the Site. The proposed hotel has therefore been situated at the rear of the Site, in order to provide a “superior design” with views of Longbow Golf Club for guests that can be enjoyed both from the guest rooms and the outdoor hotel amenities. By doing so, the required hotel parking area must then generally be located in front of the hotel building, between the hotel building and Longbow Parkway rather than behind the hotel. This also results in more than two (2) rows of parking between the hotel building and Longbow Parkway. The alternative, placing the required parking area behind the hotel, between the hotel and Longbow Golf Club, would certainly be a missed opportunity and represent poor site planning practices. Certainly, the requirements of Section 11-7-4.H.1 did not contemplate a scenario where a lot in an employment district backed to an amenity such as Longbow Golf Club, and therefore design flexibility was provided for via the Alternative Compliance provisions of Section 11-7-5. It should also be noted that the proposed location of the hotel building is a requirement of the Longbow Association and is consistent with the design of the adjacent Home2 Suites hotel.

Alternative Compliance is therefore requested for the requirements of Section 11-7-4.H.1 as explained above, to allow the Project’s parking area as currently illustrated in this Development Plan application, which results in an overall “superior design” for the Project. This request does not alter the Project’s compatibility with the intent and purpose of the Site’s “*Regional Center, Evolve*” placetype designation under the City’s 2050 General Plan or its “*Business Park*” designation under the Falcon Field Sub-Area Plan. It should also be noted that the design of the parking area is essentially identical to the design previously approved for this Site by the City’s Design Review Board under Case No. DRB25-00916.

This request does not result in an increase in intensity or lot coverage and meets the approval criteria of Section 11-7-5.C as follows:

1. *The alternative does not create adverse impacts on safety, access, visibility, glare, privacy, noise, drainage, heat island effect, and does not reduce pedestrian comfort or accessibility.*

The proposed parking area design creates no adverse impacts on safety, access, visibility, privacy, noise, drainage, or heat island effect. Rather it improves visibility, privacy and compatibility of the Project with the surrounding area by situating the hotel building adjacent to Longbow Golf Club. Additionally, pedestrian comfort and accessibility through the parking area has been maintained through the implementation of multiple shaded pathways through the parking area to the hotel, and by increasing proximity and access for pedestrians to the fitness trail located adjacent to Longbow Golf Club.

2. *The proposed alternative or tradeoff is the minimum necessary to achieve the intent while maintaining overall compliance with all other applicable standards.*

This request is in the minimum necessary to achieve “superior design” of the site by located the hotel building adjacent to Longbow Golf Club, consistent with the adjacent Home2 Suites hotel and the requirements of the Longbow Association. This cannot be achieved otherwise. The Project is in compliance with all other applicable standards.

3. *The proposal either:*

- a. *Provides equivalent or superior quality and functionality; or*

As noted above, the proposed parking area design and location of the hotel building adjacent to Longbow Golf Club constitutes best site planning practices and superior design, quality and functionality for the Project. The alternative would certainly constitute a missed opportunity and poor site planning practice.

- b. *Provides offsetting public benefits (e.g. improved streetscape, enhanced shade/canopy, open space, sustainability features).*

Development of the Project with the proposed parking areas design will increase public access and interface with the open space amenity of Longbow Golf Club and facilitate the continued improvement of the Longbow Parkway streetscape, including shaded pedestrian access between Longbow Parkway and the fitness trail adjacent to Longbow Golf Club. The Project significantly exceeds the City’s requirements for shaded pedestrian walkways.

## V. Proposed Hotel Architecture

The proposed hotel is a 124-key, three-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 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.

It should also be noted that the hotel building has been designed with the same building elevations, materials and color palette previously approved for this Site by the City's Design Review Board (Case No. DRB25-00916).

#### 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 compatible 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.*

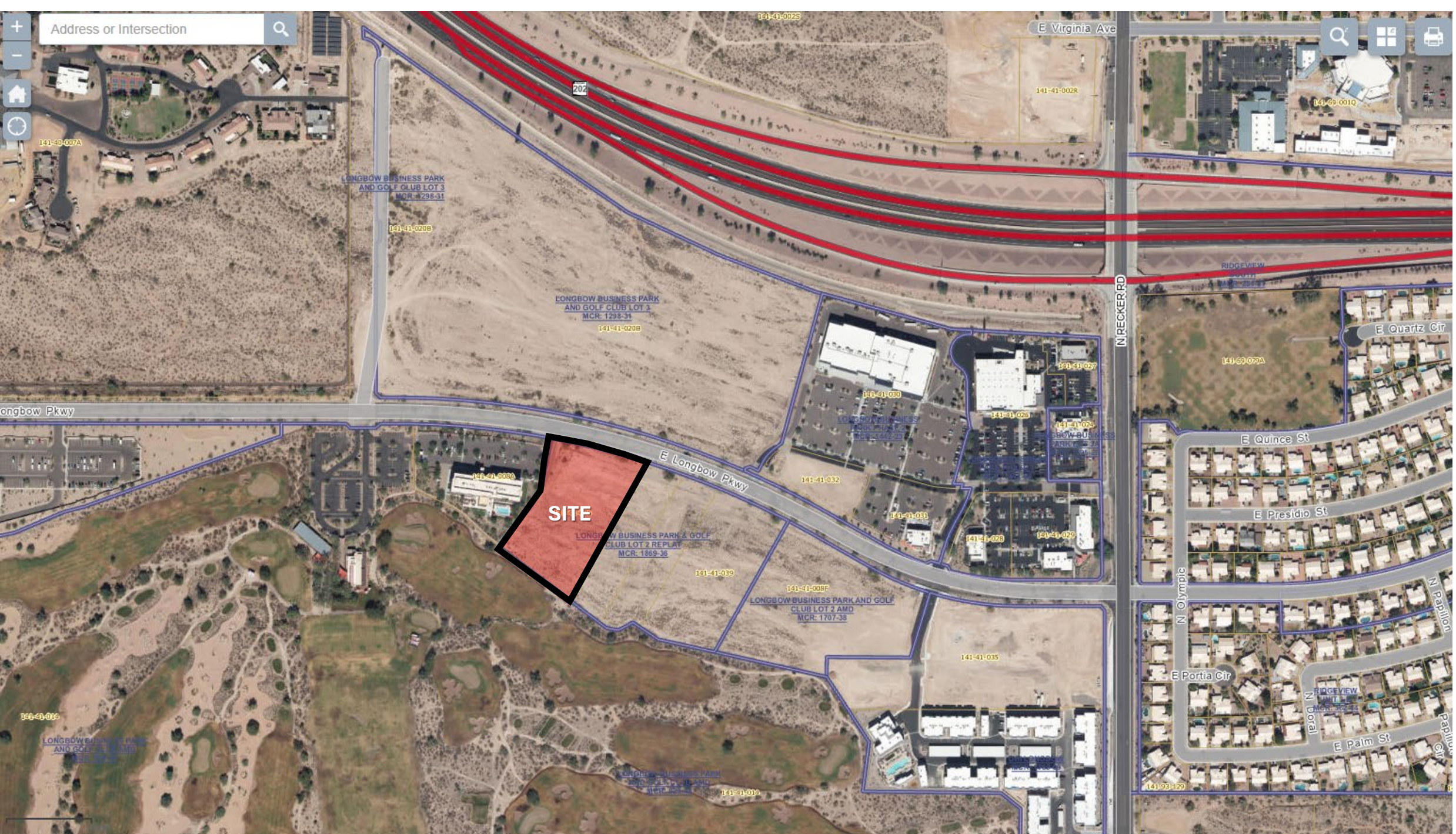
Trash enclosure screen walls will match the building language and color scheme and have been located to ensure access for trash vehicles and access by facility staff.

- 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**

E Longbow Pkwy

141-41-008A

LONGBOW BUSINESS PARK & GOLF CLUB LOT 2 REPLAY  
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  
MCR: 20427

141-60-079A

E Quince St

E Presidio St

N Olympic

E Portia Cir

N Dorai

E Palm St

N Papillon

N Papillon

E Virginia Ave

141-41-002R

141-60-001Q

202

141-41-002S

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

141-41-035

141-60-150

RIDGEVIEW  
MCR: 32778

**Exhibit B – Drive-Thru Council Use Permit Waiver**



# Drive-thru Council Use Permit Waiver

## PLEASE READ THE FOLLOWING CAREFULLY

- Ordinance No. 5813 ("Ordinance") approved by the City Council on October 16, 2023 and effective November 15, 2023 ("Effective Date") set forth the process by which a property owner may request a waiver of the land use laws applicable to Drive-thru Facilities contained in Section 1 of the Ordinance ("Waiver") (i.e., a waiver of the requirement to obtain a Council Use Permit ("CUP") for Drive-thru Facilities). Please refer to Section 9 of the Ordinance for more detailed information.
- A request for a Waiver must be submitted in writing either by submitting this form or separate attachments to this form.
- A written request for a Waiver must be completed, signed, and submitted by the owner who legally owned the specific parcel of land for which the Waiver is being requested ("Property") on the Effective Date ("Owner") or by the legal representative of the Owner (please provide verification).
- A written request for a Waiver must be submitted to the City of Mesa Planning Division within three years of the Effective Date.
- Please submit a hard copy of this waiver and support materials to: Planning Division, P. O. Box 1466, Mesa, AZ 85211-1466.
- If a written request is not submitted within three years of the Effective Date, the Property is subject to the Ordinance in its entirety.
- Verification and evidence (e.g., a deed (may include an unofficial copy) of legal ownership of the Property on the Effective Date must be submitted with the written request for a Waiver.
- An Owner or their legal representative may only submit a written request for a Waiver for property located in the Neighborhood Commercial (NC), Planned Employment Park (PEP), Light Industrial (LI), General Industrial (GI), or Heavy Industrial (HI) district on the Effective Date. If the property was rezoned on or after the Effective Date to a zoning district other than as listed above, the property is not eligible for a Waiver.

## PLEASE COMPLETE THE FOLLOWING INFORMATION

Address of the Property: 5717 E. Longbow Parkway, Mesa, AZ 85215

Assessor's Parcel Number(s) (APNs) of the Property: APN 141-41-036

### Owner/Legal Representative Information (if Individual)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

### Owner/Legal Representative Information (other than individual)

Legal name: Dover Associates, LLC

Name and title of legal representative: Robert M. McNichols, Manager

Address: 5110 N. 40th Street, Suite 254, Phoenix AZ 85018

Attach evidence (e.g., a deed (may include an unofficial copy) that the Owner owned the Property on the Effective Date.

The specific amount of just compensation demanded: \$400,000

A statement that the rights to use, divide, sell, or possess, and that the fair market value of, the Property were reduced by the enactment or applicability of the requirement in Section 1 of the Ordinance to obtain a CUP for Drive-thru Facilities. (see attached)

**PLEASE COMPLETE THE OWNER VERIFICATION**

The undersigned is, and was on the effective date of Ordinance No. 5813, the owner(s) of the Property that is identified on this form or is the legal representative of the person(s) who owned the Property on the effective date of Ordinance No. 5813. The undersigned has applied for and seeks the City's approval of a waiver of the land use laws applicable to Drive-thru Facilities contained in Section 1 of Ordinance No. 5813 on the Property. The undersigned represents and warrants: (1) to being the owner of fee title to the Property or to being a person who has legal authority to bind all fee title owners of the Property to this Waiver, and (2) all information provided on this form and with the written request for a Waiver is true and correct. The Owner or the legal representative of the Owner consents to the recordation of this Waiver with the City of Mesa.

OWNER/LEGAL REPRESENTATIVE:

Robert M. McNichols  
Print Name

[Signature]  
Sign Name

NOVEMBER 20, 2025  
Date

~~OWNER/LEGAL REPRESENTATIVE:~~

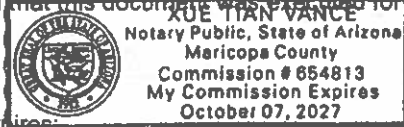
~~Print Name~~

~~Sign Name~~

~~Date~~

STATE OF ARIZONA )  
 ) ss.  
County of Maricopa )

On this 20<sup>th</sup> day of November 2025 before me, the undersigned Notary Public, personally appeared Robert M. McNichols who acknowledged that this document was executed for the purposes therein contained.



[Signature]  
Notary Public

My Commission Expires:

**COMPLETED BY THE CITY - WAIVER**

Based on a review of the supporting materials submitted to request a Waiver:

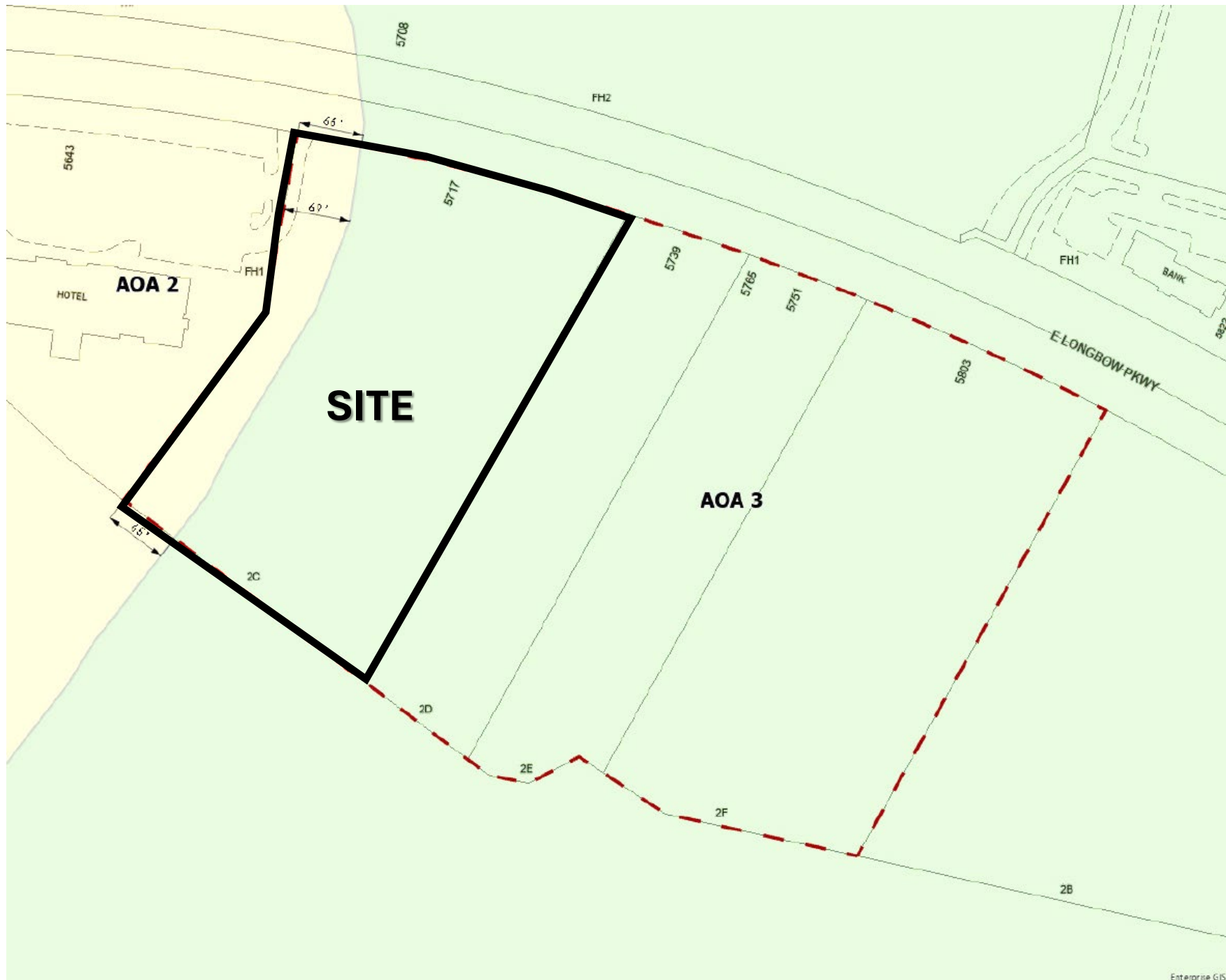
[ ] the request for a Waiver is denied for the following reasons:

as permitted by A.R.S. § 12-1134 and Section 9 of Ordinance No. 5813, a Waiver is granted for the Property.

Staff Reviewer Signature: C Welch  
Staff Reviewer Name: CASSIDY WELCH  
Staff Reviewer Title: PRINCIPAL PLANNER  
Date: 12/18/2025

*This Waiver only waives the requirement of the Mesa Zoning Ordinance to obtain a CUP for a Drive-thru Facility on the Property. This Waiver does not waive or modify any other laws in the Mesa City Code, including development standards or design guidelines. This Waiver is only applicable to the Property. This Waiver runs with the land and is binding upon all subsequent landowners, unless terminated as set forth in the next sentence. This Waiver automatically terminates when the Property is rezoned. This Waiver does not limit or prevent, with a rezoning, a development agreement, and does not alter or affect an existing development agreement, that restricts or prohibits certain land uses including Drive-thru Facilities. This Waiver is subject to all the terms, conditions, and limitations of Section 9 of Ordinance No. 5813.*

## Exhibit C – AOA Boundary Map



## Exhibit D – Surrounding Use Map

