

Planning & Zoning Application  
(Council Use Permit, BIZ Overlay & Site Plan)

PROJECT NARRATIVE

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



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

November 14, 2025  
Revised January 12, 2026  
Revised February 2, 2026

Case No. ZON25-00917

# 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 approval of the following in order to facilitate the development of the proposed mixed-use hotel and retail/restaurant Project on the Site:

1. Council Use Permit to allow for the proposed hotel use on the portion of the Site located within AOA2 of Falcon Field as outlined in Section IV below;
2. Bonus Intensity Zone (BIZ) Overlay to increase the maximum allowable building height for the proposed hotel from 40’ to 53’ as outlined in Section V below; and
3. Site Plan for the entire Site for the proposed mixed-use hotel and retail/restaurant Project as outlined in Section VI 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, 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. Zoning History

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, which also provided for future increases to the maximum allowable building height on the Site up to 90' via approval of a *BIZ Overlay*. Finally, as noted above, the western approximately 60' – 70' of the Site is located with the *Airport Overlay Area 2 (AOA2)* of Falcon Field.

## IV. Proposed Council Use Permit

As noted above, the Site is extremely well suited for the proposed mixed-use hotel and retail/restaurant development, which 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 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. Pedestrian connectivity will further “activate” the Site’s Longbow Parkway frontage by connecting the street with the buildings and patios by providing pathway connections with enhanced entrances from the street, through the Site, and out to the fitness trail along the Longbow Golf Club.

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 Council Use Permit (“CUP”) is required for a hotel use. In this case, as noted above, 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 (see **Exhibit C – AOA Boundary Map** attached hereto).

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.

The proposed CUP would therefore simply allow the hotel use within the small AOA2 portion of the Site. It should be noted that the City recently approved a similar CUP request for the adjacent Home2 Suites hotel which is situated entirely within the AOA2 boundary. This CUP request satisfies the review criteria for approval of a CUP as outlined in Section 11-70-6(D) of the City's Zoning Ordinance as follows:

Section 11-70-6(D) – General CUP Review Criteria

1. *Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies;*

The Project (including the proposed CUP) advances the goals and objectives of the City's 2050 General Plan, furthers its guiding principles and strategies, and is consistent with the 2050 General Plan's *Regional Center, Evolve* land use designation for the Site. The focus of the *Regional Center* land use designation is to promote commercial activity, with principal uses such as retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services and business offices. Consequently, the proposed hotel and retail/restaurant uses are consistent with the 2050 General Plan.

The Project is also consistent with the *Evolve* growth strategy which 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. Additionally, the Project design implements the applicable Urban Design Characteristics of the Site's *Regional Center* land use designation as noted in Section VI below.

Finally, the Site 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.

2. *The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies;*

The *Regional Center, Evolve* land use designation contemplates the promotion of commercial activity, with principal uses such as retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services and business offices. Consequently, the proposed hotel and retail/restaurant uses are in

conformance with the goals and objectives of the 2050 General Plan, as well as the Falcon Field Sub-Area Plan, which encourages business support amenities in this area, such as hotels and retail establishments, to serve the area as it continues to develop. This pattern of uses has already been established in the immediate area and the Project's location, size, design and operating characteristics are very much consistent with existing development patterns.

3. *The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area of the proposed project or improvements in the neighborhood or to the general welfare of the City; and*

The proposed mixed-use hotel and retail/restaurant Project will be an excellent complimentary use to the adjacent and surrounding properties and the City as a whole and will not be injurious or detrimental. This Project is located in the middle of the *Longbow Business Park and Golf Club Development Master Plan* and surrounded by other similar uses. As noted above, 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. The nearest residential use (a multi-family project) is over 1,000' away.

4. *Adequate public services, public facilities and public infrastructure are available to serve the proposed project.*

The Site has immediate access to Longbow Parkway and is just west of its intersection with Recker Road and its interchange with the Loop 202 freeway. Longbow Parkway already has sufficient vehicle capacity for the project. The City already has existing public water and sewer infrastructure in Longbow Parkway to serve the Project and is already providing public services such as police and fire in the surrounding area. Any additional improvements required to public infrastructure or facilities will be at the cost of the developer.

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

This request proposes approval of a *BIZ Overlay* to increase the maximum allowable building height for the hotel use as previously contemplated in the prior approval of the *Longbow Business Park and Golf Club Development Master Plan* (Case No. Z08-063). The table below outlines the maximum allowable building height standard that will be established by the proposed *BIZ Overlay* (proposed modifications shown in **bold**):

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

The requested modification to the *LI-PAD* zoning district development standard (as noted in the table above) is necessary and justified for the hotel component of the Project as explained below:

1. Maximum Building Height - The maximum building height is proposed to be increased from 40' to 53' to accommodate a 4-story hotel building. As noted above, the *Longbow Business Park and Golf Club Development Master Plan* contemplated a maximum building height of up to 90' for the Site, which represents a 50' increase above the current maximum building height. The proposed *BIZ Overlay* would only increase the maximum building height by 13', up to a total of 53'. It should also be noted that the existing Home2 Suites hotel project to the west of the Site, which is located entirely within AOA2, was also approved with a maximum building height of 53'. Finally, only the western approximately 20' of the hotel building will be situated within the AOA2 portion of the Site.

This *BIZ Overlay* request is consistent with the purposes of a *BIZ Overlay* as outlined in Section 11-21-1 of the City's Zoning Ordinance as follows:

- A. *Encourage unique, innovative development of superior quality that utilizes sustainable development practices and promotes pedestrian activity.*

The Project, including the hotel building architecture, has been designed with a superior level of quality, incorporates sustainable development practices, and promotes pedestrian activity. Multiple shaded pedestrian corridors, including a central pedestrian corridor, 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. Additional pedestrian engagement could also be created via a walk-up window at the future retail/restaurant building.

- B. *Allow for the establishment of unique land use regulations and development standards to achieve the goals of the General Plan for the area.*

The requested *BIZ Overlay* only needs to modify one development standard (maximum building height) as noted above. Otherwise, the existing land use regulations and development standards governing the Site are conducive to the development of the Project which helps achieve the goals of the General Plan for the area as further explained in Section IV above.

- C. *Promote development patterns that encourage conservation of natural resources and provide opportunities for renewable energy production.*

The *Longbow Business Park and Golf Club Development Master Plan* was envisioned to provide for development that compliments and preserves the open space resource of the Longbow Golf Club. The Project continues an already established development pattern that continues to preserve and compliment this valuable open space.

Finally, the proposed *BIZ Overlay* and the Project further the guiding principles and strategies of the City's 2050 General Plan and are consistent with the goals and objectives of the General Plan's *Regional Center, Evolve* land use designation. As noted above, the focus of the *Regional Center* land use designation, which drives its specific goals and objectives, is to promote commercial activity, with principal uses such as retail, personal services, eating and drinking establishments, entertainment and recreation, convenience services and business offices. Consequently, the proposed hotel and retail/restaurant uses are consistent with the goals and objectives of the 2050 General Plan. Additionally, the Site 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 hotel and retail/restaurant uses will provide significant new tax revenues for the City, furthering the economic development objectives of the 2050 General Plan.

## VI. Proposed Site Plan

This request also proposes approval of a Site Plan for the entire Site for the proposed mixed-use hotel and restaurant Project, 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, including a central pedestrian corridor, 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 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. 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.

## 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

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.

- 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. *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 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.*

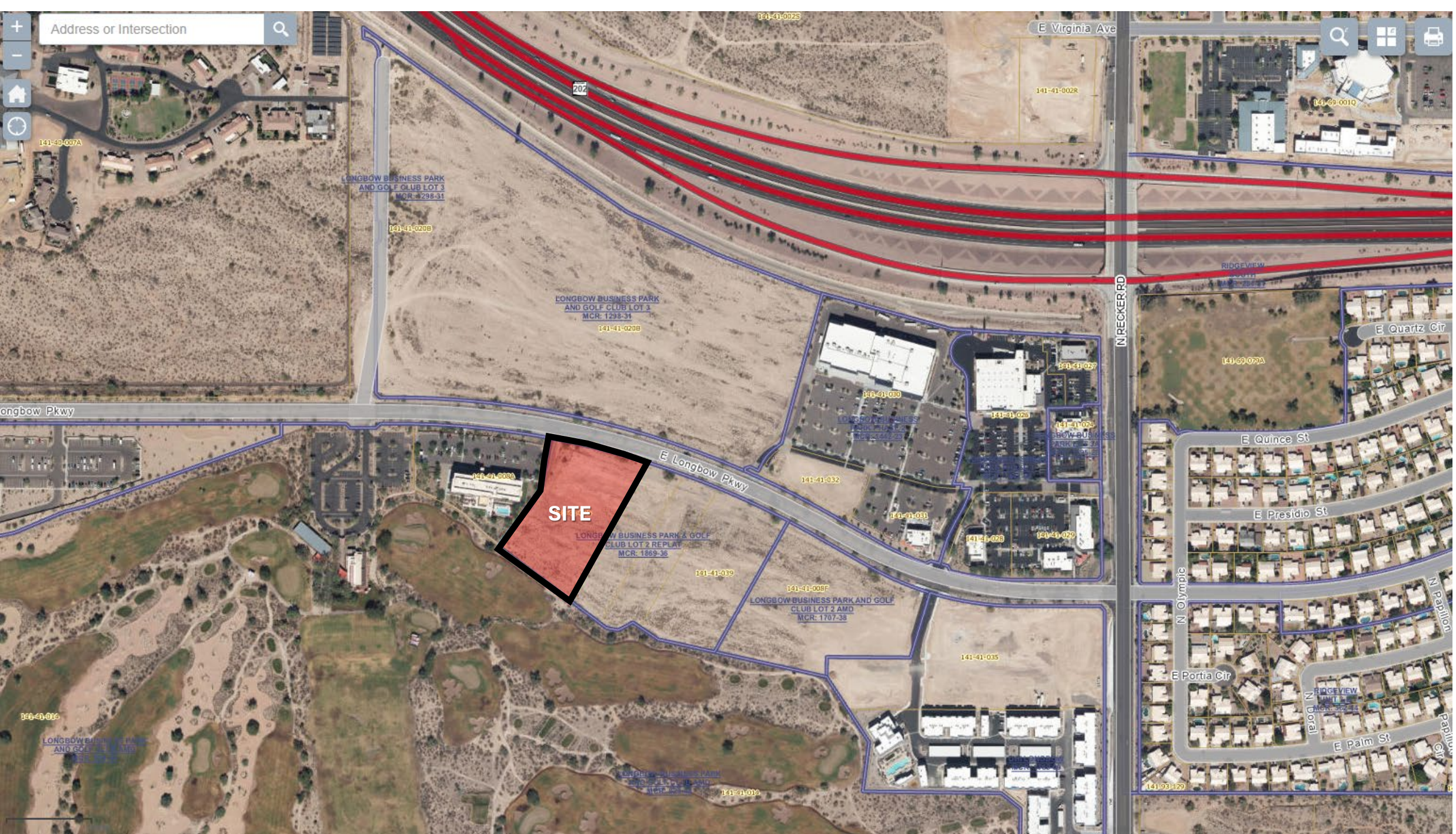
Pedestrian scale bollards will be utilized in the pedestrian spaces to create a more intimate scale for the lighting and to highlight the pedestrian spaces.

- 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.

**Exhibit A – Aerial Vicinity Map**

Address or Intersection



**SITE**

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

E Longbow Pkwy

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

141-41-024

141-41-023

141-41-022

141-41-021

141-41-020

141-41-019

141-41-018

141-41-017

141-41-016

141-41-015

141-41-014

141-41-013

141-41-012

141-41-011

141-41-010

141-41-009

141-41-008

141-41-007

141-41-006

141-41-005

141-41-004

141-41-003

141-41-002

141-41-001

E Virginia Ave

141-41-002R

141-39-001Q

RIDGEVIEW

N RECKER RD

E Quartz Cir

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: 155-30

LONGBOW BUSINESS PARK AND GOLF CLUB LOT 1  
MCR: 155-30

141-41-014

141-41-035

RIDGEVIEW

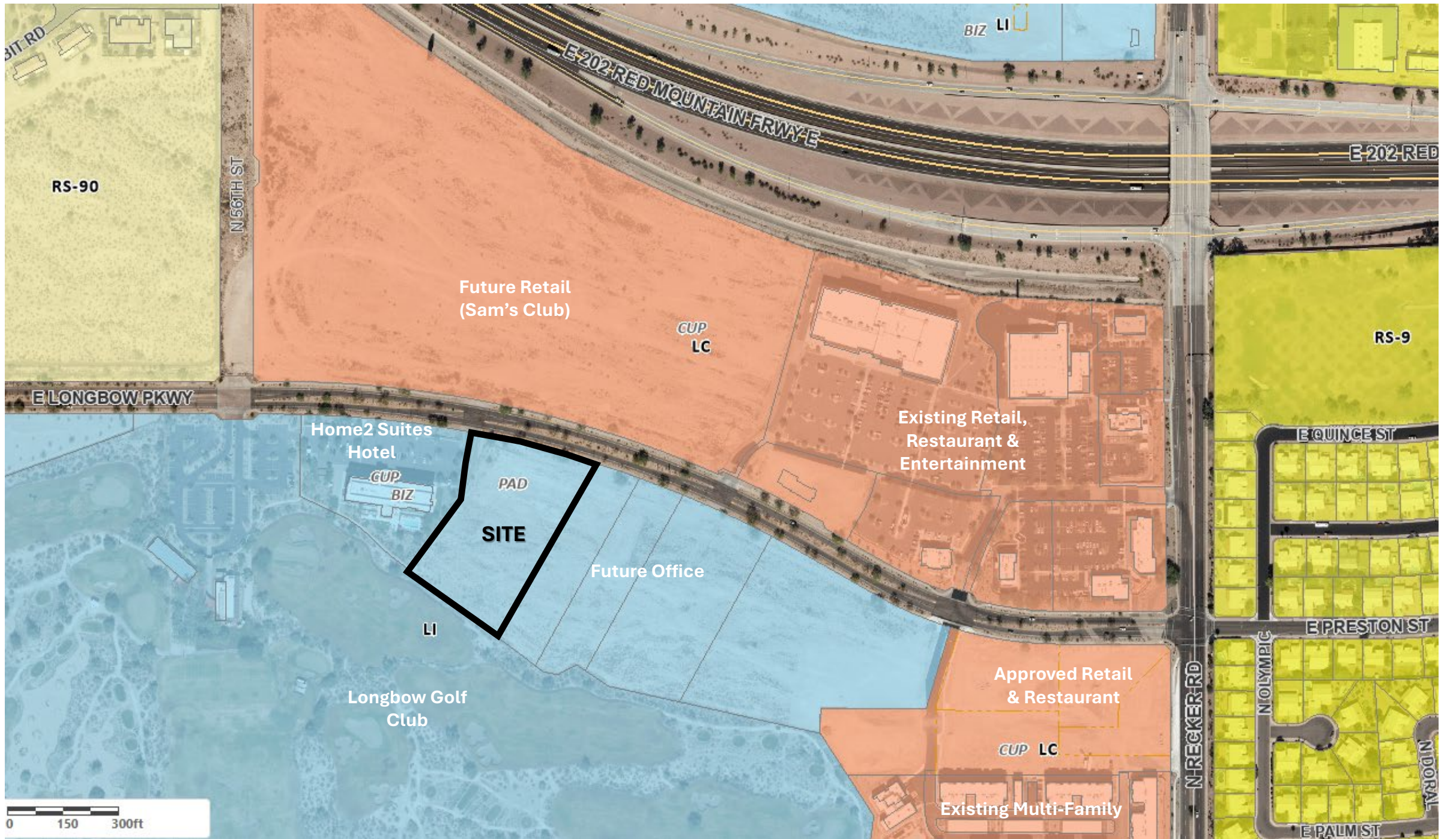
141-03-150

N Papillon

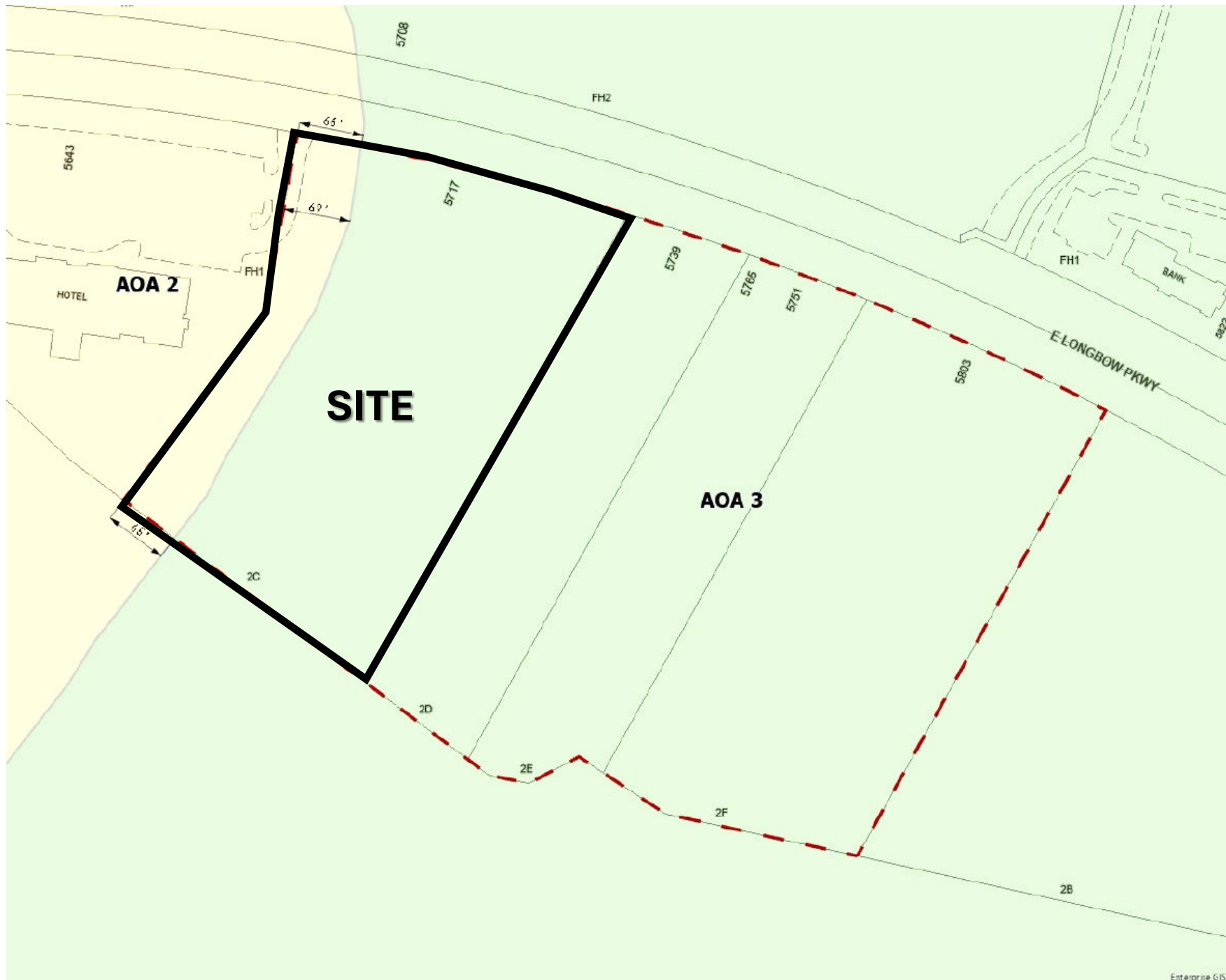
N Papillon

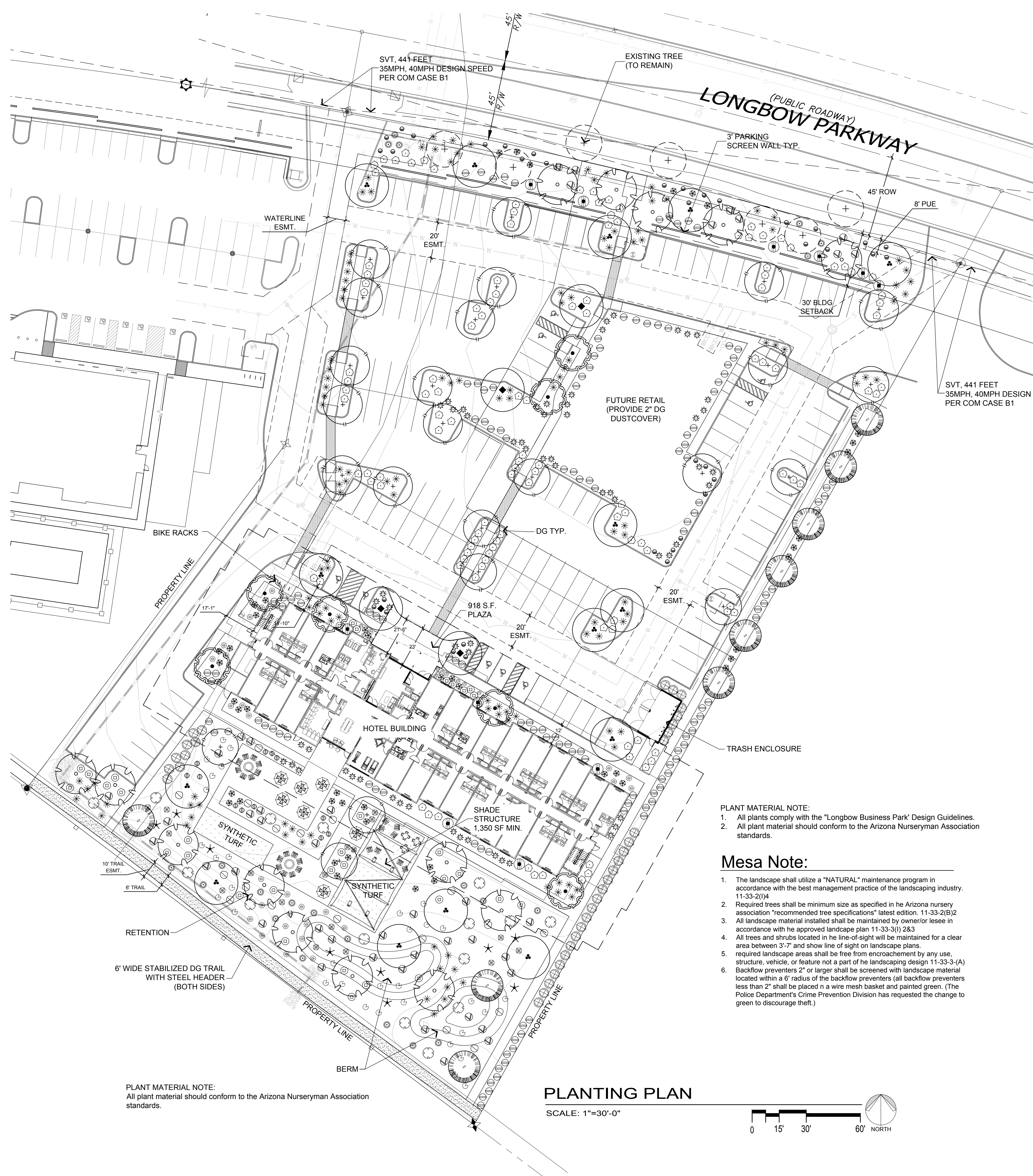
N Papillon

## Exhibit B – Surrounding Use Map



**Exhibit C – AOA Boundary Map**





### PLANT SCHEDULE

SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	QTY	COMMENTS	Golf Course Edge	Building Landscape	Parking Lot	Longbow Parkway
<b>TREES</b>									
(+)	Existing Tree (To Remain)			7					
(*)	Acacia Aneura	Mulga	24" Box	7	Std Trunk Dense Canopy	x			
(*)	Cercidium praecox	Palo Brea	24" Box	24	Std Trunk Dense Canopy	x	x	x	
(*)	Chilopsis linearis	Desert Willow	15 Gal	9	Multi-Trunk Dense Canopy	x	x	x	
(*)	Oleina tesota	Ironwood Tree	24" Box	15	Multi-Trunk Dense Canopy	x	x	x	x
(*)	Oleina tesota	Ironwood Tree	36" Box	4	Multi-Trunk Dense Canopy	x	x	x	x
(*)	Prosopis velutina 'Rio Salado'	'Rio Salado' Native Mesquite	24" Box	14	Multi-Trunk Dense Canopy	x	x	x	x
<b>ACCENTS</b>									
(*)	Aloe barbadensis	Medicinal Aloe	5-Gal	46	Yellow Flower	x	x	x	x
(*)	Dasyliion wheeleri	Desert Spoon	5-Gal	21	As Per Plan	x	x	x	x
(*)	Fouquieria splendens	Ocotillo	15-Gal	9	As Per Plan	x	x	x	x
(*)	Hesperaloe parviflora	Red Yucca	5-Gal	61	As Per Plan	x	x	x	x
<b>GRASSES</b>									
(*)	Muhlenbergia capillaris	Regal Mist Grass	5-Gal	130	As Per Plan	x	x	x	x
<b>SMALL SHRUBS</b>									
(*)	Ambrosia deltoidea	Bursage	5-Gal	18	As Per Plan	x	x	x	x
(*)	Encelia farinosa	Brittlebush	5-Gal	42	As Per Plan	x	x	x	x
(*)	Justicia spicigera	Mexican Honeysuckle	5-Gal	34	As Per Plan	x	x	x	x
(*)	Ruellia peninsularis	Baja Ruellia	5-Gal	134	As Per Plan	x	x	x	x
<b>TALL SHRUBS</b>									
(*)	Caesalpinia mexicana	Mexican Bird of Paradise	5-Gal	11	As Per Plan	x	x	x	x
(*)	Dodonaea viscosa	Hopseed Bush	5-Gal	36	As Per Plan	x	x	x	x
(*)	Larrea tridentata	Creosote Bush	5-Gal	15	As Per Plan	x			
(*)	Leucophyllum frutescens 'Compacta'	Texas Sage	5-Gal	124	As Per Plan	x	x	x	
<b>GROUND COVERS</b>									
(*)	Acacia 'Desert Carpet'	Desert Carpet Acacia	1-Gal	33	As Per Plan	x	x	x	x
(*)	Lantana montevidensis	Purple Lantana	1-Gal	37	As Per Plan	x	x	x	x
(*)	Lantana 'New Gold'	'New Gold' Lantana	1-Gal	27	As Per Plan	x	x	x	x
<b>PERENNIAL WILDFLOWERS</b>									
(*)	Hymenoxys acaulis	Angelita Daisy	1-Gal	12	As Per Plan	x	x	x	x
(*)	Penstemon paryii	Parry's Penstemon	1-Gal	17	As Per Plan	x	x	x	x
(*)	Ruellia Brittonia 'Katie'	'Katie' Ruellia	1-Gal	13	As Per Plan	x	x	x	x
<b>MISCELLANEOUS</b>									
DG	Decomposed Granite - (Size: 1/2" Screened - Color: 'Desert Gold') 2" depth in all planting areas (typ)								
STABILIZED DG	Stabilized Decomposed Granite - (Size: 1/4" Minus - Color: 'Desert Gold') 3" compacted min. depth (with 1/2" x 8" deep steel plate edge on both sides of path)								
SYNTHETIC TURF	Synthetic Turf- Coronado Platinum By Arizona Artificial Lawns +/- 2,462 SF								

### CITY OF MESA LS REQUIREMENTS

	REQUIRED	PROVIDED
<b>RIGHT OF WAY (LONGBOW PKWY) - 294 LN FT.</b>		
TREES	1 Tree/6 Shrubs per 25 LF	7 EX & 8 NEW
SHRUBS	12	74
<b>PARKING LOT ISLAND</b>		
TREES	1 Tree/6 Shrubs per 8 Spaces	29
SHRUBS	17	150
36" BOX TREES	102	4
<b>HOTEL BUILDING 634'</b>		
TREES	1 Tree per 50 LF	13
SHRUBS	13	2
36" BOX	2	2
LANDSCAPE FOR WALLS VISIBLE FROM PARKING	33% OF EXTERIOR WALL	94% OF EXT. WALL
<b>OPEN SPACE AREA (NON PARKING, PERIMETER OR STREETS) 21,108 SQ FT</b>		
	REQUIRED	PROVIDED
	10,554 = 50%	11,175 = 52.9%
<b>PLANT MATERIALS</b>		
EVERGREEN TREES	8	100 SQ FT 800 SQ FT
SHADE TREES	16	50 SQ FT 800 SQ FT
LARGE SHRUB	83	50 SQ FT 4,150 SQ FT
MEDIUM SHRUB	141	25 SQ FT 3,525 SQ FT
EVERGREEN GROUND COVER	76	25 SQ FT 1,900 SQ FT
	<b>GRAND TOTAL</b>	<b>11,175 SQ FT</b>

### NOTES

- 25% OF TREES REQUIRED IN R.O.W. SHOULD BE 36" BOX OR LARGER, WITH A MINIMUM OF 50% OF REQUIRED TREES BEING 24" BOX. NO TREES SMALLER THAN 15 GALLON.
  - 10% OF TREES REQUIRED IN PARKING ISLANDS & FOUNDATION PLANTING AREAS NEED TO BE 36" BOX WITH THE BALANCE BEING AT LEAST 24" BOX.
  - 50% OF TREES REQUIRED IN PERIMETER LANDSCAPE AREAS TO BE 24" BOX WITH THE BALANCE BEING 15 GALLON.
  - 50% OF ALL REQUIRED SHRUBS TO BE 5 GALLON WITH NO SHRUBS LESS THAN 1 GALLON.
- Additional Note:  
 \*(2) ADDITIONAL 24" BOX TREES SUBSTITUTED FOR (4) 15 GALLON TREES  
 \*(3) 24" BOX SUBSTITUTED FOR (6) 15 GALLON TREES

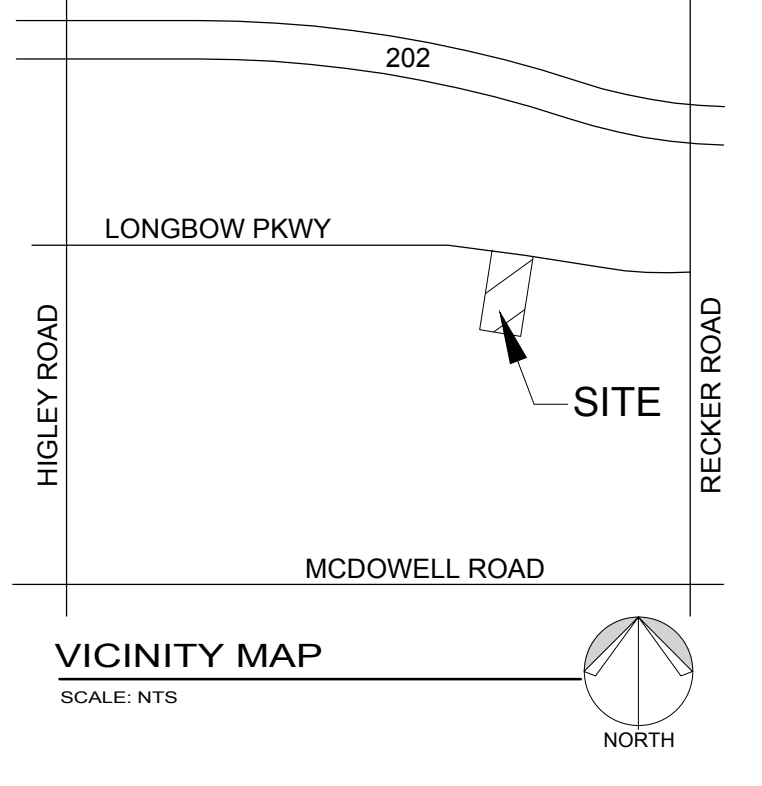
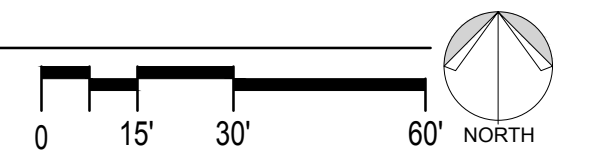
- PLANT MATERIAL NOTE:**
- All plants comply with the "Longbow Business Park" Design Guidelines.
  - All plant material should conform to the Arizona Nurseryman Association standards.

### Mesa Note:

- The landscape shall utilize a "NATURAL" maintenance program in accordance with the best management practice of the landscaping industry. 11-33-2(J)
- Required trees shall be minimum size as specified in the Arizona nursery association "recommended tree specifications" latest edition. 11-33-2(B)(2)
- All landscape material installed shall be maintained by owner/leasee in accordance with the approved landscape plan 11-33-3(I) 2&3
- All trees and shrubs located in the line-of-sight will be maintained for a clear area between 3'-7' and show line of sight on landscape plans.
- Required landscape areas shall be free from encroachment by any use, structure, vehicle, or feature not a part of the landscaping design 11-33-3(A)
- Backflow preventers 2" or larger shall be screened with landscape material located within a 6' radius of the backflow preventers (all backflow preventers less than 2" shall be placed in a wire mesh basket and painted green. (The Police Department's Crime Prevention Division has requested the change to green to discourage theft.)

### PLANTING PLAN

SCALE: 1"=30'-0"



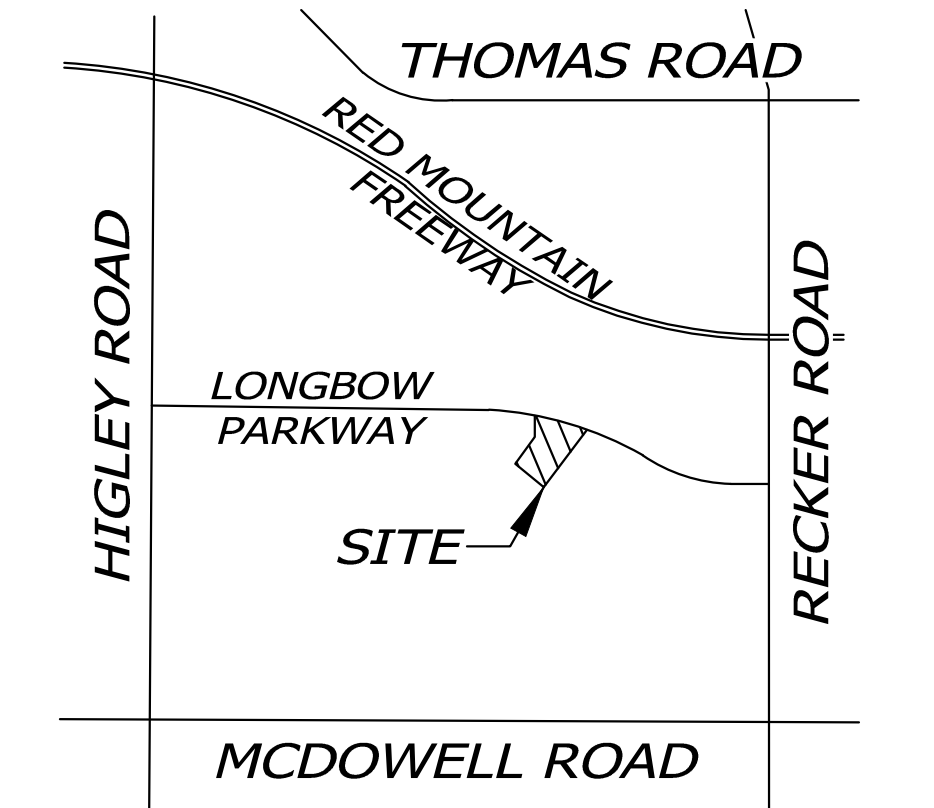
**hillman workshop**  
 landscape architecture  
 2901 e. highland ave  
 phoenix, az 85016  
 480-686-2001

LANDSCAPE ARCHITECT  
 AARON J. HILLMAN  
 03.15.26  
 ARIZONA, U.S.A.  
 EXPIRES 09/30/27

**Longbow Hotel and Retail Development**  
 Longbow Parkway, Mesa, Arizona

Planting Plan

L-1



APN: 141-41-036  
 SECTION: 35  
 TOWNSHIP: 2-N  
 RANGE: 6-E

VICINITY MAP  
 MESA, AZ  
 NTS

**DRAINAGE STATEMENT**

THE 100-YEAR, 2-HR RETENTION VOLUME FOR THE DEVELOPED CONDITION OF THIS PARCEL IS PROVIDED WITHIN AN EXISTING SURFACE RETENTION BASIN WITHIN THE GOLF COURSE PROPERTY ADJACENT SOUTH (LOT 8 LONGBOW BUSINESS PARK AND GOLF CLUB AND 829, PG. 44, M.C.R., APN:141-41-014).

**BASIS OF BEARING**

THE SURVEY FOR THIS PROJECT IS ORIENTED TO NAD83 ARIZONA CENTRAL ZONE PER MARICOPA COUNTY DEPARTMENT OF TRANSPORTATION UNIQUE POINT IDS: 473 & 570, OBTAINED FROM THE MARICOPA COUNTY DEPARTMENT OF TRANSPORTATION SURVEY DATASHEETS, USING A BEARING OF NORTH 00 DEGREES 05 MINUTES 30 SECONDS WEST.

**BENCHMARK**

CITY OF MESA BENCHMARK, BEING A BRASS TAG IN TOP OF CURB, LOCATED ON THE NORTHEAST CORNER OF THE INTERSECTION OF RECKER ROAD AND MCDOWELL ROAD, HAVING AN ELEVATION OF 1461.66 FEET, NAVD88.

**FEMA FLOOD ZONE CLASSIFICATION**

ACCORDING TO FEMA FLOOD INSURANCE RATE MAP, MAP NUMBER 04013C2280L, DATED OCTOBER 16, 2013, THE SUBJECT PROPERTY IS LOCATED IN ZONE X (SHADED). ZONE X (SHADED) IS DEFINED AS "AREAS OF 0.2% ANNUAL CHANCE FLOOD; AREAS OF 1% ANNUAL CHANCE FLOOD WITH AVERAGE DEPTHS OF LESS THAN 1 FOOT OR WITH DRAINAGE AREAS LESS THAN 1 SQUARE MILE; AND AREAS PROTECTED BY LEVEES FROM 1% ANNUAL CHANCE FLOOD."

**LEGEND**

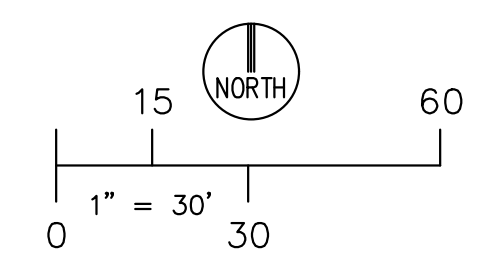
- EASEMENT LINE
- CENTERLINE
- PROPERTY LINE
- RIGHT OF WAY
- W- EX. WATER LINE
- S- EX. SEWER LINE
- F- PR. FIRE LINE
- W- PR. WATER LINE
- S- PR. SEWER LINE
- XX EX. CONTOUR LINE
- XX PR. CONTOUR LINE
- █ EX. STORM DRAIN
- █ PR. STORM DRAIN / RET. TANK
- (XX.XX) EX. ELEVATION
- XX.XX PR. ELEVATION
- - - G.B. - - - GRADE BREAK
- SURFACE DRAINAGE DIRECTION
- █ STORM DRAIN CATCH BASIN
- ⊗ OR ⊠ EX. MANHOLES, VAULTS AND BOXES
- ⊗ PR. WATER VALVE
- ⊠ PR. WATER METER BOX
- ⊙ PR. FIRE HYDRANT

**ABBREVIATIONS**

- C: CONCRETE GRADE
- DE: DRAINAGE EASEMENT
- EG: EXISTING GRADE
- LSB: LANDSCAPE SETBACK
- SW: SIDEWALK
- FF: FINISHED FLOOR
- TC: TOP OF CURB
- G: GUTTER
- R: RIM
- P: PAVEMENT
- FG: FINISHED GRADE
- MCR: MARICOPA COUNTY RECORDER
- PUE: PUBLIC UTILITY EASEMENT

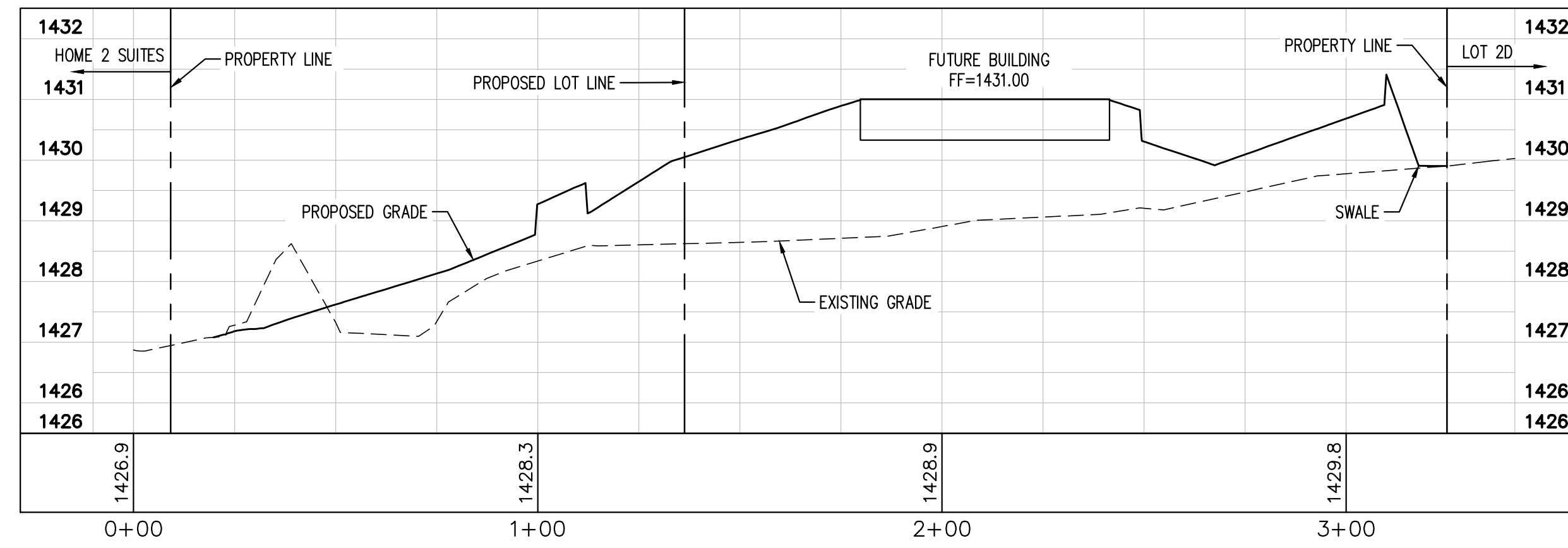
**SHEET INDEX**

- PGP.1 PRELIMINARY GRADING PLAN
- PGP.2 X-SECTIONS

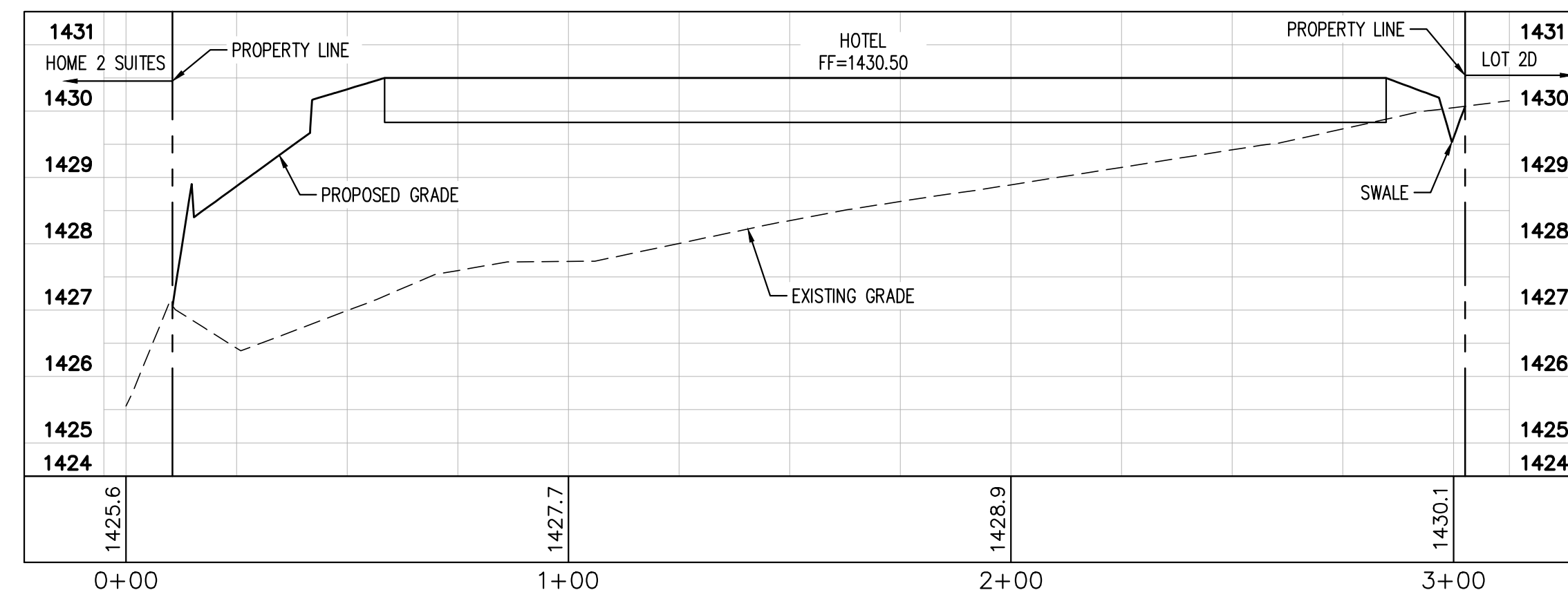


NO.	DATE	DESCRIPTION

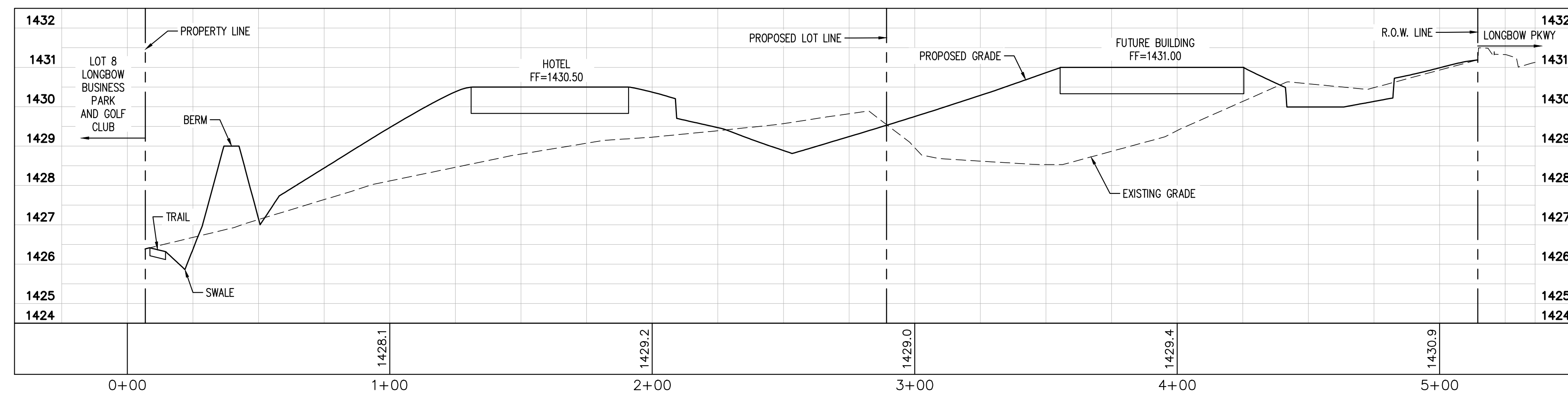
Professional Engineer  
 JUSTIN J. WILSON  
 License No. 47702  
 State of Arizona  
 PROJECT NO. 062508  
 PGP.1 OF 2



X-SECTION A  
 SCALE(H): 1"=30'  
 SCALE(V): 1"=2' (VERTICAL EXAGGERATION 15x)

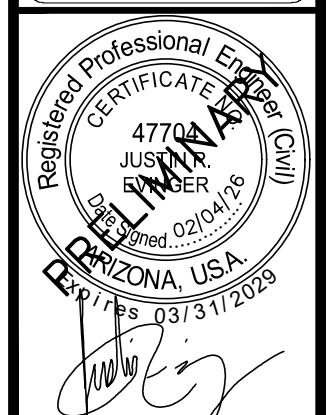


X-SECTION B  
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 SCALE(V): 1"=2' (VERTICAL EXAGGERATION 15x)

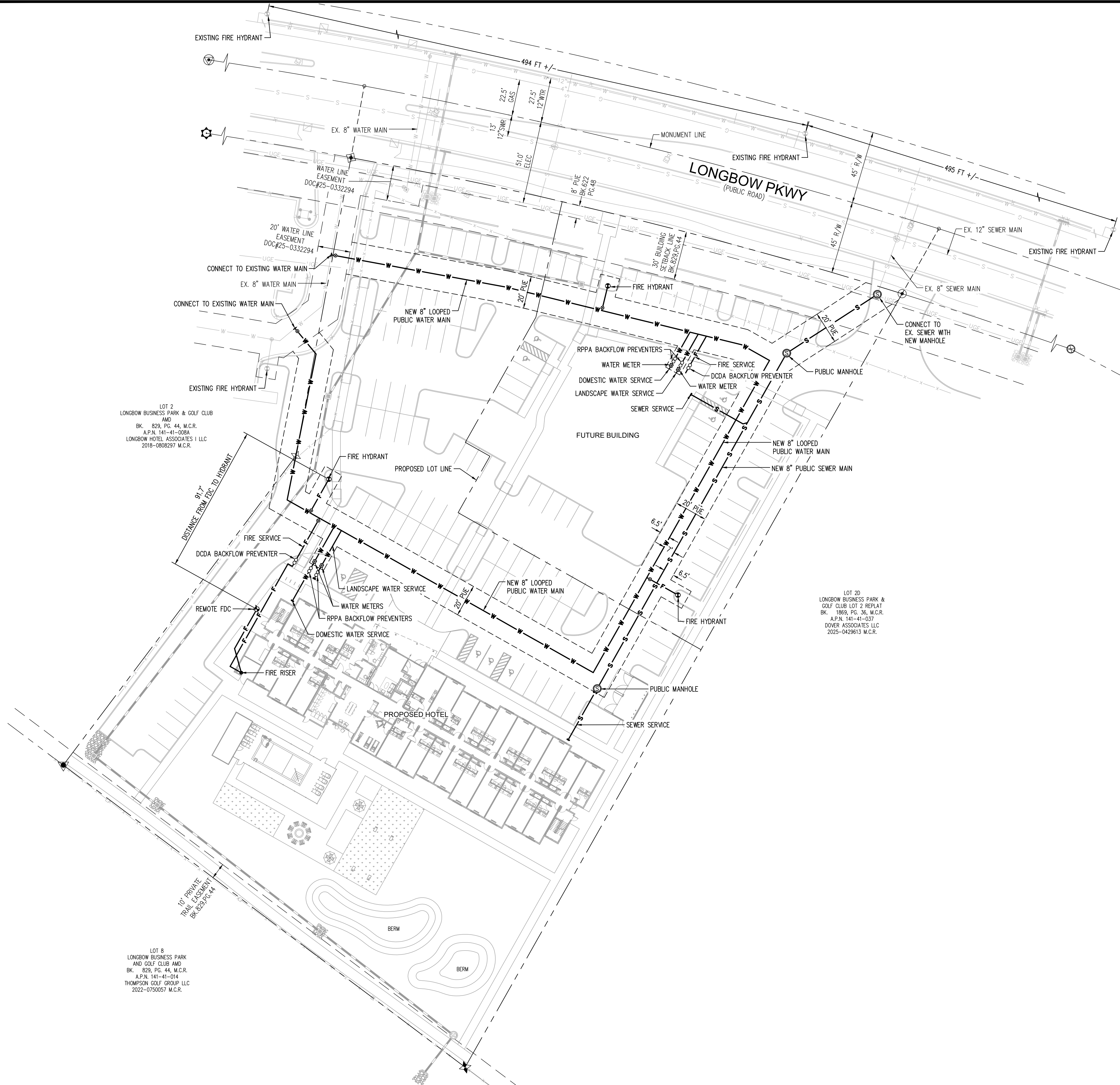


X-SECTION C  
 SCALE(H): 1"=30'  
 SCALE(V): 1"=2' (VERTICAL EXAGGERATION 15x)

NO.	DATE	DESCRIPTION



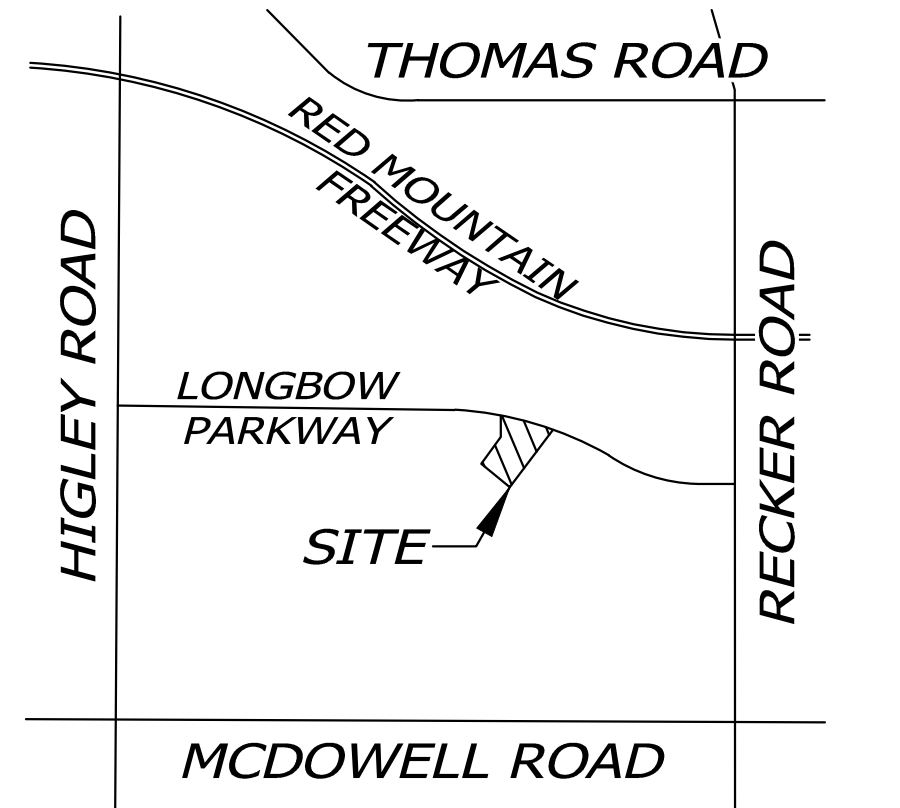
PROJECT NO.  
062508



LOT 2  
 LONGBOW BUSINESS PARK & GOLF CLUB  
 AND  
 BK. 829, PG. 44, M.C.R.  
 A.P.N. 141-41-0084  
 LONGBOW HOTEL ASSOCIATES I LLC  
 2018-0808297 M.C.R.

LOT 2D  
 LONGBOW BUSINESS PARK &  
 GOLF CLUB LOT 2 REPLAT  
 BK. 1869, PG. 36, M.C.R.  
 A.P.N. 141-41-037  
 DOVER ASSOCIATES LLC  
 2025-0429613 M.C.R.

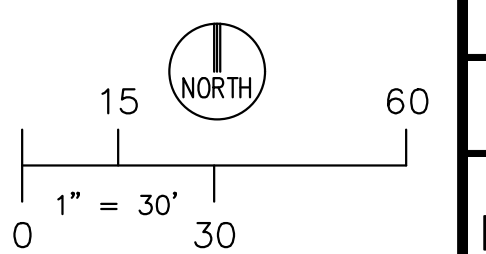
LOT 8  
 LONGBOW BUSINESS PARK  
 AND GOLF CLUB AND  
 BK. 829, PG. 44, M.C.R.  
 A.P.N. 141-41-014  
 THOMPSON GOLF GROUP LLC  
 2022-0750057 M.C.R.



APN: 141-41-036  
 SECTION: 35  
 TOWNSHIP: 2-N  
 RANGE: 6-E  
**VICINITY MAP**  
 MESA, AZ  
 NTS

**LEGEND**

- |     |                |        |                             |                                |
|-----|----------------|--------|-----------------------------|--------------------------------|
| --- | EASEMENT LINE  | ▬      | EX. STORM DRAIN             |                                |
| --- | CENTERLINE     | ▬      | PR. STORM DRAIN / RET. TANK |                                |
| --- | PROPERTY LINE  | ▬      | ▬                           | STORM DRAIN CATCH BASIN        |
| --- | RIGHT OF WAY   | ⊗ OR ⊗ | ⊗                           | EX. MANHOLES, VAULTS AND BOXES |
| W   | EX. WATER LINE | ⊗      | ⊗                           | PR. WATER VALVE                |
| S   | EX. SEWER LINE | ⊗      | ⊗                           | PR. WATER METER BOX            |
| F   | PR. FIRE LINE  | ⊗      | ⊗                           | PR. FIRE HYDRANT               |
| W   | PR. WATER LINE | ⊗      | ⊗                           | PR. BACKFLOW PREVENTER         |
| S   | PR. SEWER LINE |        |                             |                                |



**PRELIMINARY UTILITY PLAN**  
**LONGBOW HOTEL**  
 LOT 2C, APN: 141-41-036  
 MESA, AZ

NO.	DATE	DESCRIPTION



PROJECT NO.  
 062508



**HOTEL**  
MESA (LONGBOW), AZ

EXTERIOR RENDERING

DESIGN REPRESENTATION ONLY - NOT FOR CONSTRUCTION  
The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, tone, hue, tint, shading, ambient light intensity, materials, texture, contrast, font style, construction variations required by building codes or inspectors, material availability or final design detailing.

**SD1.9**  
12/24/2025



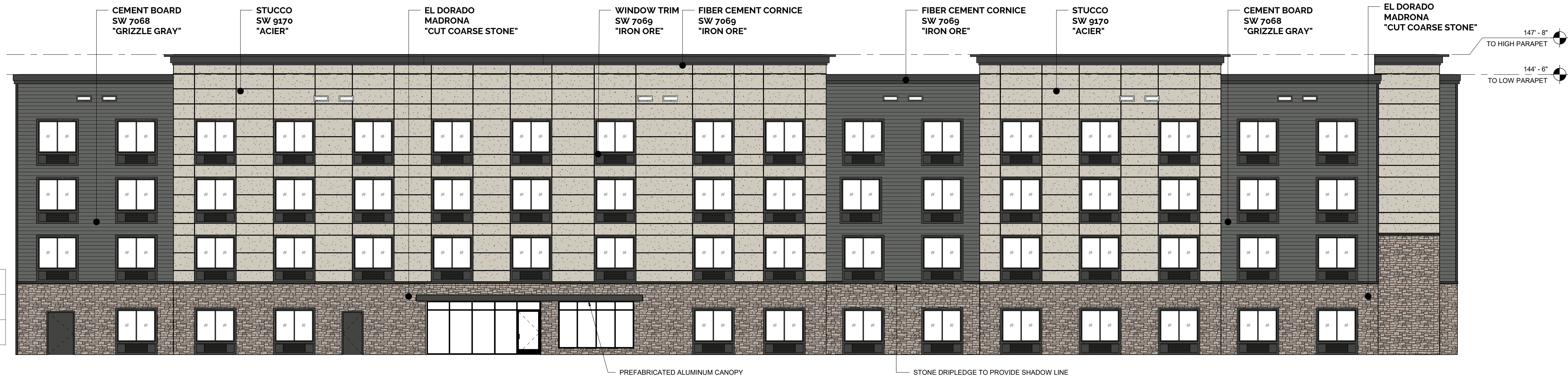
**HOTEL**  
MESA (LONGBOW), AZ

EXTERIOR RENDERING

DESIGN REPRESENTATION ONLY - NOT FOR CONSTRUCTION  
The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, tone, hue, tint, shading, ambient light intensity, materials, texture, contrast, font style, construction variations required by building codes or inspectors, material availability or final design detailing.

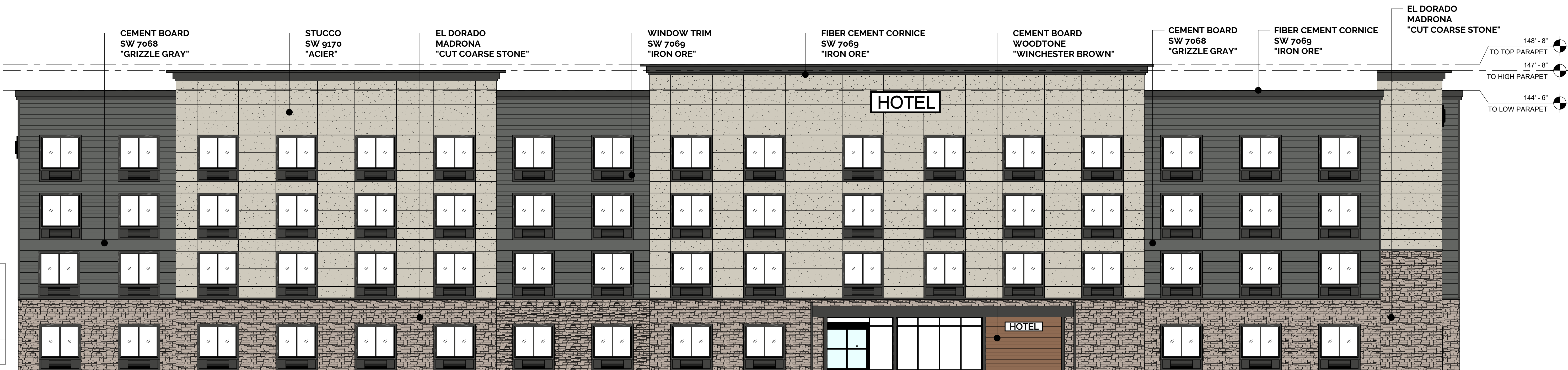
**SD1.10**

12/24/2025



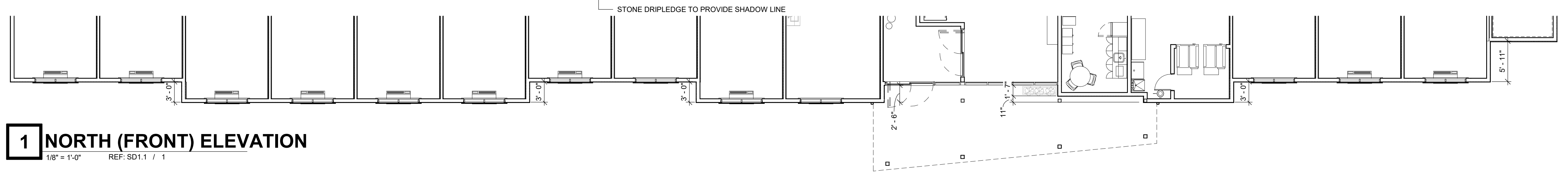
CEMENT BOARD	SW 7068 "GRIZZLE GRAY"	25%
STUCCO	SW 9170 "ACIER"	50%
STONE	EL DORADO MADRONA "CUT COARSE STONE"	25%

**2 SOUTH (REAR) ELEVATION**  
1/8" = 1'-0" REF: SD1.1 / 1

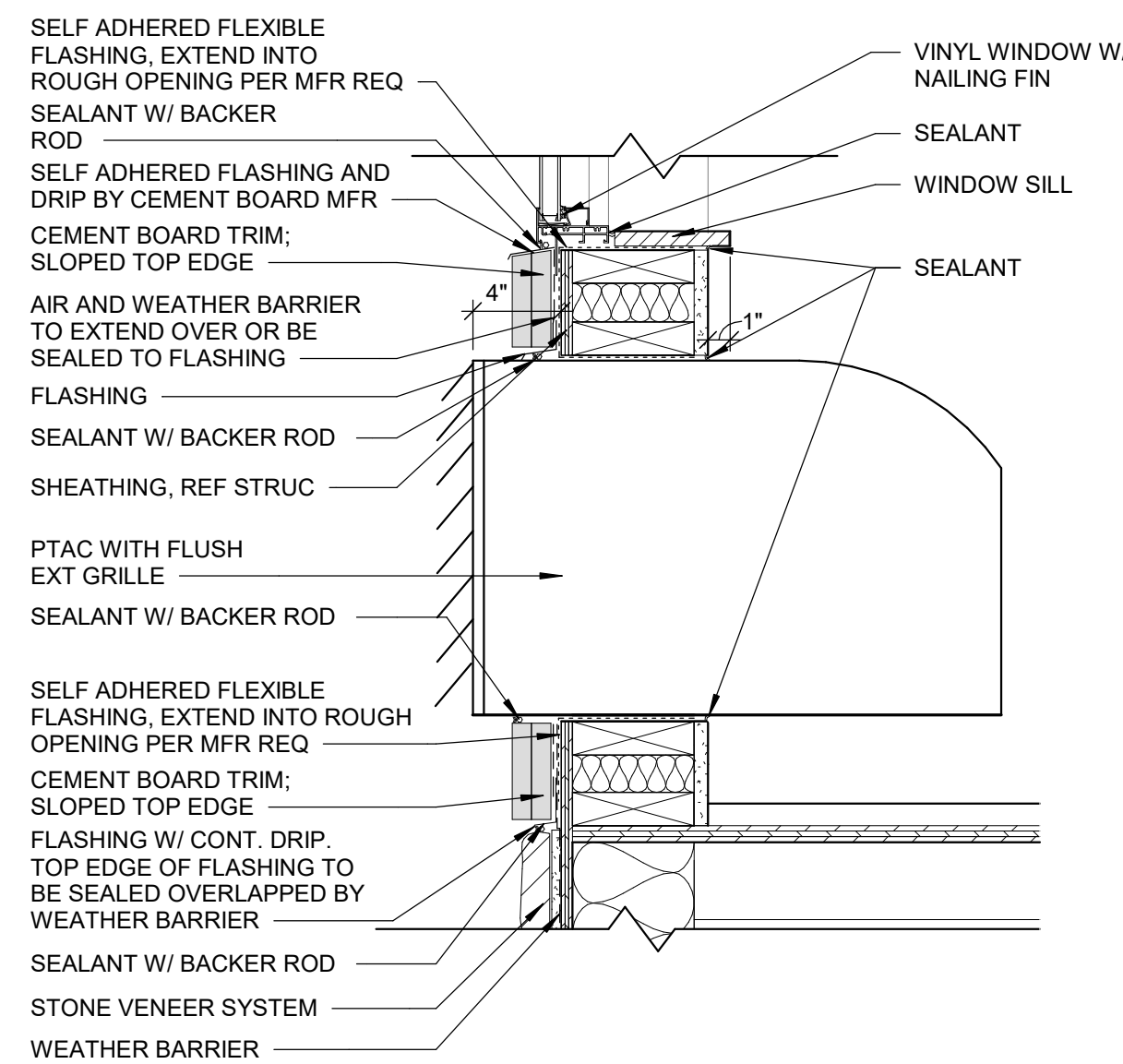


CEMENT BOARD	SW 7068 "GRIZZLE GRAY"	28%
STUCCO	SW 9170 "ACIER"	47%
STONE	EL DORADO MADRONA "CUT COARSE STONE"	24%
CEMENT BOARD	WOODTONE "WINCHESTER BROWN"	1%

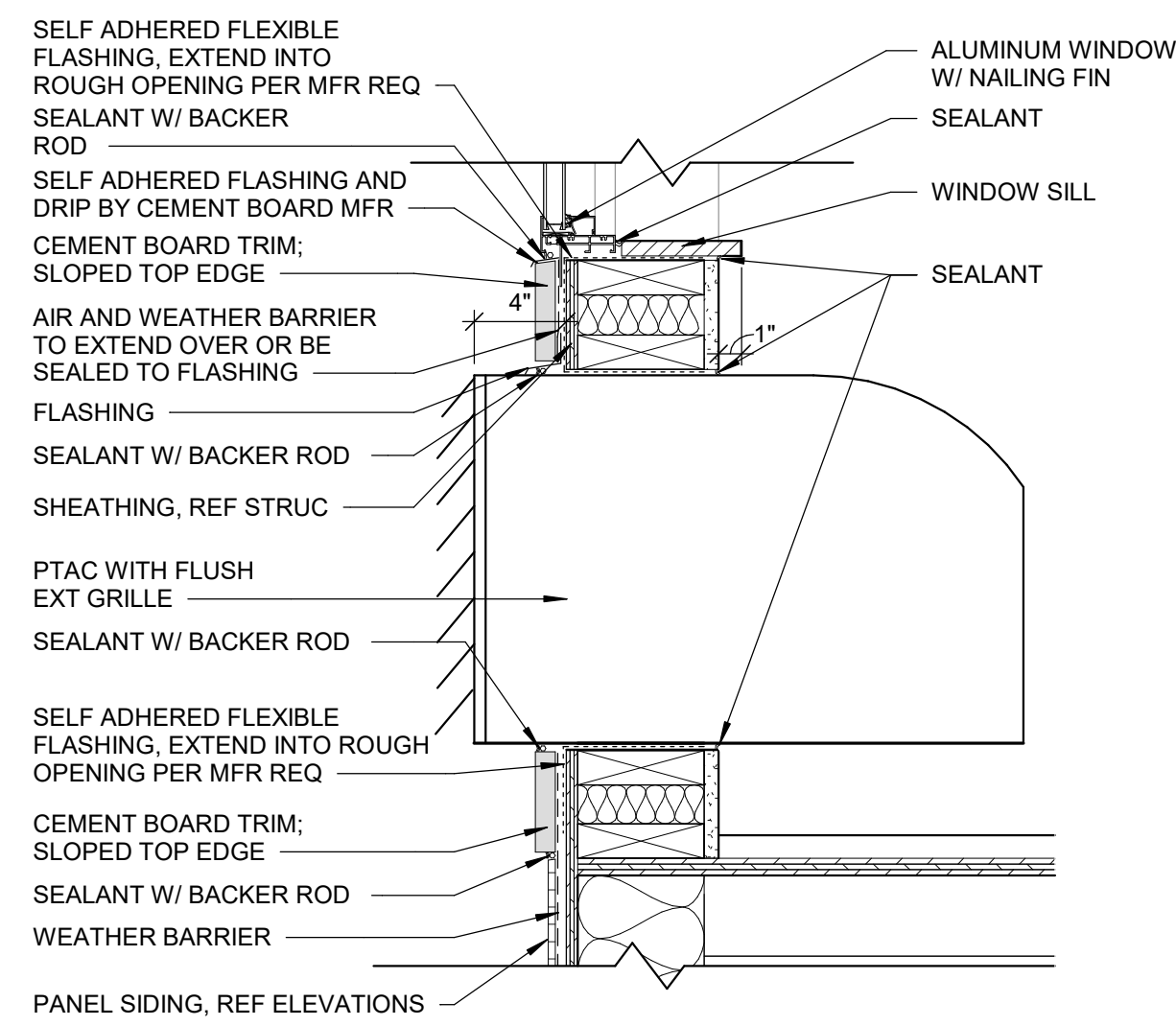
**1 NORTH (FRONT) ELEVATION**  
1/8" = 1'-0" REF: SD1.1 / 1



GENERAL NOTES:  
1. PER CONDITION OF APPROVAL # 7 OF ORD. NO. 4897, NOISE ATTENUATION MEASURES MUST BE INCORPORATED INTO THE DESIGN AND CONSTRUCTION OF THE BUILDING TO ACHIEVE A NOISE REDUCTION OF 25 DECIBELS. ADDITIONALLY, PER THE DMP DESIGN GUIDELINES, BUILDING WALL, ROOF AND WINDOW ASSEMBLIES SHALL ADDRESS METHODS TO ABSORB VIBRATION AND SOUND FROM AIRCRAFT. MINIMUM WINDOW STC RATINGS SHALL BE AN STC OF 30, WITH WALL AND ROOF ASSEMBLIES TO INCLUDE ATTENUATION MEASURES TO MEET THE MINIMUM 25 DECIBEL REDUCTION.



**7 WINDOW SILL - STONE**  
1 1/2" = 1'-0" REF: A610 / A

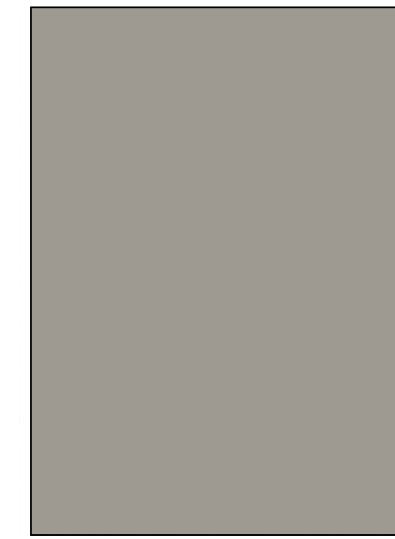


**6 WINDOW SILL - SIDING PANEL**  
1 1/2" = 1'-0" REF: A310 / 1

**MATERIALS**



EL DORADO STONE MADRONA "CUT COARSE STONE"



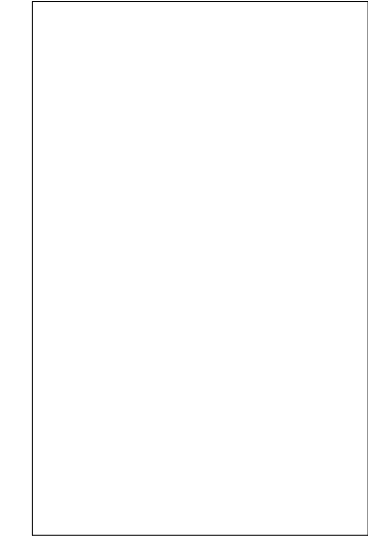
STUCCO, SMOOTH SW 9170 "ACIER"



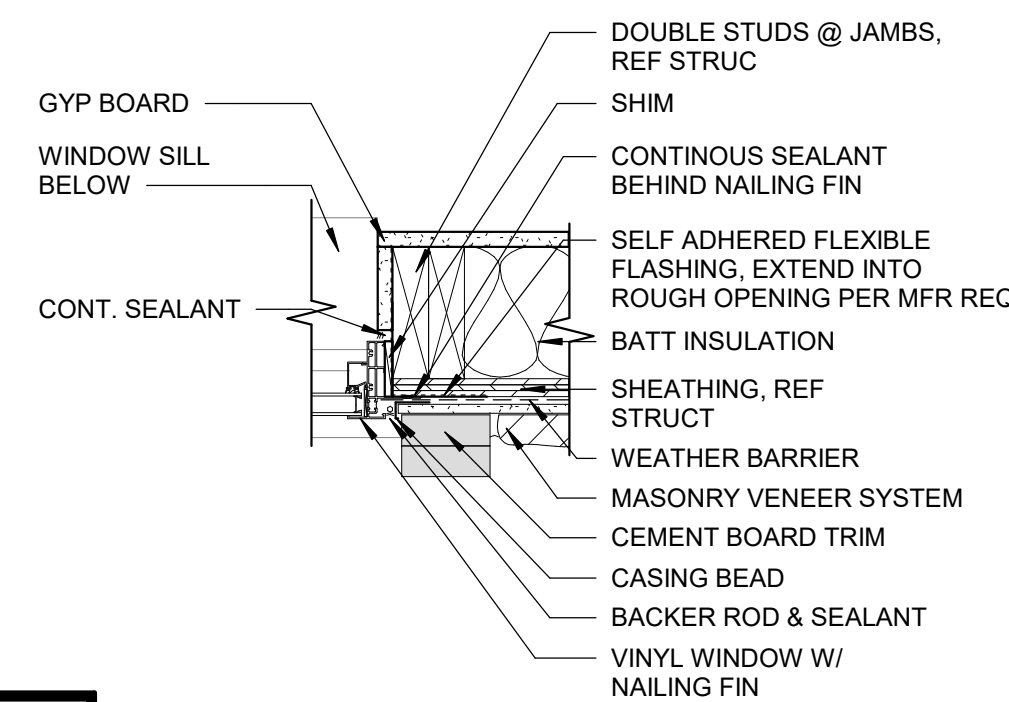
CEMENT BOARD SW 7068 "GRIZZLE GRAY"



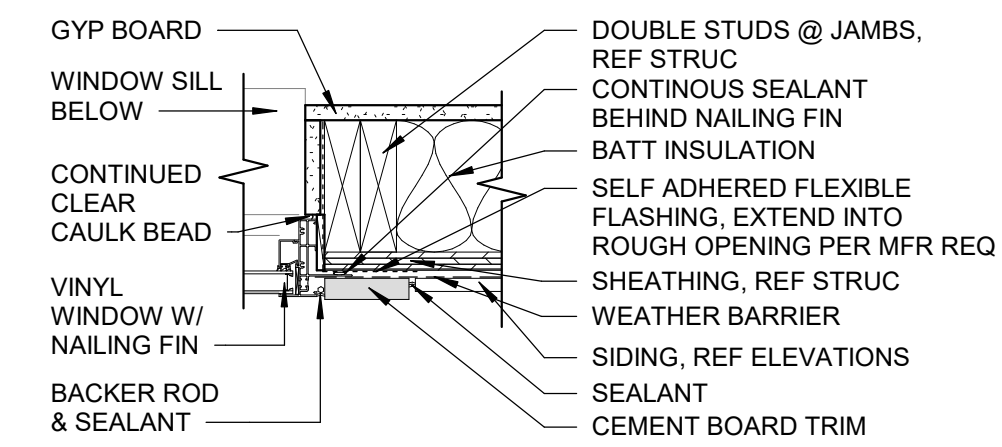
CEMENT BOARD WOODTONE "WINCHESTER BROWN"



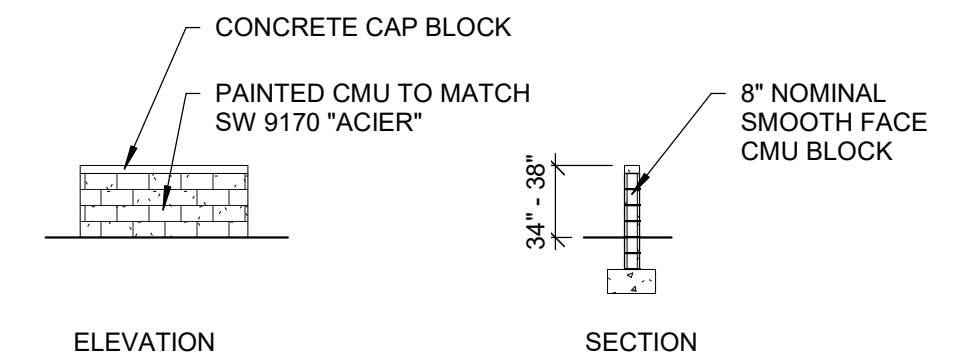
ROOFING WHITE TPO



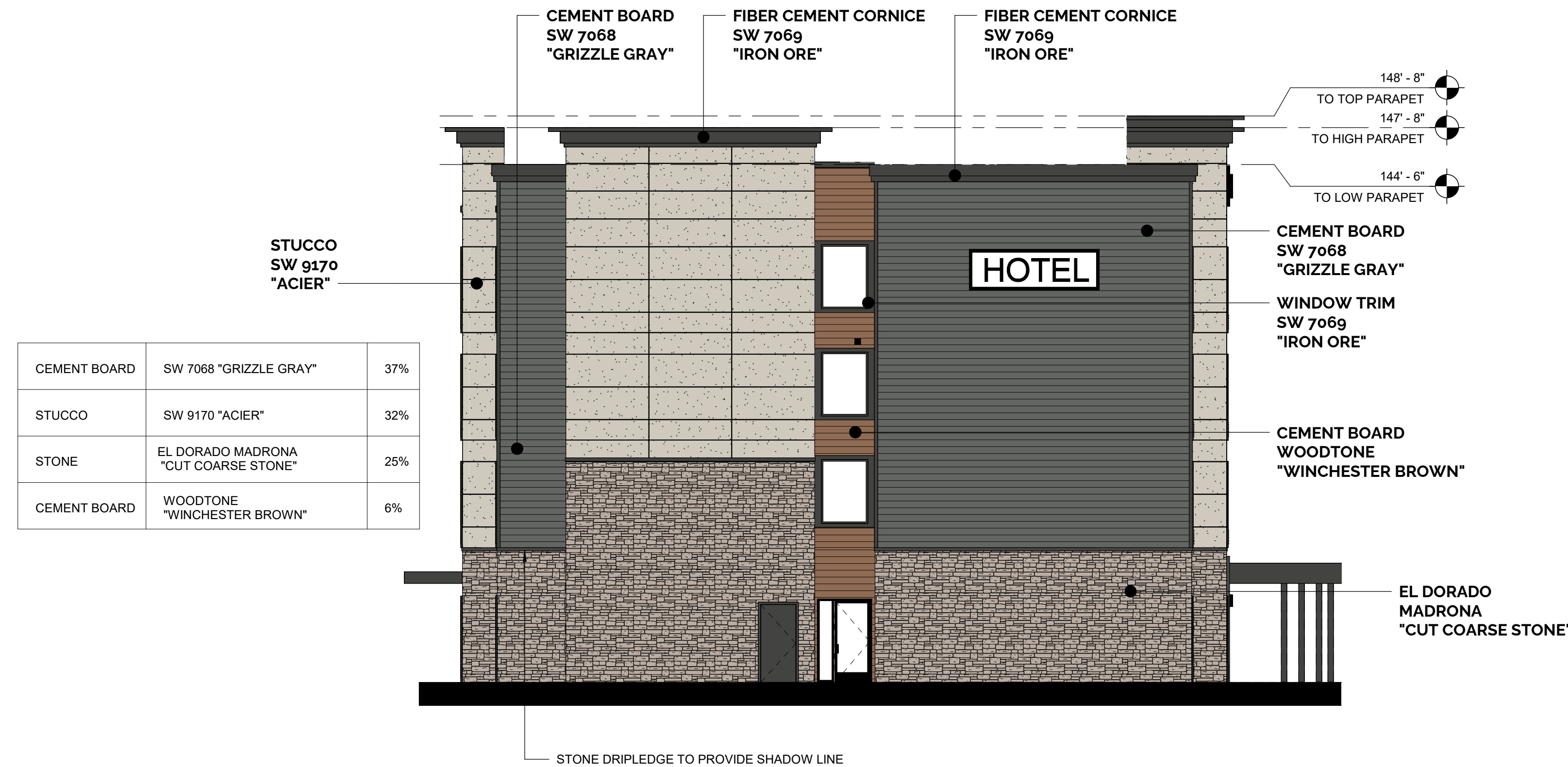
**5 WINDOW JAMB - STONE**  
1 1/2" = 1'-0" REF: A610 / A



**4 WINDOW JAMB - SIDING**  
1 1/2" = 1'-0" REF: A610 / A

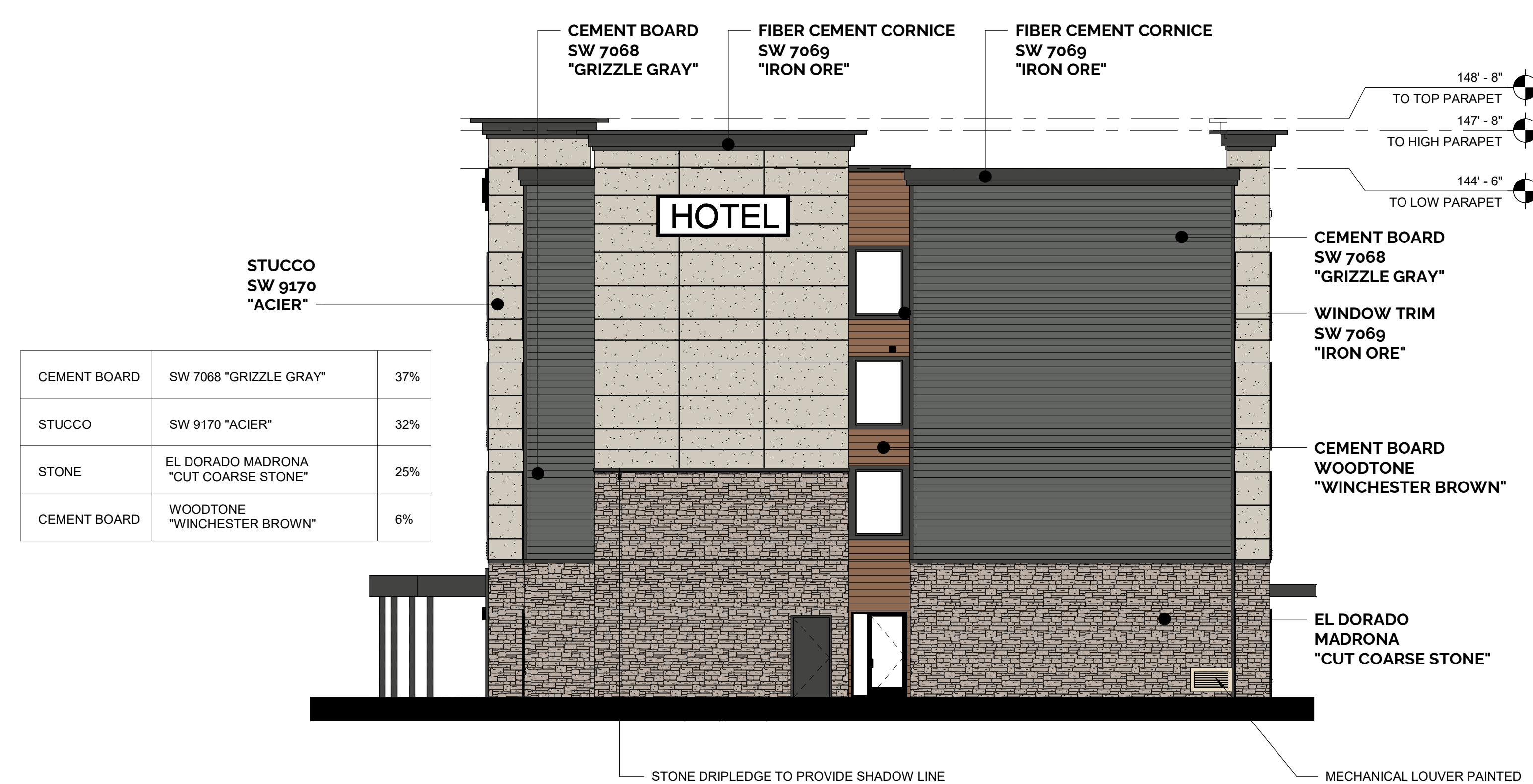


**3 SCREEN WALL**  
1/8" = 1'-0"



**2 EAST (RIGHT) ELEVATION**  
1/8" = 1'-0" REF: SD1.1 / 1

CEMENT BOARD	SW 7068 "GRIZZLE GRAY"	37%
STUCCO	SW 9170 "ACIER"	32%
STONE	EL DORADO MADRONA "CUT COARSE STONE"	25%
CEMENT BOARD	WOODTONE "WINCHESTER BROWN"	6%



**1 WEST (LEFT) ELEVATION**  
1/8" = 1'-0" REF: SD1.1 / 1

CEMENT BOARD	SW 7068 "GRIZZLE GRAY"	37%
STUCCO	SW 9170 "ACIER"	32%
STONE	EL DORADO MADRONA "CUT COARSE STONE"	25%
CEMENT BOARD	WOODTONE "WINCHESTER BROWN"	6%

Planning & Zoning Application  
(Council Use Permit, BIZ Overlay & Site Plan)

CITIZEN PARTICIPATION REPORT

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

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

February 9, 2026

Case No. ZON25-00917

## I. Purpose

The purpose of this Citizen Participation Report is to provide a summary for the City of our team's efforts to inform neighbors, property owners, neighborhood associations, etc. near the project site about the Planning & Zoning application for the proposed Council Use Permit, BIZ Overlay, and Site Plan for the "*Longbow Mixed-Use*" project (the "Project"). The Project is a proposed mixed-use hotel and retail/restaurant development 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").

The implemented Citizen Participation Plan ensured that those affected by this application had an adequate opportunity to learn about and comment on the Project. We have used these engagement opportunities to inform neighboring property owners and other members of the public of the benefits this Project will bring to the community and to address any concerns.

## II. Contact

Rose Law Group pc  
Chris Webb  
7144 E. Stetson Drive, Suite 300, Scottsdale, AZ 85251  
Ph: (480) 240-5648  
E: [cwebb@roselawgroup.com](mailto:cwebb@roselawgroup.com)

## III. Application Submittals

The Pre-Submittal conference was held with the City on October 28, 2025. The formal Project application was submitted to the City on November 15, 2025. City Staff have now completed their review of the Project application which is scheduled to go to the City's Planning & Zoning Board on March 11, 2026. The City Council is anticipated to take final action on the Project application in April 2026.

## IV. Action Plan Results

In order to provide effective citizen participation in conjunction with the Project application, the following actions were taken to provide opportunities to understand and address any real or perceived impacts that members of the community may have:

1. A notification area list was developed for citizens and agencies in this area including:
  - All registered neighborhood associations and HOAs within 1-mile of the Site.
  - All property owners within 1,000 feet of the Site.
2. All persons listed above received a letter describing the Project, a map of the Site location, and an invitation to the neighborhood meeting that was held.
3. A neighborhood meeting was held for all neighbors and surrounding property owners.

The meeting was held on February 5, 2026. Only 1 neighbor attended. This neighbor didn't have any concerns about the Project and provided a comment card indicating his support for it.

4. The Project team has not been contacted by any other neighbors, property owners or HOAs, but will continue to provide additional information or address additional questions should any questions or concerns arise.

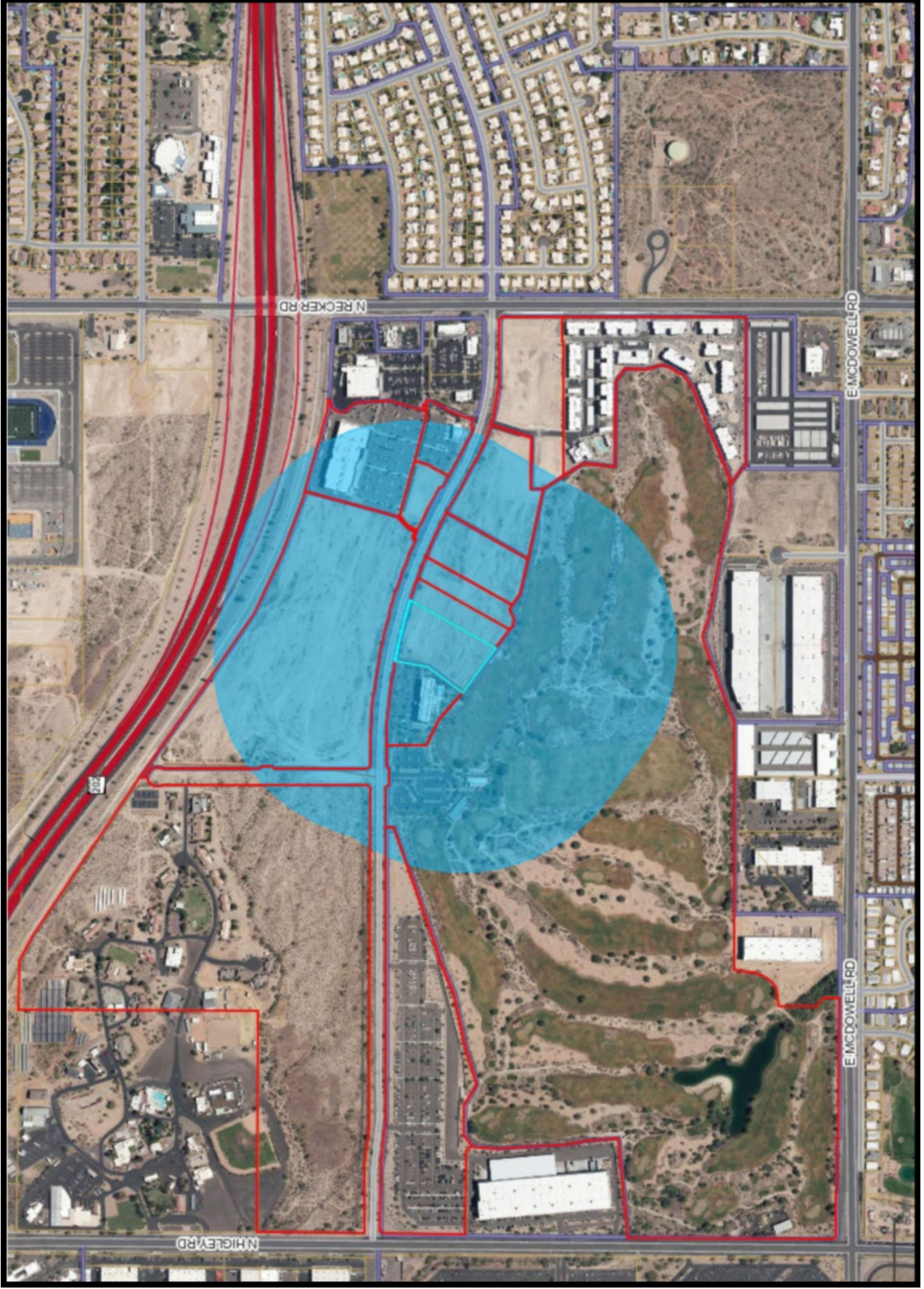
## V. Schedule & Status of Completion

Pre-Submittal Conference – October 28, 2025  
Application 1<sup>st</sup> Submittal – November 15, 2025  
Application 2<sup>nd</sup> Submittal – January 12, 2026  
Application Final Submittal – February 5, 2026  
Neighborhood Meeting – February 5, 2026  
Submittal of Citizen Participation Report – February 9, 2026  
Planning & Zoning Board Hearing – March 11, 2026 (pending)  
City Council Introduction – April 6, 2026 (pending)  
City Council Action – April 20, 2026 (pending)

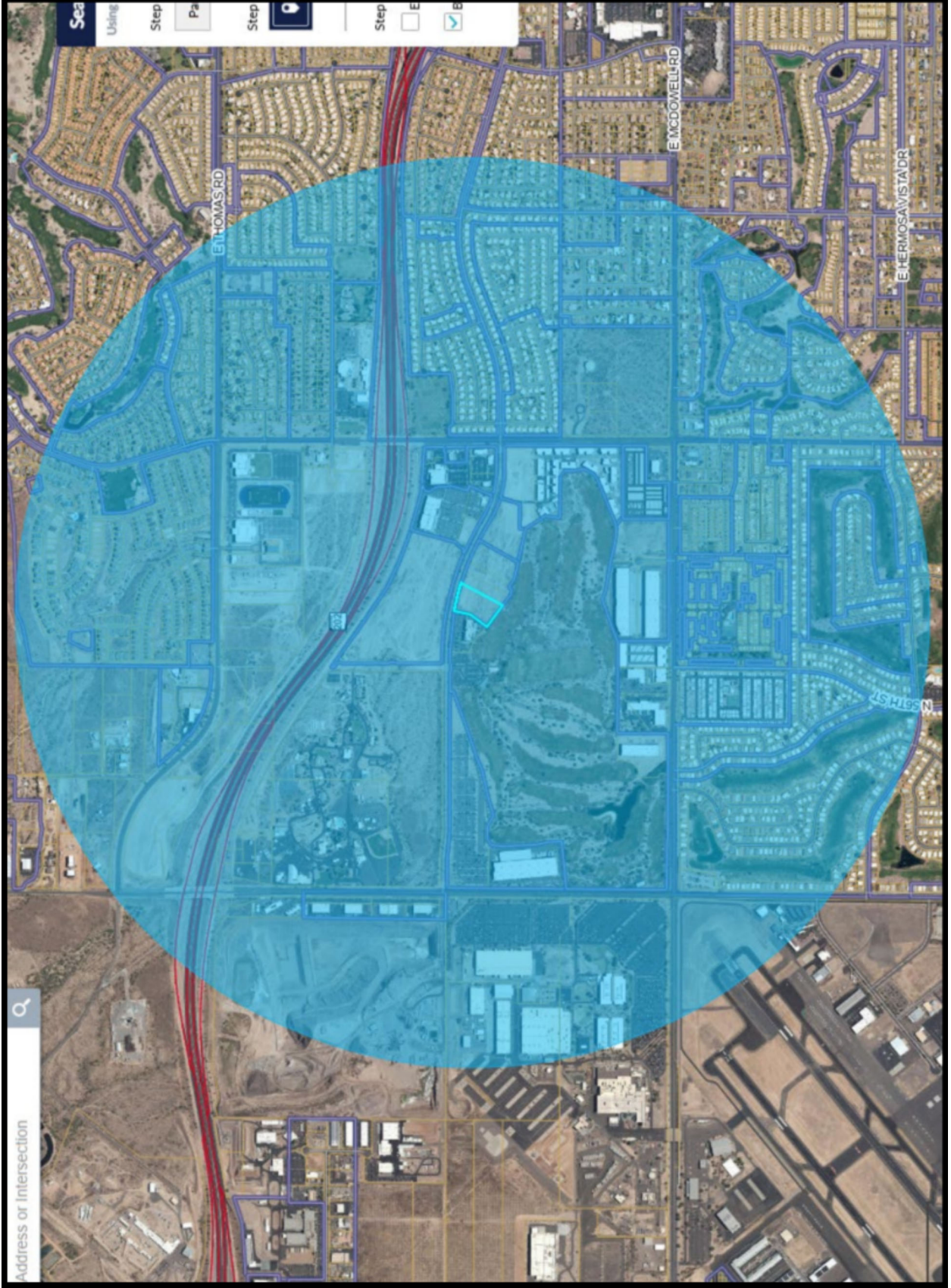
## VI. Attachments

Notification Area Map  
Notification Area List  
Neighborhood Notification Letter  
Affidavit of Notification  
Neighborhood Meeting Sign in Sheet  
Neighborhood Meeting Summary  
Neighbor Comment Card of Support

# 1000' NOTIFICATION AREA



# HOAs WITHIN 1 MILE RADIUS



COUNCILMEMBER ALICIA GOFORTH  
PO BOX 1466  
MESA AZ 85211-1466

JOHN ZIELONKA  
PO BOX 1466  
MESA AZ 85211-1466

CITY OF MESA DEVELOPMENT SERVICES  
DEPARTMENT  
ATTN: NANA APPIAH  
PO BOX 1466  
MESA AZ 85211-1466

CITY OF MESA DEVELOPMENT SERVICES  
DEPARTMENT  
ATTN: MALLORY RESS  
PO BOX 1466  
MESA AZ 85211-1466

CITY OF MESA  
ATTN: MARC HERSHBERG  
20 E MAIN ST STE 750  
MESA AZ 85211-1466

DHI COMMERCIAL-LONGBOW LLC  
1341 HORTON CIR  
ARLINGTON TX 76011

DOVER ASSOCIATES LLC  
5110 N 40TH ST STE 254  
PHOENIX AZ 85018

DRH ENERGY INC  
7689 E PINNACLE PEAK RD 200  
SCOTTSDALE AZ 852255

FC MESA LLC  
2989 W MAPLE LOOP DR STE 100  
LEHI UT 84043

INDUSTRIAL INVESTORS LLC  
2491 HARDIN RIDGE DR  
HENDERSON NV 89052

LONGBOW 12 WEST LLC  
12 W MAIN ST  
MESA AZ 85201

LONGBOW HOTEL ASSOCIATES I LLC  
9455 E IRONWOOD SQUARE DR  
SCOTTSDALE AZ 85258

NUVISION FEDERAL CREDIT UNION  
7812 EDINGER AVE  
HUNTINGTON BEACH CA 92647

SAMS WEST INC  
2608 SE J ST  
BENTONVILLE AR 72712

SNL MESA AZ LLC  
300 N LASALLE 5450  
CHICAGO IL 60654

SUNSHINE ACRES CHILDREN HOMES  
3405 N HIGLEY RD  
MESA AZ 85201

THOMPSON GOLF GROUP LLC  
4415 E VILLAGE PKWY  
GILBERT AZ 85298

APACHE WELLS HOMEOWNERS  
ASSOCIATION  
APACHE WELLS HOA  
2223 N 56TH ST  
MESA AZ 85215

APACHE WELLS HOMEOWNERS  
ASSOCIATION  
KIRK MAHONEY  
2654 N ARMOUR AVE  
MESA AZ 85215

APACHE WELLS HOMEOWNERS  
ASSOCIATION  
JUDY TEAGUE  
2223 N 56TH ST  
MESA AZ 85215

APACHE WELLS HOMEOWNERS  
ASSOCIATION  
KIMBERLY COGILL  
2223 N 56TH ST  
MESA AZ 85215

APACHE WELLS HOMEOWNERS  
ASSOCIATION  
SHARON GORDON  
2442 N EASTWOOD WAY  
MESA AZ 85215

CAMELOT PROPERTY OWNERS ASSOCIATION  
150 E Alamo Dr Suite #3  
Chandler, AZ 85225

IRONWOOD AT RED MOUNTAIN  
HOMEOWNERS ASSOCIATION  
BEAU CRUZ  
7255 E HAMPTON AVE 101  
MESA AZ 85209

LOMA VILLA HOMEOWNERS ASSOCIATION  
RICHARD FONTINEL  
5902 E NANCE ST  
MESA AZ 85215

LOMA VILLA HOMEOWNERS ASSOCIATION  
SHERRY BROOKS  
5830 E NANCE ST  
MESA AZ 85215

LOMA VILLA HOMEOWNERS ASSOCIATION  
SANDY MORENO  
5942 E NANCE ST  
MESA AZ 85215

LOMA VILLA HOMEOWNERS ASSOCIATION  
SANDRA MORENO  
1850 E NORTHROP BLVD 140  
CHANDLER AZ 85286

LONGBOW BUSINESS PARK & GOLF CLUB  
PROPERTY OWNERS ASSOCIATION  
BOB MCNICHOLS  
5601 E LONGBOW PARKWAY  
MESA AZ 85215

MESA DESERT HEIGHTS HOMEOWNERS  
ASSOCIATION

RANCHO DEL LAGO/VILLA ROYALE II  
HOMEOWNERS ASSOCIATION  
TRACI HILL-VANDAGRIFF  
2513 N SEA PINES ST  
MESA AZ 85215

RANCHO DEL LAGO/VILLA ROYALE II  
HOMEOWNERS ASSOCIATION  
KEITH BURNS  
6307 E MILLS  
MESA AZ 85205

RED MOUNTAIN RANCH OWNERS  
ASSOCIATION  
JAN POND  
3919 N SANTIAGO  
MESA AZ 85215

RED MOUNTAIN RANCH OWNERS  
ASSOCIATION  
ANGIE TORREZ  
6644 E THOMAS RD STE 101  
MESA AZ 85215

REGENCY AT RIDGEVIEW ESTATES  
HOMEOWNERS ASSOCIATION

RESERVE AT RED ROCK  
MITCH DAY  
5820 E SCAFELL CIR  
MESA AZ 85215

RIDGEVIEW  
NICOLE MACFARLANE  
6122 E QUARTZ CIR  
MESA AZ 85215

RIDGEVIEW  
MIKE TURNER  
6305 E PRESIDIO  
MESA AZ 85207

SUMMIT  
DAVID EICH  
6546 E REGINA  
MESA AZ 85215

THE WELLS HOMEOWNERS ASSOCIATION  
SCOTT BRENNER  
5735 E MCDOWELL RD 500  
MESA AZ 85215

THE WELLS HOMEOWNERS ASSOCIATION  
JAMES RIEDL  
5735 E MCDOWELL RD 500  
MESA AZ 85215

VILLA ROYALE HOMEOWNERS ASSOCIATION

## Notice of Neighborhood Meeting

January 20, 2026

Dear Neighbor,

You are cordially invited to a neighborhood open house meeting hosted by Rose Law Group pc, on behalf of Opwest Partners, regarding a Planning & Zoning application submitted to the City of Mesa for a *Council Use Permit, Bonus Intensity Zone (BIZ) Overlay, and Site Plan* for the proposed “Longbow Mixed-Use” hotel and retail/restaurant project located on a 3.37-acre parcel situated west of southwest corner of Longbow Parkway & Recker Road, comprising APN 141-41-036 (the “Site”). This meeting notification is being sent to all property owners within 1,000 feet of the Site. The location of the “Longbow Mixed-Use” Site is identified on the map on the reverse side of this letter.

The “Longbow Mixed-Use” Site is part of the Longbow Business Park and Golf Club Development Master Plan and is zoned *Light Industrial (LI)* with a *Planned Area Development (PAD) Overlay*, which already allows hotels and retail/restaurant uses on the Site. The Planning & Zoning application submitted to the City of Mesa is only necessary to; (i) allow a portion of the proposed hotel to be constructed within the Airport Overlay Area 2 (“AOA2”) of Falcon Field that covers the western 60-70 feet of the Site, (ii) allow the height of the hotel to exceed 40 feet (up to 53 feet), and (iii) establish the site plan for both the hotel and retail/restaurant portions of the project.

A neighborhood open house meeting will be held at the time and place listed below to discuss the Planning & Zoning application submitted to the City of Mesa and answer any questions you may have. The meeting will be held in an open house format, so you may come and go at your convenience.

**Thursday, February 5, 2026**  
**5:00 PM – 6:00 PM**  
**American Leadership Academy, Mesa North Pre-K-6 - Cafeteria**  
**5901 E. Thomas Road, Mesa, AZ 85215**

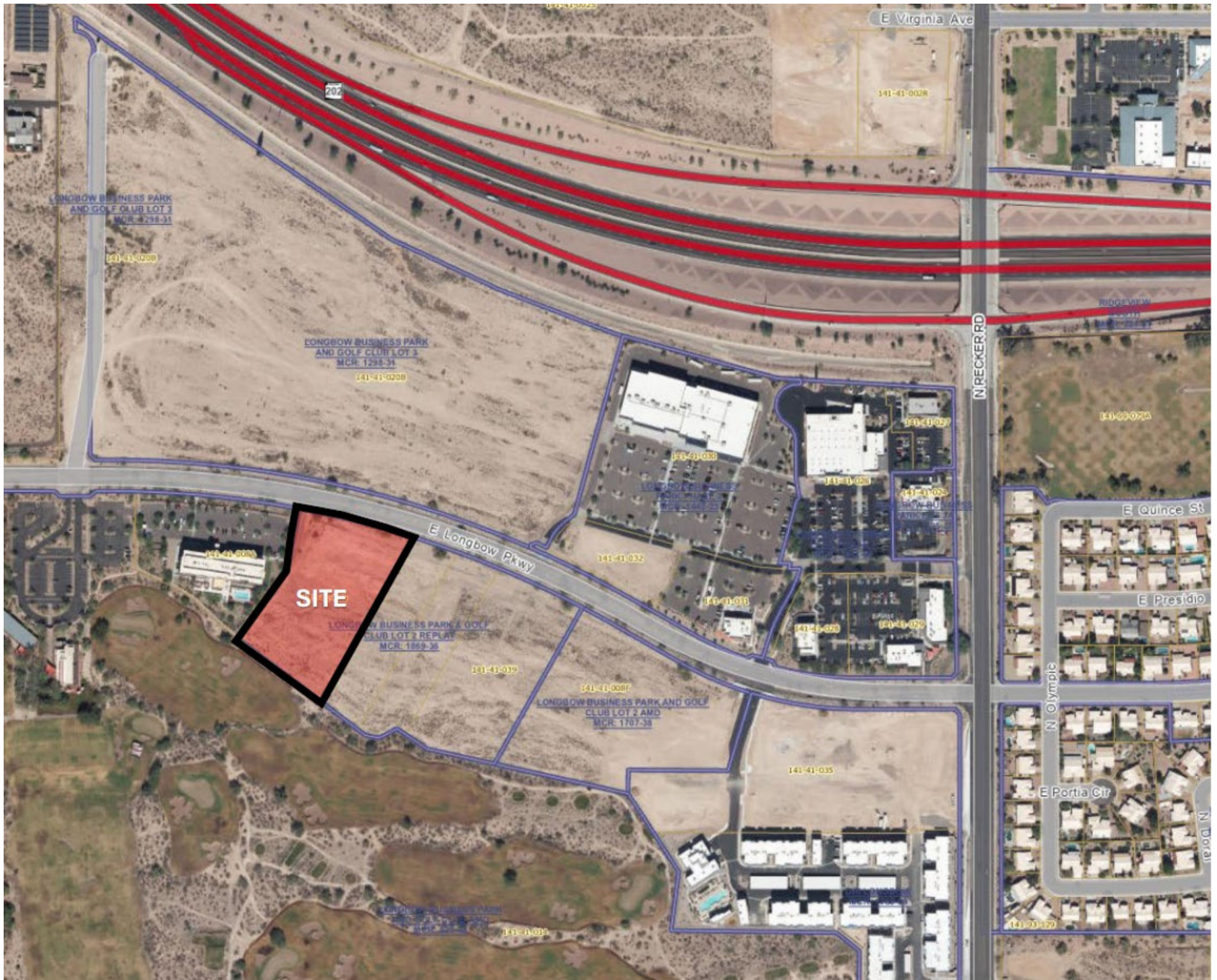
If you have any questions or comments regarding the above referenced application or the neighborhood meeting, please contact Chris Webb at Rose Law Group pc, (480) 240-5648 or [cwebb@roselawgroup.com](mailto:cwebb@roselawgroup.com). Comments or questions related to this application may also be provided to Mallory Ress at the City of Mesa at (480) 644-2067 or [mallory.ress@mesaaz.gov](mailto:mallory.ress@mesaaz.gov)

Sincerely,

*Chris Webb*

Chris K. Webb  
Director of Land Development Solutions

# Longbow Mixed-Use Project – Site Location Map



**Affidavit of Notification**

**Application:** Longbow Mixed-Use - Council UP, BIZ Overlay, Site Plan

**Applicant Name:** Opwest Partners

**Location:** west of SWC Longbow Parkway & Recker Road

I confirm that notice as required for the case noted above has been mailed or delivered to the attached list of property owners and neighborhood associations at the addresses noted.

Kayla Amado  
**Applicant/Representative Signature**

1/21/2026  
**Date**

This instrument was acknowledged before me on this 21<sup>st</sup> day of January,

2026, by Kayla Amado. In witness whereof

I hereunto set my hand and official seal.

Laury Henderson  
**Notary Public**



My commission expires 02/26/2029

**Neighborhood Meeting Summary**  
**Longbow Mixed Use (ZON25-00917)**  
**West of SW corner of Longbow Pkwy and Recker Rd**

<b>Date:</b>	Thursday, February 5 <sup>th</sup> , 2026
<b>Time:</b>	5:00pm – 6:00pm
<b>Location:</b>	American Leadership Academy, Mesa North 5901 East Thomas Road, Mesa, AZ 85215

<b>Neighborhood Meeting Team:</b>	
	Chris Webb, Rose Law Group
	Ty Templeton, Rose Law Group

The Applicant team held an in-person Neighborhood Meeting on Thursday, February 5<sup>th</sup>, 2026 from 5:00pm – 6:00pm in the Cafeteria of the K-6 building of American Leadership Academy, Mesa North, located at 5901 East Thomas Road, Mesa, AZ 85215. Notification letters were mailed out via USPS on January 20, 2026 to all property owners within 1,000 feet and HOA's within one mile of the project site, meeting the minimum notice requirement in accordance with the Mesa Zoning Ordinance (see Affidavit of Notification attached hereto).

The Applicant Team arrived at 4:30pm to set up the meeting room with exhibit boards on easels and a table for sign-in sheets and comment cards. Before the meeting, the Applicant team coordinated with American Leadership Academy maintenance staff to ensure all entrances were available. Each area had directional signs pointing out the cafeteria for ease of access.

The meeting began promptly at 5:00pm. Only one member of the community attended (See sign-in sheets attached hereto).

Upon signing in, the attendee was greeted by the Applicant Team and walked around the various exhibit boards displaying the project's preliminary site plan, landscape plan, zoning, architectural concepts, and aerial visuals. The attendee was encouraged to provide comments, suggestions, and ask questions regarding the project's scope, design, and interplay with their neighborhood.

The Applicant team and the attendee engaged in discussion regarding the community benefit of the project. The attendees comment card is attached where he expressed his support for the project.

Should any neighbors or interested parties reply to further noticing about the application, communication will be opened between those neighbors and the Applicant Team to address all questions, concerns, and comments. The results of any discussions and feedback gained will be taken into consideration with the application and copies of all correspondence will be provided to the City.



We would love to hear your thoughts about this project. All comment cards will be submitted to staff and included in the case report.

Name: MITCH DAY

Address: 5820 E SCAPELL CIR

Please circle one: SUPPORT / OPPOSED / NEUTRAL

### WRITE COMMENTS BELOW

ADDITIONAL QUALITY HOTEL  
ROOMS ARE NEEDED  
IN NE MESA!

Cont. on reverse →



2575 East Camelback Road, Suite 500  
Phoenix, AZ 85016-4290

602 614 7877 Tel  
602 735 5655 Fax

March 10, 2026

Jaye O'Donnell  
*Economic Development Director*  
City of Mesa Office of Economic Development  
120 N. Center St. | PO Box 1466 |  
Mesa, AZ 85211-1466

***Sent Via Email***

**Re: Proposed Extended-Stay Hotel Development Longbow – Mesa, Arizona**

Dear Jaye,

I am writing on behalf of Opwest Development regarding the proposed extended-stay hotel project at Longbow Business Park in Mesa, Arizona.

The OpWest Development proposal represents a strategic opportunity to solidify the enduring success of Longbow Business Park and enhance its contribution to the City of Mesa's economic landscape. As a commercial real estate broker with 33 years of experience, including three years dedicated to this specific site within Longbow, I am writing to advocate for the development of a four-story extended-stay hotel as the optimal use for this final, strategically positioned parcel.

**This Final Site would be a Crowning Achievement for Longbow Business Park**

Longbow Business Park, a 330-acre mixed-use development, has been a testament to thoughtful planning, meticulous execution, and a strong partnership between the City of Mesa and the Longbow Business Park ownership, under the leadership of Bob McNichols. The vision has always been to create a thriving commercial hub, attracting top-tier businesses and fostering a dynamic economic environment. This final site presents the opportunity to not only complete this vision but also to elevate Longbow to its full potential.

**The Market Reality: An Informed Decision**

While the City's interest in a full-service hotel with meeting space is understood, a thorough market analysis and extensive consultation with over thirty hotel developers reveals a compelling truth:

- **Targeted Demand:** The demographics and current business activity within the Longbow trade area strongly favor an extended-stay hotel. This type of accommodation directly caters to the needs of business travelers, project teams,

and those requiring longer-term stays, thereby fostering a robust business ecosystem within the park.

- **Expert Consensus:** The overwhelming consensus among industry experts confirms that an extended-stay hotel represents the most economically viable and sustainable development for this site.
- **Proven Success:** The existing extended-stay hotel immediately adjacent to the property demonstrates the strong and consistent demand for this type of accommodation, validating its potential for success.

### The Solution: A Four-Story Extended-Stay Hotel

A four-story extended-stay hotel offers numerous benefits to the City of Mesa and Longbow Business Park:

- **Economic Strength:** It guarantees a financially viable project, securing long-term tax revenue and creating valuable employment opportunities.
- **Strategic Alignment:** It complements the existing businesses and the overall character of Longbow Business Park, providing a vital service to the business community and supporting the park's continued growth.
- **Attraction of Investment:** It will attract qualified developers with a proven track record in extended-stay hotel development, ensuring a smooth and successful project launch.
- **Meeting the City's Goals:** It will support the City's economic development goals by providing much-needed accommodation for business travelers, which will support local businesses and the economy.

We understand the desire for a full-service hotel. However, our extensive market research and the expert opinions of leading hotel developers have led us to this conclusion. This solution, while perhaps different than initially envisioned, offers the greatest potential for long-term success, economic stability, and contribution to the City of Mesa.

I believe that this project will be a crowning achievement for Longbow Business Park, solidifying its place as a premier destination for business and furthering the economic vitality of the City of Mesa.

It is my hope that the City of Mesa Economic Development Office and City Council endorse the development of a four-story extended-stay hotel at this site. This decision will not only secure the success of this final parcel but also further enhance Longbow Business Park's contribution to the City's economic growth and prosperity.



2575 East Camelback Road, Suite 500  
Phoenix, AZ 85016-4290

602 735 5555 Tel  
602 735 5655 Fax

Sincerely,  
CBRE, INC.

A handwritten signature in black ink that reads 'M. Parker' with a long, sweeping underline.

Mike Parker  
Executive Vice President  
+1.602.614.7877  
mike.parker6@cbre.com  
[www.cbre.com/mike.parker](http://www.cbre.com/mike.parker)



**Brandon J. Feighner**  
Executive Vice President  
CBRE Hotels Advisory

CBRE, Inc.  
400 South Hope Street, 25<sup>th</sup> Floor  
Los Angeles, CA 90071

+1 213 613 3373 Office  
+1 714 504 8559 Mobile

NO HARD COPY TO FOLLOW

Brandon.feighner@cbre.com  
[www.cbrehotels.com](http://www.cbrehotels.com)

March 17, 2026

Mr. Tyler Kent  
Opwest Partners  
6900 East Camelback Road, Suite 902  
Scottsdale, AZ 95251

Re: *Proposed Longbow Business Park Hotel – Mesa, AZ*

Dear Mr. Kent:

Per your request we have drafted this letter relative to your proposed extended-stay hotel (the "Hotel" or "Subject") to be located on the south side of E. Longbow Parkway between Recker Road and N. Higley Road (the "Site") in Mesa, AZ. The basis for the professional opinions and findings presented herein are based upon our detailed study of the potential market demand, estimated annual operating results, and economic feasibility for the proposed Hotel, which was completed in December 2025 (the "Study") and concluded that we found strong market support for an approximately 124-unit, nationally branded extended-stay hotel.

As we understand it, one or more members of Mesa's civic leadership have expressed a desire for the Site to be developed with a larger resort and/or conference center hotel, rather than the high-quality extended-stay hotel as currently proposed. While there may be future demand for such a development project in the City of Mesa to meet the community's growing needs, there are a number of factors and conditions that taken together, render the Site unsuitable for the development of a larger full-service hotel and conference center, including at a minimum the following: specific site attributes, local market composition, historical and projected market performance and overall development economics.

The Site is located in the Longbow Business Park in the Falcon Field District, a well-established employment center anchored by aviation, aerospace, and advanced manufacturing activity surrounding Falcon Field Airport. Major employers and business sectors in this area include Boeing's Mesa facility, aviation maintenance and repair operations (MRO), flight training schools, aerospace suppliers, engineering firms, and a broad mix of light industrial, technology, and business park users. This type of employment base typically generates lodging demand from midweek business travelers, aviation personnel, visiting engineers, project-based contractors, and training-related travel, rather than the type of large conference or convention demand that full-service hotels typically rely upon. Additionally, the relatively limited size Site is incompatible with the required footprint typically necessary for the construction of a full-service hotel which requires

more sizeable acreage to accommodate parking ratios, and operational components such as meeting space, banquet functions, expanded public areas, and the additional parking and back-of-house infrastructure. Lastly, given the extensive industrial development in the area and overflights across or in close proximity to the Site, it would not be considered a prime candidate for the development of a full-service resort and conference center, even if the Site was significantly larger in size.

In completing our Study, one of the significant components of our methodology was to research the competitive lodging supply in and around Mesa with a particular focus on the hotels that would compete most directly with the proposed Hotel. In doing so we noted two attributes regarding the local lodging market. The first being that many of the hotels in the local area were of an older vintage with the most recently developed hotel being the Home2 Suites (located adjacent to the Site) that opened in July 2021. Secondly, we found that the majority of hotels in the local area were of a limited-service or extended-stay positioning, with no true full-service hotels in Northeast Mesa. Thereby given the extensive employment in the immediate area and its projected growth, the hotel market in the local area is likely undersupplied and would benefit from additional high-quality accommodations that support transient demand.

In best determining the type and projected financial performance of the proposed Hotel, our Study also reviewed the historical performance of the competitive lodging market over an eight-year basis from 2017 to 2024 and year to date through October 2025 as compared to the prior period in 2024. We found that over this historical period aggregate market occupancy levels ranged from a low of 59.2% in 2020 to a high of 77.0% in 2018. The average daily rate (“ADR”) of the competitive market peaked at \$151.21 in 2024 and was projected to end 2025 at approximately \$151.00, based on the ten months of available data for the year. Thus, while the local market is considered to be healthy and we found support for the development of additional hotels, ADR levels achieved by the competitive market were below or far below that required to support full-service hotel development.

Projected top line revenues (primarily occupancy and ADR levels) are only one component in determining the economic feasibility of any potential hotel development. Another important factor is the anticipated net operating income, which takes into account all departmental, undistributed and fixed expenses required to operate a hotel. On a margin basis, extended-stay hotels are significantly more efficient than full-service hotels, a significant factor in explaining that as of the latter part of 2025, extended-stay hotels accounted for approximately 40% of all hotel construction projects in the U.S. One must also consider overall development economics, i.e., construction costs and financing factors. Construction costs rose significantly during the Covid-19 Pandemic and remain elevated today given economic uncertainty and geopolitical factors such as tariffs and ongoing military actions. The cost of capital also remains elevated as the Federal Funds target rate is currently at 3.50-3.75 percent, a far cry from the 0.0-0.25 percent range from 2020 to 2022. Taken together, new construction financing for hotels remains subdued and lenders are primarily deploying capital to projects that meet the same criteria as the proposed extended-stay hotel rather than full-service conference hotels.

In conclusion, the Hotel as currently proposed is aptly suited to the local market that it is anticipated to serve and would meet the needs of the growing business community. Based on our estimate of the Hotel’s future estimated room revenues and assuming a 7.0% tax rate for the City of Mesa, the proposed subject could potentially generate as much as \$3.7 million to the local municipality over its first ten years of operation.

Sincerely,

CBRE Hotels Advisory

A handwritten signature in blue ink, appearing to read "Brandon Feighner". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brandon Feighner  
Executive View President



Corey Mitchell  
Senior Director of Development  
Southwest Region  
Arizona  
Central and Northern California  
310-462-1320 cell phone

March 12, 2026

Jaye O'Donnell  
*Economic Development Director*  
City of Mesa Office of Economic Development  
120 N. Center St. | PO Box 1466 | Mesa, AZ 85211-1466

Re: Proposed Extended-Stay Hotel Development Longbow – Mesa, Arizona

Dear Jaye,

It was great meeting you at the groundbreaking for the Homewood/Tempo in Mesa a while back, and I hope all is well. I am writing to you regarding the proposed extended-stay hotel project at Longbow Business Park in Mesa, Arizona.

As you know I am the Senior Director of Development overseeing Hilton's development efforts in the Southwest region. In the Phoenix metropolitan area alone, I have been involved in the development of over 50 hotel properties totalling more than 7500 hotel rooms over the past 10 years.

In this role, our team regularly evaluates hotel development opportunities throughout the Phoenix metropolitan area, including multiple submarkets within Mesa. Through this work, we have developed a detailed understanding of local hotel demand, development feasibility, and the types of lodging products that perform best within specific submarkets.

Based on our familiarity with the Falcon Field District and the broader Northeast Mesa market, we believe the proposed LivSmart Studios extended-stay concept is well suited for this particular site and submarket.

We understand there has been discussion suggesting that a full-service hotel with conference facilities and a full-service restaurant could be appropriate for this location. While we appreciate that perspective, our experience evaluating similar hotel opportunities across the region leads us to believe an all-suites or select service hotel makes the most sense.

Since the site itself is relatively limited in size it restricts the ability to efficiently accommodate the larger building footprints, parking ratios, and operational components typically required for a full-service hotel. Hotels with conference facilities and full-service restaurant operations generally depend on larger parcels to support meeting space, banquet functions, expanded public areas, and the additional parking and back-of-house infrastructure those uses requires.

The immediate surroundings and land-use context further reinforce the appropriateness of a midscale hotel product. The site is adjacent to an existing midscale hotel and flex-office uses and located across from a planned Sam’s Club development, all within the broader Falcon Field submarket, which is characterized primarily by manufacturing, aviation activity, Boeing operations, and a concentration of industrial and business park users. These types of employment-driven submarkets typically generate consistent demand from midweek business travelers, aviation personnel, contractors, and project-based workers, rather than the type of large group or convention demand that full-service hotels typically rely upon.

In addition, the hotel market from Main Street Mesa extending north toward Loop 202 has not demonstrated the RevPAR strength typically required to support a new full-service or upscale focused-service hotel. Given current construction costs and overall development economics, the market conditions in this corridor do not support the development of an upscale or full-service hotel product at this time.

For these reasons, the appropriate branding and positioning for this location is a well-designed midscale hotel product. A brand such as LivSmart Studios by Hilton is designed to efficiently serve midweek business transient demand and smaller group activity associated with nearby employers, while also providing additional lodging capacity for leisure traveller’s visiting the Northeast Mesa area.

It is also important to note that the Northeast Mesa market has experienced very limited hotel development over the past two decades. In fact, the area has seen only one quality branded hotel open in approximately the last 20 years. Given the continued growth of the surrounding employment base and commercial activity, the submarket would benefit from additional modern hotel supply.

For that reason, we are excited about the opportunity to bring a new Hilton-branded hotel to the Longbow Business Park area, as we believe the market would benefit from additional high-quality accommodations that support both business and leisure travel demand.

We also believe that Opwest Development’s proposed site plan represents a thoughtful and well-aligned approach for the property. The plan to orient the hotel to capture view corridors toward the Longbow Golf Course, combined with the addition of a retail pad component at the front of the site, creates a strong development concept. In particular, the proposed retail component will provide valuable amenities for hotel guests while creating walkable access to future restaurant and service uses, enhancing the overall guest experience and adding vitality to the site.



In summary, our evaluation of the site constraints, surrounding land uses, and submarket demand characteristics indicates that a midscale extended-stay hotel such as LivSmart Studios by Hilton represents the most appropriate and feasible hospitality product for this location. We believe this approach aligns well with the character of the Falcon Field business district while helping meet the growing lodging needs of Northeast Mesa.

We appreciate the City's consideration of this project and welcome the opportunity to provide any additional information that may assist with the review process. Hilton is very excited about the opportunity. Should you have any questions or comments please feel free to contact me at [corey.mitchell@hilton.com](mailto:corey.mitchell@hilton.com) or at 310-462-1320.

Sincerely,



Corey Mitchell  
Senior Director Development  
Southwest Region- Based in Phoenix  
Hilton





Marriott International,  
Inc.  
Hotel Development 2820 W. 53<sup>rd</sup> St.  
Denver, CO 80221

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Philip Colón  
Vice President - Lodging Development

Philip Colón  
Vice President - Development  
Marriott International

March 12, 2026

Mrs. Alicia Goforth  
Councilmember - City of Mesa

*Sent Via Email*

Dear Councilmember Goforth,

I appreciate the opportunity to provide perspective regarding Opwest Development's proposed hotel project at the Longbow Business Park in Mesa, Arizona. Based on our experience evaluating hospitality development across the Phoenix metropolitan area, we believe the proposed concept represents a well-aligned lodging product for both the site and the surrounding Northeast Mesa submarket.

I currently serve as Vice President Lodging and Development for Marriott International, overseeing development across several focused service and extended-stay brands, including TownePlace Suites by Marriott, Residence Inn by Marriott, Fairfield by Marriott, SpringHill Suites by Marriott, AC Hotels, Courtyard and Fairfield.

Through this work, our team frequently reviews hotel development opportunities throughout the Phoenix market area, including several locations within the Mesa market and the Falcon Field District. This experience provides us with a strong understanding of local demand patterns, hotel performance metrics, and the types of lodging products that are best suited to particular sites and employment-driven submarkets.

From a market perspective, the Northeast Mesa area has experienced very limited hotel development over the past two decades. In fact, the market has seen only one quality branded hotel open in approximately the last 20 years, despite continued growth in employment and commercial activity. As the surrounding business base continues to expand, additional hotel capacity will be necessary to accommodate both business-related travel and visitors to the area.

The Falcon Field District is a well-established employment center anchored by aviation, aerospace, and advanced manufacturing activity surrounding Falcon Field Airport. Major employers and business sectors in this area include Boeing's Mesa facility, aviation maintenance and repair operations (MRO), flight training schools, aerospace

suppliers, engineering firms, and a broad mix of light industrial, technology, and business park users

located throughout the Falcon Field and Longbow Business Park area. Submarkets with this type of employment base typically generate lodging demand from midweek business travelers, aviation personnel, visiting engineers, project-based contractors, and training-related travel, rather than the type of large conference or convention demand that full-service hotels typically rely upon.

For this reason, a midscale extended-stay concept such as StudioRes is well suited to the demand profile of this area. This type of hotel is designed to serve business transient demand during the workweek as well as smaller group activity associated with nearby employers, while also providing accommodations for leisure travelers visiting Northeast Mesa and the surrounding recreation and golf destinations.

In addition to the market dynamics, the physical characteristics of the development site also influence the type of hotel that can be appropriately accommodated. The property is approximately three acres in size, which limits the ability to support the building scale, parking requirements, and operational components typically associated with a full-service hotel that includes conference facilities and a full-service restaurant. Hotels operating in that segment generally require larger sites to accommodate meeting space, banquet facilities, food and beverage operations, expanded public areas, and the additional parking and service infrastructure needed to support those uses.

There has been some discussion suggesting that a full-service hotel could be appropriate at this location. While we understand that viewpoint, our experience evaluating hotel feasibility throughout the region indicates that both the physical constraints of the site and the surrounding demand characteristics make a full-service hospitality model unlikely to perform successfully in this location.

Additionally, the hotel performance metrics in the corridor extending from Main Street Mesa north toward Loop 202 have not historically demonstrated the RevPAR levels typically required to support new upscale or full-service hotel development. Given today's construction costs and overall development economics, the market conditions in this portion of Mesa do not currently support the feasibility of a new full-service hotel product.

We are also encouraged by Opwest Development's overall site planning approach. The proposal to orient the hotel to capture views toward the Longbow Golf Course, combined with the inclusion of a retail pad component along the front of the property, creates a thoughtful development concept. The planned retail component in particular will provide

future restaurant and service amenities that enhance the guest experience while improving the walkability and overall functionality of the site.

Taken together, the site configuration, surrounding land uses, and demand drivers within the Falcon Field business district all point toward a midscale extended-stay hotel as the most appropriate hospitality product for this location. A brand such as StudioRes by Marriott is specifically designed to operate efficiently in employment-driven submarkets like this while providing high-quality accommodations that support both business and leisure travel demand.

We appreciate the City's consideration of this project and would be pleased to provide any additional information that may assist with the review process.

Sincerely,

A handwritten signature in cursive script that reads "Philip Colón".

Philip Colón  
Vice President, Development

# Planning & Zoning Application

(Council Use Permit, BIZ Overlay, Site Plan & Design Review)

## CITIZEN PARTICIPATION PLAN

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

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

November 8, 2025

Case Nos. ZON25-XXXXX & DRB25-XXXXX

## I. Purpose

The purpose of this Citizen Participation Plan is to inform citizens, property owners, neighborhood associations, agencies, schools and businesses near the project site regarding a Planning & Zoning application for a Council Use Permit, BIZ Overlay, and Site Plan, as well as an accompanying Design Review application for the “*Longbow Mixed-Use*” project (the “Project”). The Project is a proposed mixed-use hotel and retail/restaurant development 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”).

This Citizen Participation Plan will ensure that those affected by this application have an adequate opportunity to learn about and comment on the Project. We will use the action plan outlined below to engage and inform neighboring property owners and other members of the public of the benefits this Project will bring to the community and to address any concerns.

## II. Contact

Rose Law Group pc  
Chris Webb  
7144 E. Stetson Drive, Suite 300, Scottsdale, AZ 85251  
Ph: (480) 240-5648  
E: [cwebb@roselawgroup.com](mailto:cwebb@roselawgroup.com)

## III. Pre-Submittal Conference

The Pre-Submittal conference was held with the City on October 28, 2025.

## IV. Action Plan

In order to provide effective citizen participation in conjunction with these applications, the following actions will be taken to provide opportunities to understand and address any real or perceived impacts that members of the community may have.

1. A notification area list was developed for citizens and agencies in this area including:
  - All registered neighborhood associations and HOAs within 1-mile of the Site.
  - All property owners within 1,000 feet of the Site.
2. A neighborhood meeting will be held near the Site to present the Project details and provide an opportunity for any interested parties to ask questions and provide comments.
3. Everyone on the notification area list will be mailed an invitation to the neighborhood meeting, including an explanation of the Project, the related applications being submitted to the City, and a map of the Site.

4. The Project team will continue to provide additional information or address additional questions that may arise following the neighborhood meeting.
5. A Citizen Participation Report will be provided to the City documenting the results of the neighborhood meeting and all contact with any interested parties.

## V. Draft Schedule for Completion

Pre-Submittal Conference – October 28, 2025

Application Submittal – November 2025

Neighborhood Meeting – January 2026

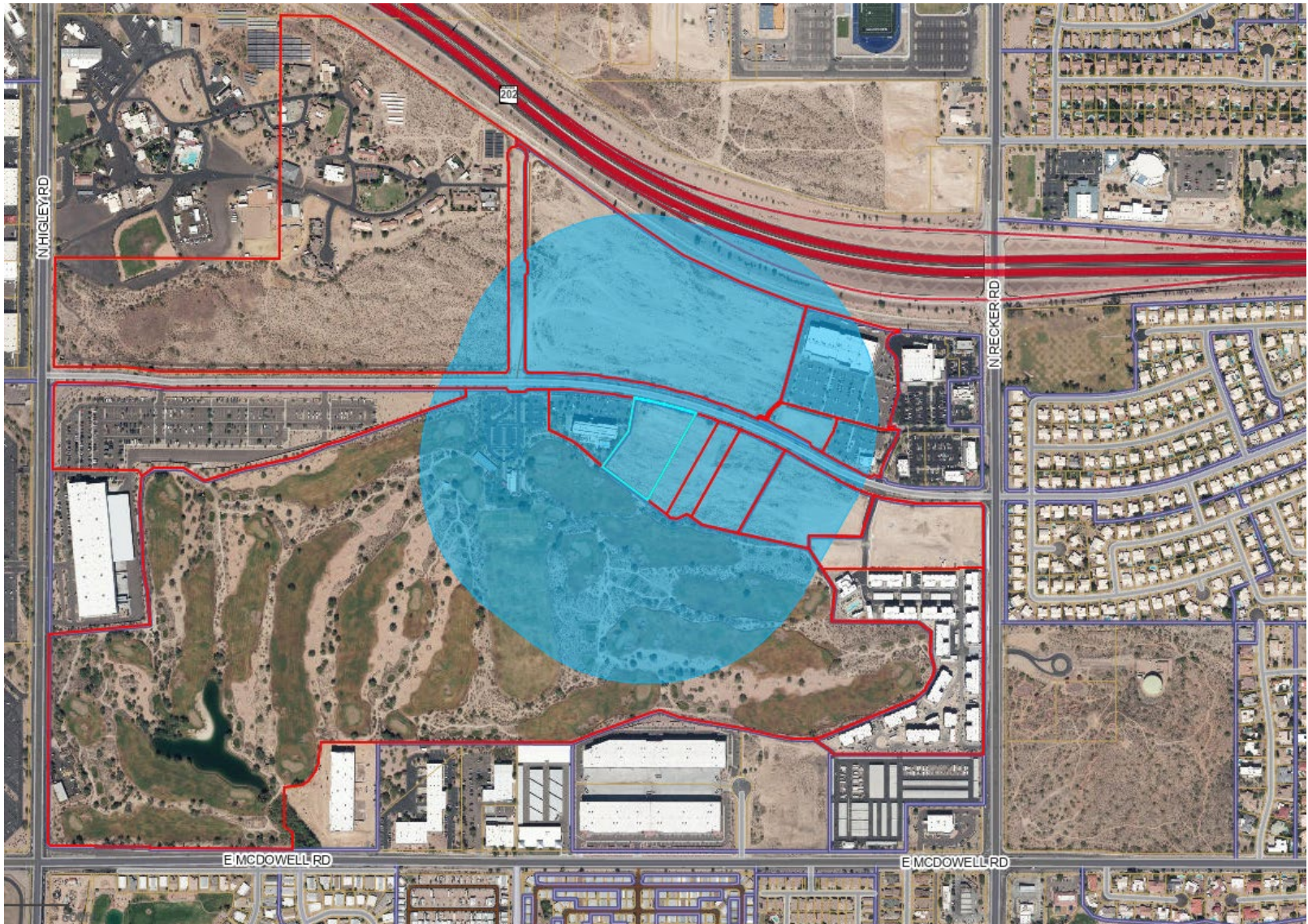
Submittal of Citizen Participation Report – February 2026

## VI. Attachments

Notification Area Map

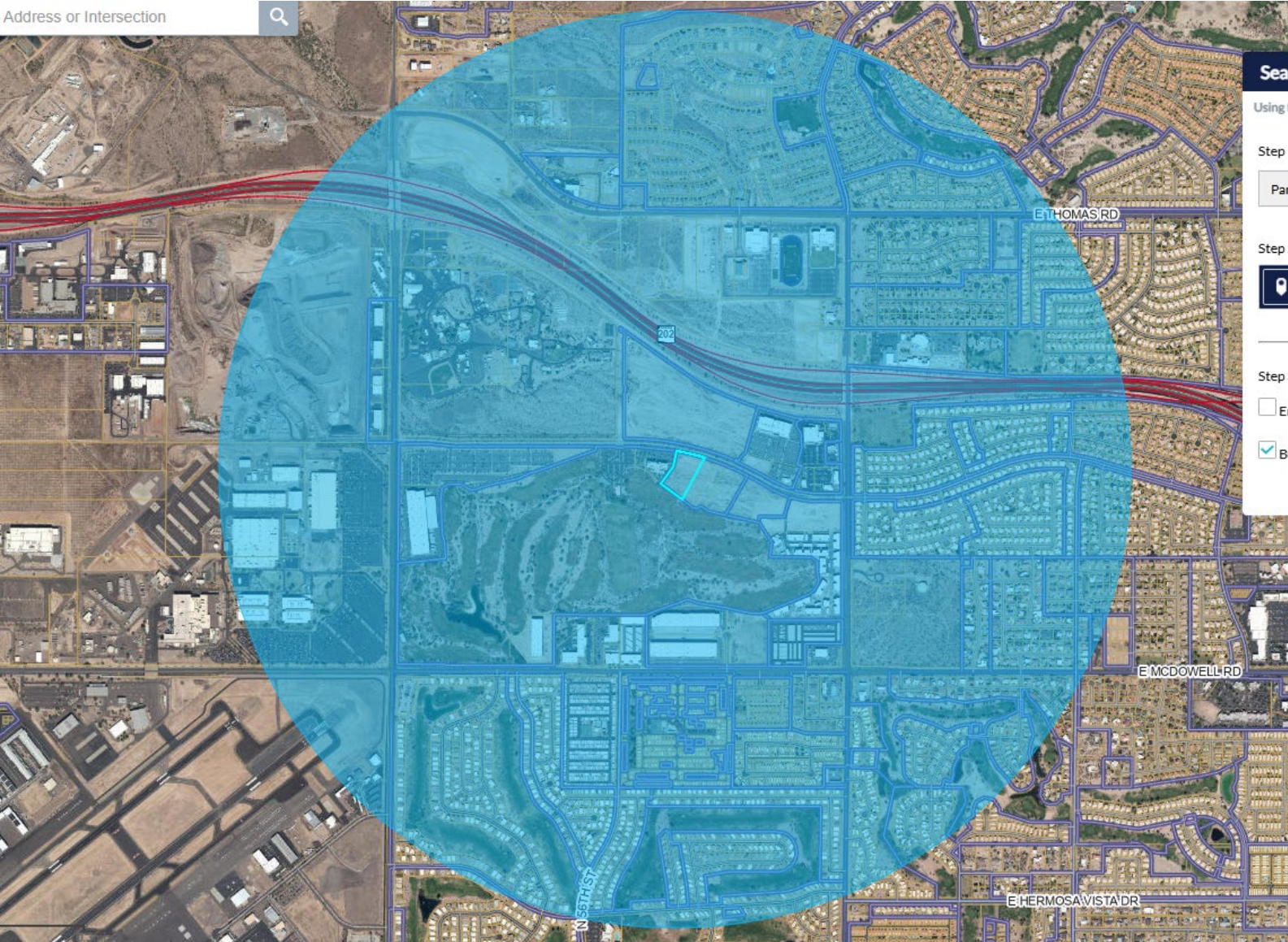
Notification Area List

# 1000' NOTIFICATION AREA



# HOAs WITHIN 1 MILE RADIUS

Address or Intersection



MESA LONGBOW						
1000' Notification Mailing List						
APN	PROPERTY OWNER	ADDRESS	CITY	AZ	ZIP	
141-40-007A	SUNSHINE ACRES CHILDREN HOMES	3405 N HIGLEY RD	MESA	AZ	85201	
141-41-008A	LONGBOW HOTEL ASSOCIATES I LLC	9455 E IRONWOOD SQUARE DR	SCOTTSDA	AZ	85258	
141-41-008F	LONGBOW 12 WEST LLC	12 W MAIN ST	MESA	AZ	85201	
141-41-014	THOMPSON GOLF GROUP LLC	4415 E VILLAGE PKWY	GILBERT	AZ	85298	
141-41-020B	SAMS WEST INC	2608 SE J ST	BENTONVILLE	AR	72712	
141-41-022A	SNL MESA AZ LLC	300 N LASALLE 5450	CHICAGO	IL	60654	
141-41-030	FC MESA LLC	2989 W MAPLE LOOP DR STE 100	LEHI	UT	84043	
141-41-031	INDUSTRIAL INVESTORS LLC	2491 HARDIN RIDGE DR	HENDERSON	NV	89052	
141-41-032	NUVISION FEDERAL CREDIT UNION	7812 EDINGER AVE	HUNTINGTON	CA	92647	
141-41-033	DRH ENERGY INC	7689 E PINNACLE PEAK RD 200	SCOTTSDA	AZ	852255	
141-41-035	DHI COMMERCIAL-LONGBOW LLC	1341 HORTON CIR	ARLINGTON	TX	76011	
141-41-036	DOVER ASSOCIATES LLC	5110 N 40TH ST STE 254	PHOENIX	AZ	85018	
141-41-037	DOVER ASSOCIATES LLC	5110 N 40TH ST STE 254	PHOENIX	AZ	85018	
141-41-038	DOVER ASSOCIATES LLC	5110 N 40TH ST STE 254	PHOENIX	AZ	85018	
141-41-039	DOVER ASSOCIATES LLC	5110 N 40TH ST STE 254	PHOENIX	AZ	85018	
HOA'S within 1 Mile						
NEIGHBORHOOD	CONTACT	EMAIL	PHONE			
Longbow Business Park & Golf Club Property Owners Association						
The Wells HOA						
Ironwood at Red Mountain HOA						
Loma Vista HOA						
Camelot Property Owners Association						
Rancho Del Lago/ Villa Royale II HOA						
Painted Mountain Golf Villas Vacation Ownership Rental						
Mesa Desert Heights HOA						
Ridgeview						
Summit						
Reserve at Red Rock						



*Economic and Real Estate Consulting*

To: Bob McNichols, Daedalus Real Estate Advisors  
From: Rick Merritt, Elliott D. Pollack & Company  
Re: Market Analysis of Second Hotel – Longbow Business Park  
Date: March 26, 2026

Elliott D. Pollack & Company has been retained by Daedalus Real Estate Advisors, master developer of Longbow Business Park and Golf Club, to evaluate the development of a planned second hotel within the Longbow Business Park which includes a variety of existing and planned industrial, multifamily residential, and retail uses. The proposed site of the planned hotel is adjacent to the existing Home2 Suites by Hilton Mesa Longbow on East Longbow Parkway built in 2021 with 111 rooms.

Longbow Business Park is situated just northeast of Falcon Field and adjacent east of the Boeing Company site where the Boeing AH-64 Apache Helicopter is manufactured. The Falcon District area has been the subject of planning efforts by the City of Mesa as a primary employment center. The 2007 Falcon Field Sub Area Plan was prepared to provide strategies to guide development and redevelopment within the plan area and create a vibrant and progressive urban center focused on aviation related businesses and high quality employment. A series of reports commissioned by the City of Mesa Development Services Department, the City of Mesa Economic Development Department, and Daedalus Real Estate Advisors all focused on retail development in the Longbow market in 2025.

A key economic development principle of the Mesa General Plan 2050 is to protect and promote Mesa's airports as a global connection for tourism and business development. According to the City of Mesa, the Falcon District is one of Mesa's largest employment centers in the city with more than 18,000 jobs including the city's largest private employer – Boeing Company with an estimated 4,800 employees. Boeing's economic impact in Arizona is massive, totaling \$2.9 billion supporting 49,000 direct and indirect jobs and 270 suppliers in the state. Beyond Boeing, the Falcon District is home to a large cluster of world-class aerospace and defense companies on and surrounding Falcon Field Airport, including leading-edge, international players in the advanced manufacturing and business services sectors. The District's primary attributes and industry targets include the following:

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**Elliott D. Pollack & company**

3317 S. Higley Road, Suite 114-115, Gilbert, AZ 85297 ■ PH 480.423.9200 ■ info@edpco.com ■ www.arizonaeconomy.com

- **Aerospace/Aviation & Defense:** The Falcon District boasts market leaders in aerospace, defense, and aviation including Boeing, MD Helicopters, Northrop Grumman, Nammo Defense Systems, Mercury Systems, Heliponents, CAE Aviation Academy, Serastar Technologies Corporation, and Valkyrie Aero.
- **Advanced Manufacturing:** Businesses in the Falcon District have a long history of manufacturing excellence including Special Devices Inc., Daicel Safety Systems, BEMO, and Able Steel.
- **Advanced Business Services:** Advanced Business Services is an important strategic target for the Falcon District. With robust fiber assets, easy transportation access, and a well-educated workforce, the Falcon District is a perfect location for back office, financial, and customer service companies including close proximity to compatible retail and entertainment uses.

According to the Maricopa Association of Governments (MAG), the Falcon Field Employment District is expected to continue to grow rapidly over the next 35 years (see table below). Growth is fostered by the District’s excellent freeway access via the Loop 202 and its manufacturing and aerospace/aviation assets. In fact, Boeing was recently awarded a \$4.7 billion contract from the U.S. military for continued work on the Apache helicopter, including crew trainers, and associated components and parts. The contract continues through 2032 with half of the funding coming from foreign military sales to Poland, Egypt, and Kuwait. The demand for additional business and leisure hospitality accommodations in the Falcon District is clear.

<b>Projected Employment Growth Falcon District</b>			
<b>Forecast Year</b>	<b>Jobs</b>	<b>Change in Jobs</b>	<b>% Change</b>
2020	15,507		
2030	17,994	2,487	16.0%
2040	20,595	2,601	14.5%
2050	22,425	1,830	8.9%

Note: MAG's employment estimates in this table vary slightly from those provided by the City of Mesa.

Source: MAG

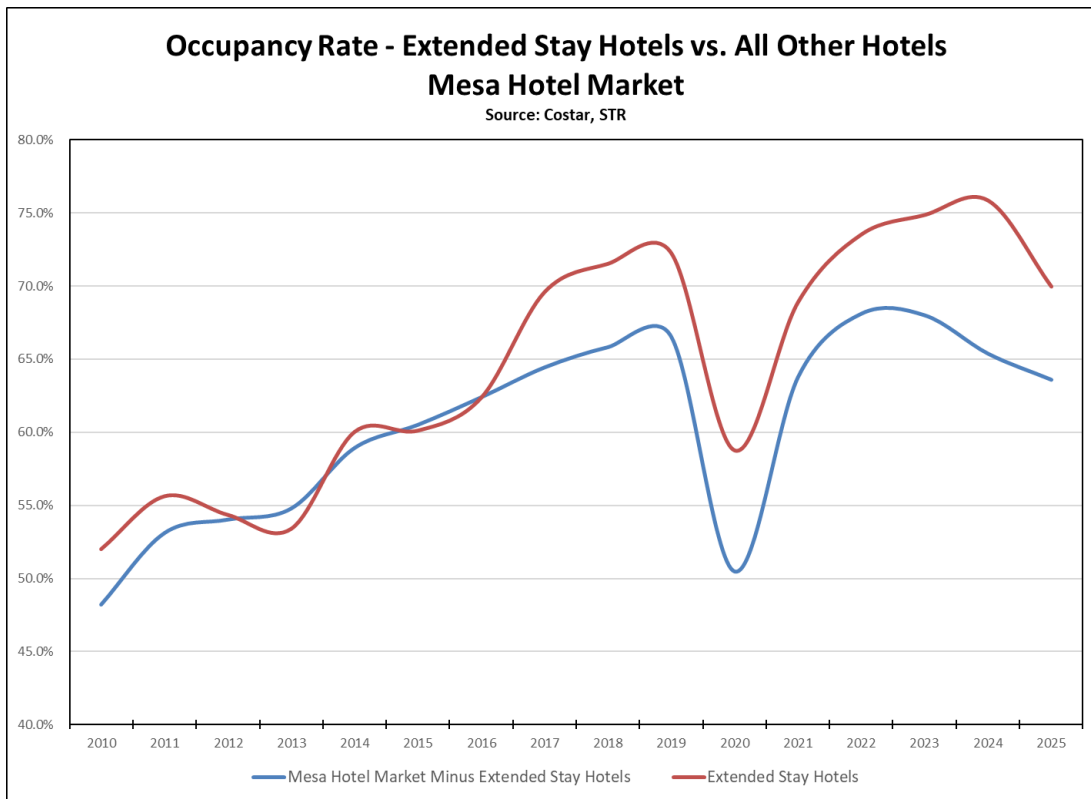
The Falcon Field industrial market is extremely healthy. According to CBRE, the market has grown by 839,000 square feet of industrial space since 2020 with a current vacancy rate of 5.7%. Comparatively, the vacancy rate for the Metro Phoenix industrial market stands at 11.0%. More than 705,000 square feet of industrial space have been absorbed in the Falcon District alone in the last five years.

The second hotel planned for the Longbow Business Park could be a Marriott-branded extended stay mid-tier hotel which offers apartment style rooms with kitchenettes, on-site laundry, a fitness center, outdoor pool and patio plus golf course and mountain views. Out of 67 hotels in Mesa, only 8 are Marriott brands and none are situated in northeast Mesa. Marriott, the largest hotel chain in the world, is currently expanding its presence in Mesa with three properties under construction and three planned for 2028. Most of those planned and under construction hotels are near Mesa Gateway Airport. The addition of a Marriott-branded hotel in the Longbow Business Park would support hospitality demand generated by the extensive employment base in the Falcon District.

Over the last few years, the extended stay hotel market has been the most active sector with significant construction activity underway. According to Lodging Econometrics, at the end of the third quarter of 2025, extended stay hotel projects in the U.S. account for 40% of all new projects and 34% of all rooms in the hotel pipeline.

Extended stay properties came to prominence during the pandemic for clients such as first responders, traveling nurses, construction crews, and others relocating for family or professional reasons. This made the performance of the sector recession resistant relative to traditional hotels. Extended stay mid-tier brands are also now recognized for a variety of additional advantages and appeal to a broad base of demand, serving both shorter transient stays as well as longer-term stays. Transient travelers appreciate the larger room design and added convenience of the in-room amenities. At the same time the rooms can accommodate the needs of long-term visitors who may need housing for several weeks. In addition, extended stay hotels are competitive to short-term rentals offered on platforms such as VRBO and Airbnb.

Since 2017, the occupancy rate at extended stay properties in Mesa outperformed all other hotel types by an average of 6.6% (the average annual occupancy rate for extended stay hotels over those nine years was 70.6% versus 64.0% at all other hotels). The U.S. government's spending on defense, infrastructure, semiconductors, and technology will provide long-term demand for extended stay properties.



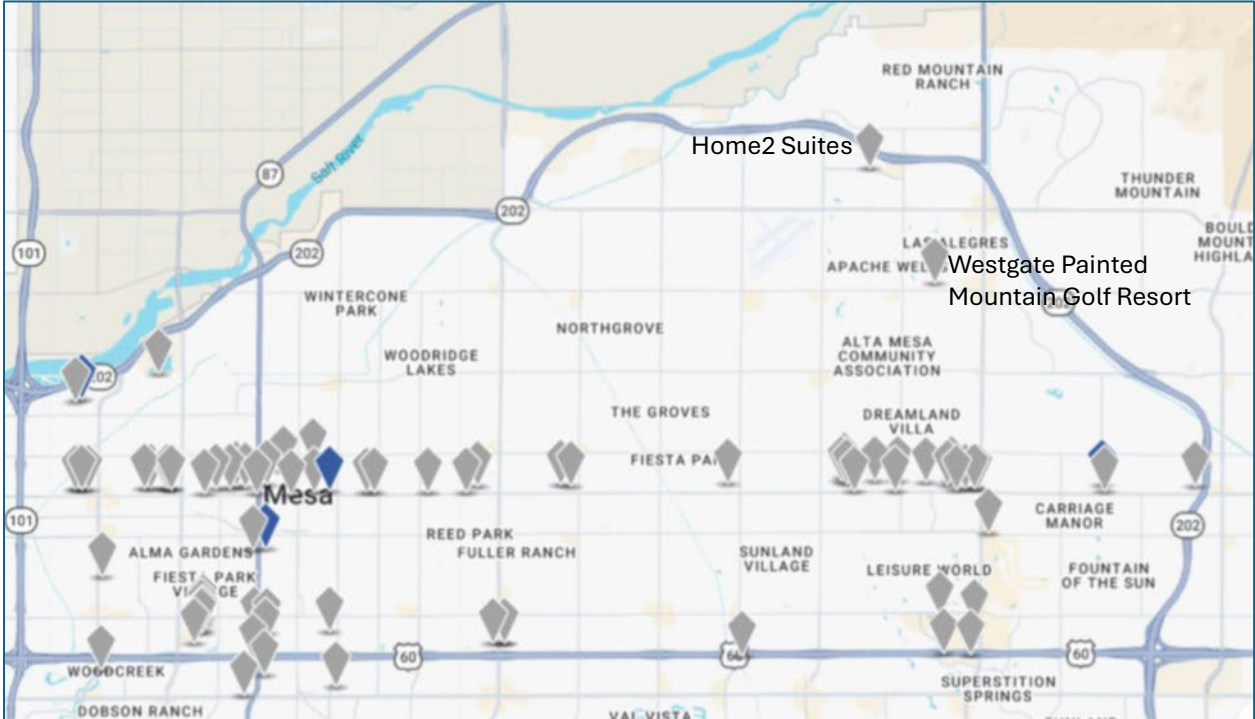
In addition, the concept of “blended travel”, the combination of mixing a work trip with leisure, came to popularity during the pandemic. The trend has not subsided, and with the option of remote work, more travelers are combining leisure with business travel. A survey conducted by Crowne Plaza found that 80% of U.S. respondents like the idea of travelling while working remotely and 60% said they plan to add leisure days to future business trips.

The extended stay hotel model will likely provide long-term growth for the hotel industry. Most companies, including Marriott, Hilton and Hyatt, are developing a variety of brands and pricing levels to address demand. These three brands represent some of the top three loyalty programs in the world with Marriott at 228 million members, Hilton with 210 million members, and Hyatt at 54 million members. Marriott and Hilton loyalty programs will provide significant benefits for the existing and planned hotels in the Falcon District.

Given the extensive employment in the Falcon District and its projected growth, the hotel market in the surrounding area is undersupplied. The following map shows the location of hotels in Mesa generally north of the Superstition Freeway and east of the Loop 101. Most hotels are found along Main Street with only two hotels situated near Falcon Field: the

Home2 Suite by Hilton Mesa Longbow in Longbow Business Park and Westgate Painted Mountain Golf Resort. This latter property is primarily a time-share resort that offers hotel type stays in vacant time-share units but does not report occupancy or daily rate information to data reporting sources for the hospitality industry. Most hotel construction activity in recent years in Mesa has occurred near Mesa Gateway Airport.

**Mesa Hotels North of U.S. 60**



Given the size of the employment base in the Falcon District, its planned growth, and prospective retail, recreation, and leisure growth, additional hotel rooms are warranted. Extended stay hotels offer options for visitors who may spend more than a few days in the area including personnel such as major aerospace and industrial contractors and suppliers, helicopter training crews and pilots, visitors flying into Falcon Field, and leisure guests. These visitors will search for services in the area for groceries and various retail services, as well as restaurants. A proposed Marriott branded hotel will fill that growing demand.

Planned development at Longbow Business Park includes over 300,000 square feet of new retail space and 100,000 square feet of flex office space within the next five years, bringing the total occupied sites of retail, commercial, recreation, hospitality, and industrial space to 1.7 million square feet of structures on 150 acres adjacent to and surrounding Longbow Golf Club which occupies approximately 165 acres in the center of the Business Park. The

entire Longbow Business Park and Golf Club development stretches between Higley and Recker Roads and from McDowell Road north to the Loop 202 Red Mountain Freeway. The master planned 330-acre mixed use development is expected to be completed by 2030.

This analysis also considered the demand for a resort associated with the Longbow Golf Course on the proposed Marriott branded hotel site. Given the small size of the hotel site, the extensive industrial development in the area, and overflights across the golf course from Falcon Field, a resort-grade, full-service hotel is not feasible for Longbow Business Park or, in fact, anywhere within the Falcon District. Any hotel demand in the area would be oriented towards business travel to meet demand generated by the District's extensive aerospace, aviation, defense, and advanced manufacturing assets.

A hospitality report recently prepared for a site in the Falcon District came to the same conclusion as outlined by the following findings.

- The location & demand profile of the Falcon District has limited upside for a resort or luxury product. The Falcon District is a non-destination area with limited walkability and leisure appeal. The primary demand generators (Amazon, Boeing, Falcon Field) are weekday transient-oriented with shallow group and weekend demand. Additionally, noise from Falcon Field and Boeing is a significant concern and limits opportunity to activate outdoor areas at the property.
- Market demand in Mesa is price-sensitive, not full-service driven. Mesa lodging performance trends show select-service hotels outperforming full-service via higher occupancy at lower ADR, indicating guests favor value lodging over higher-rated full-service product in this submarket.

By comparison, two hotels with 600 rooms are currently planned for the Palo District as part of the redevelopment of the former Fiesta Mall site, one of the city's prime walkable areas. The hotels are designed to accommodate both leisure and business travelers and will complement the Palo District's core uses including sports, sports medicine, research, business, leisure, and tourism. One hotel is planned as a 400-room modern lifestyle property with a chef-driven restaurant and meeting spaces located adjacent to the planned sports stadium. The hotel is expected to be categorized as an upper-upscale or luxury hotel. The hotel alone satisfies the recommendation of Visit Mesa "to proceed with a 300 plus key upper-upscale hotel with 20,000 to 30,000 square feet of meeting space." The second hotel is planned as a 200-room extended-stay facility to accommodate families, fans, tourists, researchers, and visitors. Another 600-room resort hotel with convention facilities was announced in south Mesa at Legacy Park near Williams Field Road and SR 24.

The Palo District is a prime location for a resort oriented or luxury hotel due to its proximity to the Superstition Freeway, proposed professional sports facilities, Mesa Community College, nearby businesses, and restaurant and shopping opportunities. It will fill a significant need in the area for higher-end hospitality and lodging for visitors to the project and other parts of the East Valley.



## Qualifications of Elliott D. Pollack & Company

Elliott D. Pollack & Company is headed by one of Arizona's most noted economists and offers a broad range of economic and real estate consulting services backed by the most comprehensive database found in Arizona. The firm's services can generally be classified into the following areas:

- **Real Estate Consulting:** Affordable housing market assessments, marketability and supply/demand studies, financial feasibility analysis, real estate forecasting, land use/land economic studies and property evaluations.
- **Economic and Fiscal Impact Analyses/Modeling:** Forecasting and evaluating the potential impact of a particular activity from the standpoint of job creation and revenue to governmental entities.
- **Economic Consulting:** Economic forecasting, demographic analyses and econometric modeling. Analysis and development of economic development programs at the local and state level, workforce studies and targeted industry studies.
- **Tax and Fiscal Policy Consulting:** Forecasting of tax revenues, policy related demographic analyses, bond revenue forecasting, State and local government program evaluation, and other diverse tax and fee evaluations.
- **Litigation Support:** Statistical analysis and expert witness testimony to both plaintiff and defense attorneys in all areas related to economics, finance, and real estate.
- **Keynote Speaking:** Presentations on the local, state and national economies and real estate markets to organizations throughout the Southwest region of the U.S.

Elliott D. Pollack & Company's staff includes Elliott Pollack, CEO, Richard Merritt, President, Jill Stevenson, COO, and Danny Court, Senior Economist. The firm's personnel is comprised of professionals with a blend of backgrounds that support a number of technical disciplines. The wide variety of studies and investigations undertaken by the Company demonstrate the creativity and expertise of its staff. Since 1990, the firm has been retained by both public and private entities to provide services in the areas of economics and real estate. Clients range from municipalities such as the cities of Mesa, Phoenix, and Scottsdale to utility companies such as Salt River Project and APS, to real estate developers such as Del Webb and Mark-Taylor, to Indian tribes such as the Salt River Pima – Maricopa Indian Community

and Gila River Indian Community. Elliott Pollack and Richard Merritt are members of the Joint Legislative Budget Committee's Finance Advisory Committee and are intimately involved in State policy and economic development matters.

### **Resume of Richard Merritt, President**

Rick is President and one of the founders of Elliott D. Pollack & Company, a real estate and economic consulting firm that provides consultation on all aspects of the Arizona economy with specialization in the real estate market. Rick has more than 35 years of experience in the fields of real estate development and consulting, city planning, and project management and is responsible for management of real estate and economic consulting assignments for the Company. He also serves as project manager for a number of real estate development projects and investments affiliated with partnerships formed by private investment groups.

Rick advises state and local governments and private parties on a variety of issues including the economic impact of development projects, taxation, affordable and workforce housing, real estate market analysis, financial feasibility, and economic development strategies. The firm is highly sought by local organizations and businesses for speaking engagements on the local, state, and national economies, and real estate markets throughout the Southwest region of the U.S. He is a licensed real estate agent in the State of Arizona, has an MBA from ASU, and a Bachelor of Community Planning from the University of Cincinnati.