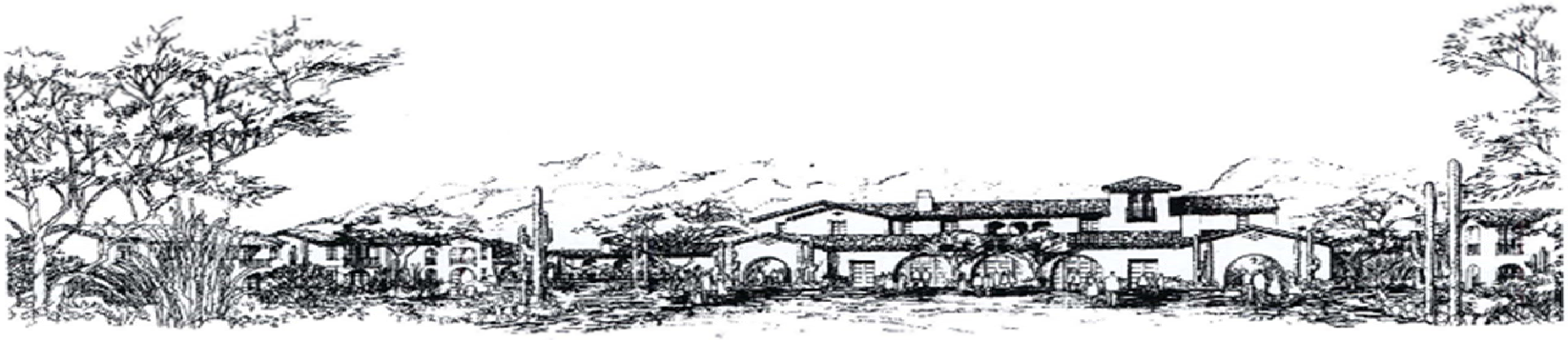
The Ritz-Carlton, Paradise Valley

7000 E. Lincoln Drive



Keys to Success

Community Conversation

February 12, 2015

N MOCKINGBIRD LN
N 67th Pl
N SCOTTSDALE
N 72nd Pl
E LINCOLN DR
Rd
Ln
174-50-032
174-56-002A
174-58-154B
174-55-002
174-56-001D
174-58-153
174-58-154B
174-57-003B
174-63-006
174-63-003
174-64-003A

Discussion Topics and Goals

- Existing Conditions/History
- General Plan/SUP Process
- Resident Input on what would be a success story for the project
- Council/Staff Input on "keys to success"

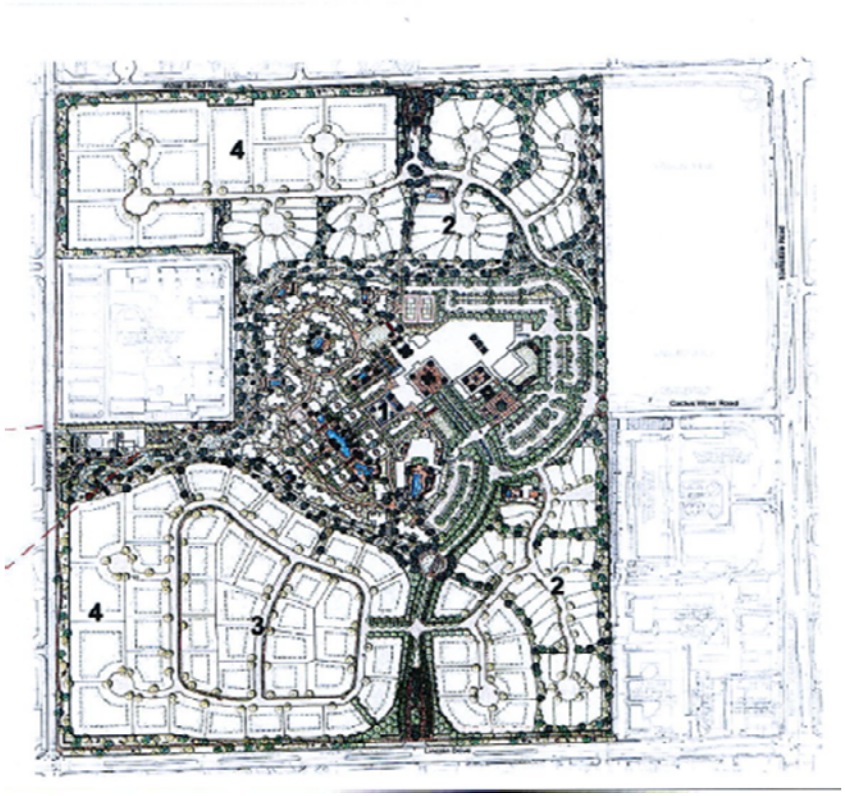
1964 -Annexed into the Town

1987 – Sun Valley Resort approved

Resort (500 keys),
residential (39 R-43 CP),
and golf course

April 2008 – Ritz-Carlton SUP approved

- A resort hotel with 225 rooms, spa, restaurants, and meeting space.
- 100 resort patio homes
- 46 luxury detached residential homes on 21,000 square foot lots
- 15 one-acre home lots
- Site improvements including parking, landscaping, and lighting



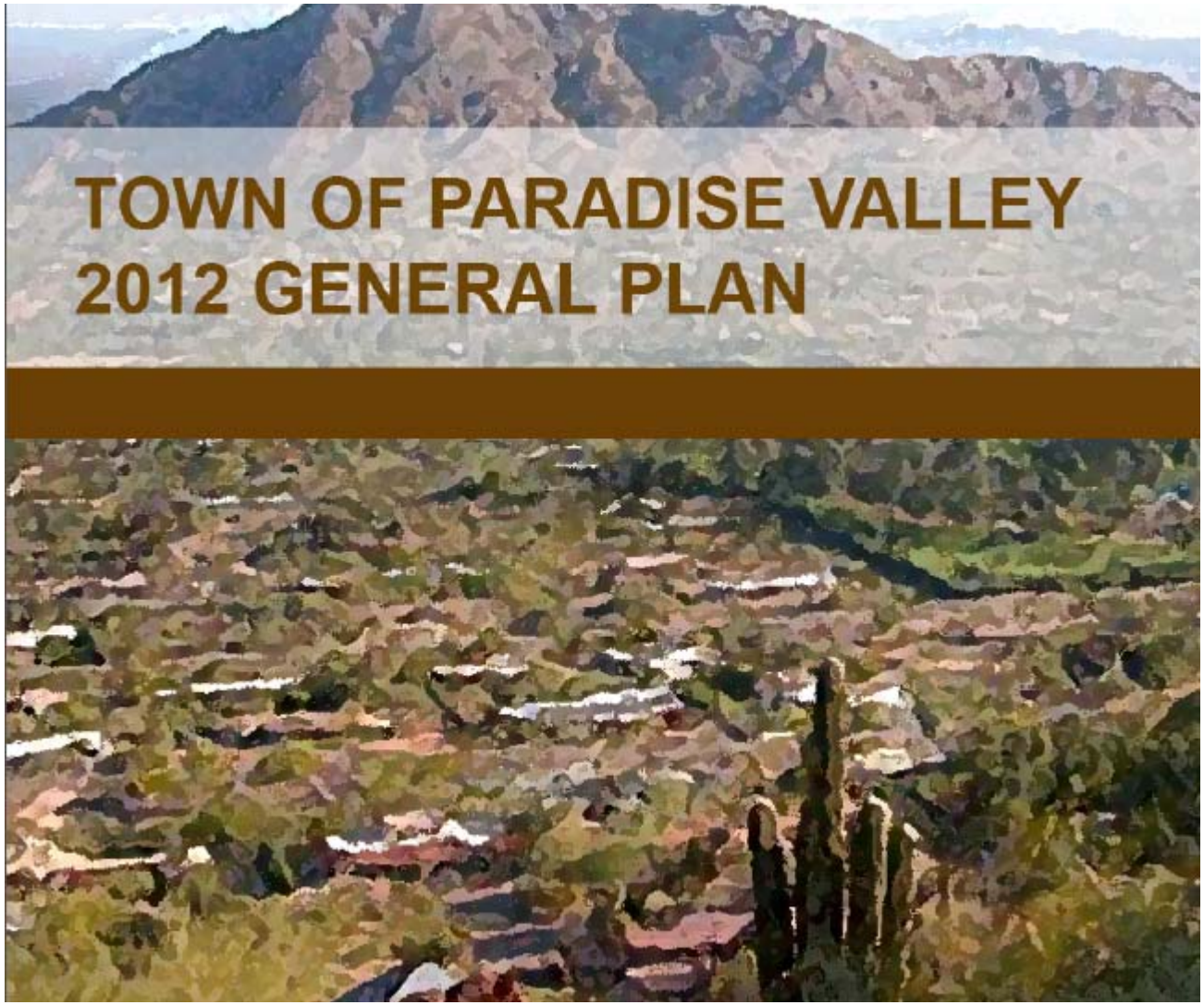
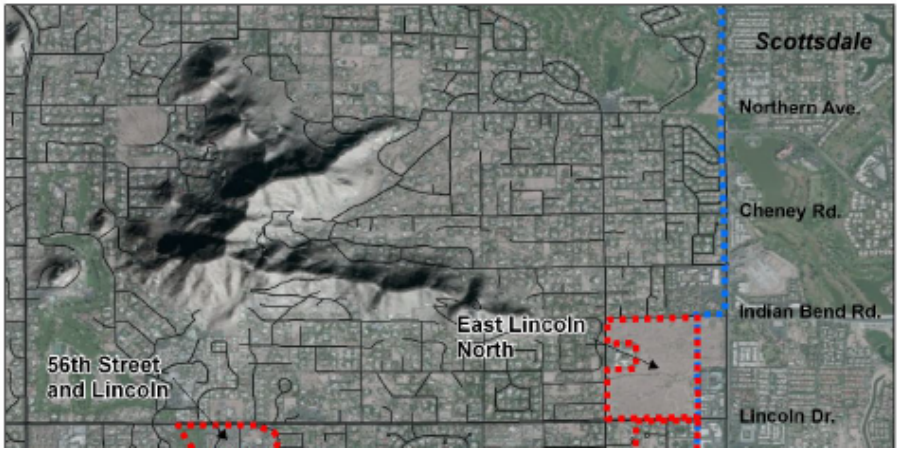

TOWN OF PARADISE VALLEY
2012 GENERAL PLAN

Figure 2-3: Development Areas



- **East Lincoln Drive North Development Area** is comprised of approximately 110 acres of undeveloped land approved and platted as the Paradise Valley Ritz Carlton Special Use Permit property but not constructed.

- **Development Area Policy**.
- To encourage new resort development and redevelopment that reflects the Town's needs for fiscal health, economic diversification, and quality of life.

General Plan Development Areas

- **DA 2.2.1.2 Balanced Consideration.** ….balance a need for the Town's fiscal health against a steadfast commitment to protecting adjacent low-density residential character and quality of life.

- **DA 2.2.1.3 Minimize Neighborhood Incompatibility.** …..provide reasonable separation of incompatible land uses from adjacent residential areas through context- and scale- appropriate land planning and architectural design, greater setback distances, noise mitigation, resort property programming, and landscape buffering.

General Plan Land Use Goals

- **LU 2.1.2.1 Encourage Revitalization.** …encourage Special Use Permit property revitalization and improvement …
- **LU 2.1.2.2 Require Impact Assessments.** …. including but not limited to noise, traffic, parking, open space or mountain views, and light pollution.
- **LU 2.1.2.5 Building Design and Site Planning…** that mitigates the scale of larger buildings through careful use of building massing, setbacks, facade articulation, fenestration, varied parapets and roof planes, and pedestrian-scaled architectural details.

ELEVATION A

General Plan Land Use Goals (cont)

- **LU 2.1.2.3 Compatibility of Adjoining Uses.** The Town shall ensure that development within Special Use Permit properties is compatible with adjacent land uses, particularly residential uses, by requiring such features as:
  - Increased building setbacks from rear or side yard property lines adjoining single-family residential uses;
  - Building heights stepped back from sensitive adjoining uses to maintain appropriate transitions in scale and to protect privacy;
  - Landscaped off-street parking areas, loading areas, and service areas screened from adjacent residential areas, to the degree feasible;
  - Lighting shielded to minimize impacts on adjacent residential uses and protect dark skies; and
  - Operational restrictions to limit the adverse impact of noise, light, and traffic and minimize the risk of crime to adjacent residences.

General Plan Policies

- CC&H 3.1.2.3, Community Gathering Spots: …that include small and appropriately scaled community-oriented services or amenities designed to support the interaction of Town residents.
- CC&H 3.2.1.2, Other Housing Types: …less than one acre per residence housing only on Special Use Permit resort properties and to serve the Town's existing resident population, including single-owner resort housing.
- Policy OS 5.1.9.1, Mountain View Consideration: …preservation and restoration of mountain views from public rights-of-way

General Plan Policies on Sustainability

- Special Use Permit developments not create major adverse impacts on the town's natural and semi-urban landscapes.
- Special Use Permit projects to achieve a minimum level of sustainability based on an accepted "green" evaluation system (i.e. LEED, or NAHB program).
- balance the objectives of sustainability and conservation of resources in Special Use Permit projects

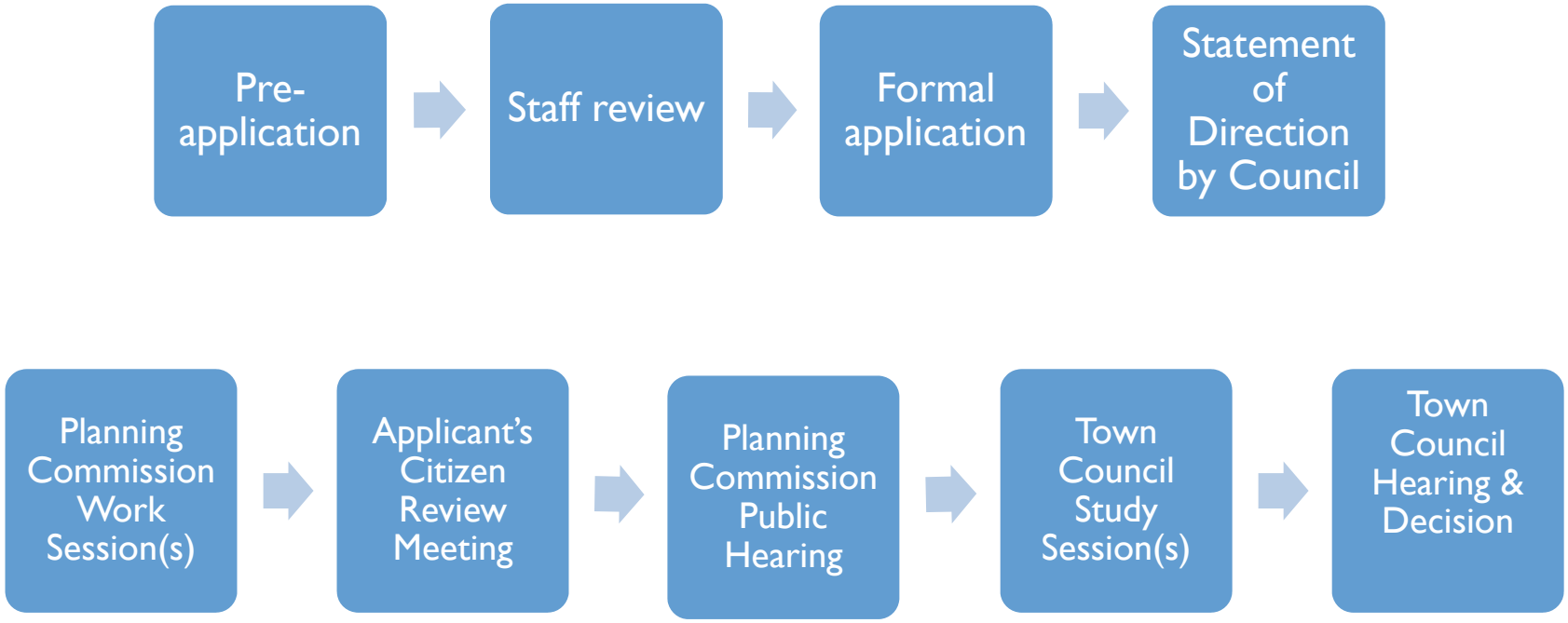
Special Use Permit Article XI

- The provisions of this Article are intended to further the goals and policies of the General Plan by ensuring that primarily non-residential uses and structures do not adversely affect the integrity and enjoyment of adjacent residential neighborhoods.

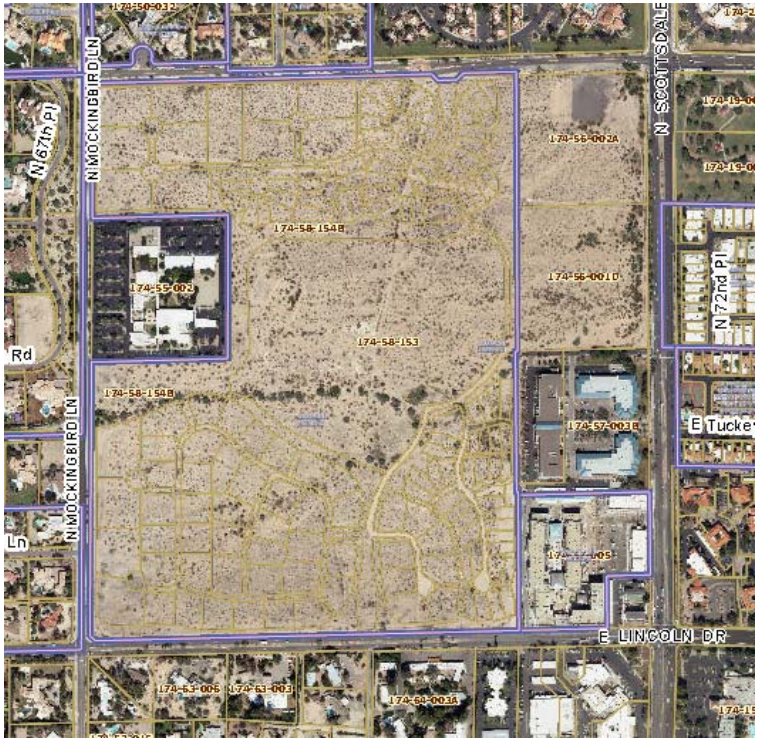
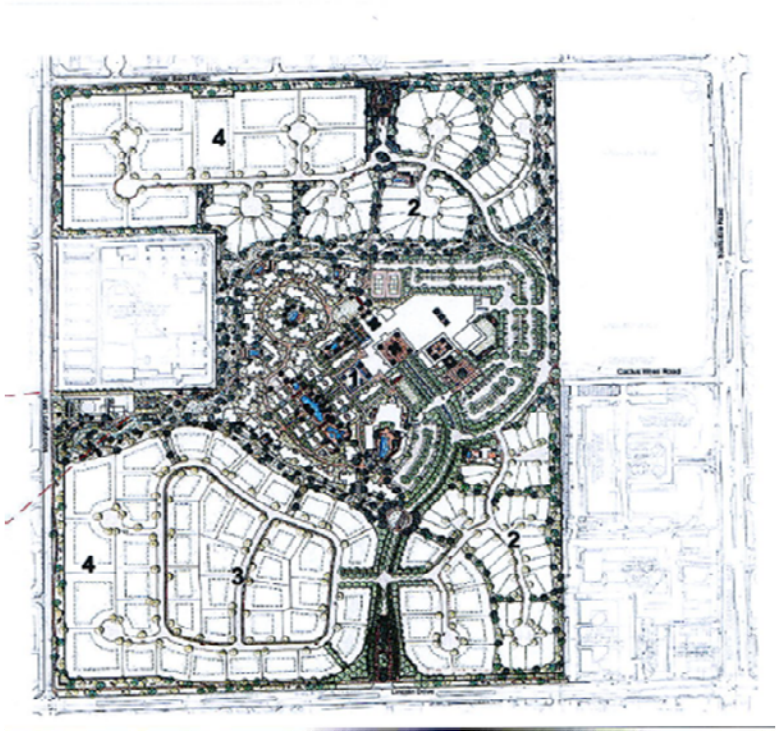
SUP Approval Timeframe

- Major Amendment approximately 12-18 months
- Pre-application – 2-3 months
- Formal application – 9-12 months

SUP Process


Pre-application
Staff review
Formal application
Statement of Direction by Council
Planning Commission Work Session(s)
Applicant's Citizen Review Meeting
Planning Commission Public Hearing
Town Council Study Session(s)
Town Council Hearing & Decision

Staff/Commission/Council Review

- Uses
- Heights, setbacks, density
- Lighting
- Landscaping
- Traffic/Circulation/Parking
- Drainage/Grading
- Sewer
- Walls
- Signage
- Noise
- Crime Prevention

Keys to Success