

PROJECT NARRATIVE

INTRODUCTION

Five Star Development Resort Communities, LLC ("Five Star"), in cooperation with the Ritz-Carlton group of hotels, is submitting this application for a Special Use Permit for the 105-acre property northeast of the corner of Lincoln Drive and Mockingbird Lane. The project's features will help ensure this resort development becomes one of the crown jewels of Paradise Valley. The centerpiece of the project is a new Ritz-Carlton resort and hotel which promises to be one of the finest properties of its kind ever built in Arizona.

Due to the Town Council's summer recess beginning in June, the timing of this submittal is necessary to obtain the Town's Statement of Direction prior to the recess. Five Star understands that even with the submittal of this formal application, the process will be fluid and allow for improvements to the project over the coming months. Specifically, Five Star intends to work directly with the Judson Estates Homeowner's Association and other adjacent neighbors to ensure the quality and compatibility of the development meets the community's expectations.

With the economy now recovering, project developer Five Star is poised to move forward with a thoughtfully refined development plan for the Ritz-Carlton resort and residential properties sensitive to the realities of a new economic landscape. The refined and improved plan also reflects the reality of development which has recently taken place adjacent to Paradise Valley in Scottsdale, where building heights now reach 48 feet with a density of 31 dwelling units per acre at the northwest corner of Scottsdale Road and Lincoln Drive. With the existing building intensity in Scottsdale, the proposed development is perfectly positioned to serve as the key transitional property between Scottsdale's bordering uses to the east and existing residences within Paradise Valley to the west.

THE RITZ-CARLTON RESORT FULFILLS THE INTENT OF THE 2012 GENERAL PLAN

The Ritz-Carlton Paradise Valley plan, inclusive of the proposed heights, densities, and resort-related retail uses, is consistent with the vision of the voter-approved 2012 General Plan. As a tool designed to guide future development of the Town, the General Plan specifically designates the Property as the largest of only three "Development Areas" within the Town. The General Plan labels the Property as an "East Lincoln Drive North Development Area." The 2012 General Plan states "Development Areas are meant to encourage new resort development and redevelopment that reflects the Town's needs for fiscal health, economic diversification, and quality of life." See 2012 General Plan, p. 2-5. The Development Area designation further justifies the proposed location of the Ritz-Carlton resort and the uses proposed therein, as each aspect of the proposed Ritz-Carlton will have direct positive impacts on the fiscal health and economic diversification of the Town.

With the 2012 General Plan being the most recently articulated vision for the Town, any Special Use Permit Resort guidelines found with the Town Ordinance must be examined against the more recently stated intent of the General Plan, which affords unique development opportunities to officially approved Development Areas. One of the core goals of the 2012 General Plan is "SUP Revitalization" with the specific intent to "evaluate and amend the SUP Guidelines" which have become outdated or inapplicable to Development Areas. See 2012 General Plan, p. 2-10. For example, the SUP Guidelines were generally written to address resort properties averaging 20-30 total acres and did not anticipate the currently proposed 105 acre master planned development. Unlike the SUP Guidelines, the 2012 General Plan's Goals and Policies were designed to encourage a creative and unparalleled resort development. Specifically, General Plan Policy DA 2.2.3.3 states that within the East Lincoln Drive Development Area, "the town should encourage moderate intensity, mixed use" resort development. See 2012 General Plan, p. 2-7. The proposed Ritz-Carlton resort development responds directly to Policy DA 2.2.3.3 and provides a unique mix of resort, residential, and resort-related retail uses and adheres to the Town's decree to provide a level of "moderate intensity" through heights and densities only appropriate on the

eastern most border of the Town against the existing heights and densities within the City of Scottsdale.

The SUP Guidelines (Town of Paradise Valley Zoning Ordinance Article XI) written in 2005 do provide general guidance for development in order to "facilitate creative, high quality development that incorporates the implementation of the goals and policies of the General Plan." As stated within the Ordinance, the SUP guidelines strive to facilitate the goals of the General Plan. Therefore, where a conflict occurs between the two documents, the General Plan guidelines should control.

The Ritz-Carlton Master Plan was designed to adhere to the planning and economic development principles of the 2012 General Plan. The General Plan Development Area Policy (DA 2.2.1) goal is to "support limited, targeted and context appropriate development and redevelopment . . . that provides for the needs of existing and future residents, and makes efficient use of land and infrastructure." See 2012 General Plan, p. 2-6. The proposed development takes into consideration the needs of the existing Paradise Valley residents and the Town. This approach yields a Master Plan that will sustain the test of time both architecturally and economically by providing a mix of resort, residential, retail, and dining uses targeted to support the resort and fiscal health of the Town.

According to Development Area Policy (DA 2.2.1.3), "development or redevelopment within Development Areas [should] 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." See 2012 General Plan, p. 2-6. The Ritz-Carlton Resort and resort related uses will step down in height and density and serve as a transition between the more intense uses east of the site in Scottsdale and the single family detached residences to the west along Mockingbird Lane and to the north along Indian Bend Road.

Development Area Policy (DA 2.2.1.2) states that "consideration of Development Area Special Use Permit applications should balance a need for the Town's fiscal health against a steadfast commitment to protecting adjacent low-density residential character and quality of life." Id. The Ritz-Carlton Resort and resort related uses have been planned with this policy in mind. The uses proposed, along with the scale, density and location of each use, provides this balance to the Town and neighboring properties.

The Land Use and Development Implementation Program of the General Plan (Table 2.3-1, No. 21) calls for "open spaces in Development Areas that encourage public gathering, enhance aesthetics, serve as buffers, connect with other open areas, integrate pedestrian amenities, traffic calming feature, plazas and public areas, attractive streetscapes, shade trees, lighting, and public art." The Ritz-Carlton Resort and resort related uses have been carefully designed to provide the most pedestrian friendly environment. From streetscapes to public open spaces, each area of the site is designed to provide seamless design and connectivity between all uses.

Regarding proposed heights and densities within the development, Policy DA 2.2.3.3 of the 2012 General Plan encourages an increase in intensity related to mixed use resort developments, especially if a "moderate intensity" would result in significant positive impacts to the Town's fiscal health and economic diversification. Creating a sustainable and economically viable development within the Ritz-Carlton resort area requires density and height on the eastern most portion of the site reflective of the adjacent three and four story properties in the City of Scottsdale. The development is designed to allow both height and density to step down and decrease toward the western boundary of the site. In order to provide a mix of uses to support the resort and the fiscal health of the Town, the Master Plan provides a variety of residential and retail uses which exhibit the "moderate intensity" envisioned by the 2012 General Plan. This overall design approach provides the best possible experience for homeowners, guests, and retail customers which will allow the Ritz-Carlton resort to create and maintain a productive economic engine for the Town in perpetuity.

MASTER PLAN VISION

As a unique destination in a distinctive community, this 105 acre site includes over 78 acres of open space, includes dramatic views of Camelback Mountain and Mummy Mountain and is currently the largest undeveloped parcel in the desert enclave of Paradise Valley.

Five Star is setting out to create a world-class resort with associated residential and mixed use development that will not only draw visitors to Paradise Valley from around the world, but will also meet the current and future needs of local residents and neighboring communities. The first phase of the development is slated to open in the fall of 2017. The detailed Master Plan can be found on page IV-3 and the Master Phasing Plan can be found on page IV-1.

The Master Plan is built on four unifying themes:

- Allow the history and beauty of the region to prevail by showcasing the spectacular natural features of Paradise Valley and by capturing the earthy spirit of the Sonoran desert.
- Consistent with the Town of Paradise Valley General Plan - Community Character and Housing 3.1.3.6, create a unique and memorable 21st century resort epitomizing the lifestyle of the desert southwest and serving as a world class asset for the Town of Paradise Valley.
- Introduce a sensitive and appropriate transitional use between Scottsdale Blvd, the Ritz-Carlton Hotel and the more rural areas of Paradise Valley honoring the Town's distinctive character.
- Introduce and sustain a wide variety of residential opportunities and recreational and entertainment amenities exceeding the expectations of current and future residents of Paradise Valley and its visitors.

Along with the exceptional Ritz-Carlton property, several other noteworthy project features are planned to elevate the new development to one of the finest attractions in the region.

- Plans for the project include creation of an open space area along Mockingbird Lane that will serve as a buffer between resort uses and the existing church to the north, and residential development to the west.
- Plans also include significant improvements along Lincoln Drive, including a gateway feature at the Paradise Valley border on Lincoln Drive, as well as significant improvements to the median running through the middle of the street.
- Plans include a pedestrian-friendly greenbelt open to the public that will provide a walking/hiking/biking path running from Mockingbird Lane through the project, improving pedestrian access to the Scottsdale Road corridor.

The Master Plan proposes several different uses throughout the site:

- Area A – Ritz-Carlton Resort Hotel (20.3 Acres, 200 Rooms)
- Area A1 – Ritz-Carlton Resort Villas Attached Residential (10 Acres, 80 units)
- Area B – Resort Branded Single Family Residences (28.7 Acres, 101 units)
- Area C – Ritz-Carlton Branded Single Family Residences (22.3 Acres, 59 units)
- Area D – Resort Branded Mixed-Use (8.3 Acres, 250 units)
- Area E – Palmeriaie Resort Related Mixed-use Residential and Commercial (16.2 Acres, 200 units)

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The Ritz-Carlton Resort

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PROJECT NARRATIVE

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21ST CENTURY RESORT

The centerpiece of the project is a new Ritz-Carlton resort and hotel which promises to be one of the finest properties of its kind ever built in Arizona. The hotel (Areas A & A1 on the Master Plan) is proposed to have 200 suites and bungalow rooms and 80 resort villas. The hotel includes features that will ensure its place as the premier resort destination in the region. The most recent revisions to the Master Plan have reduced the heights of the Villas (Area A1) from four stories down to three stories to allow for appropriate transition of height between Scottsdale Road and Mockingbird Lane. The opening of the Ritz-Carlton will be one of the most noteworthy events in the history of the hotel industry in Arizona. The new Ritz-Carlton's 80 resort villas are much larger than normal resort rooms with superior amenities and design and will be available for private ownership with an option for inclusion in the Ritz-Carlton hotel guest suite inventory for nightly rental. All Villas will be Ritz-Carlton branded with the same fit, finish, and standards as the core resort hotel rooms. Arizona's dramatic natural features provide the design inspiration for the new Ritz-Carlton Re-sort and associated development in Paradise Valley. In a lush pocket of the Sonoran desert with breathtaking views of Camelback Mountain and Mummy Mountain, this legacy resort will provide a relaxing retreat for visitors drawn to the area's natural beauty, 5-star recreational amenities, world-class restaurants, and luxury retail stores. The wide range of rooms and suites, with their corresponding square footage, will allow the resort to accommodate both short-term and long-term stays.

The hotel building massing will be horizontal and linear with a sinuous layout branching from a central axis echoing the iconic cottonwood and willow groves of Sonoran desert river valleys. The central axis, dominated by water features, has been oriented toward the direct views of Camelback Mountain.

The arrival experience to the resort will be built on a gentle rise that delivers the guest to the stunning Grand Lobby situated above the rest of the project and with open views of the nearby mountains. The Grand Lobby will be the highest point on the project and will create an iconic architectural presence for the new Ritz-Carlton. The resort will include water features that cascade down from the elevated Grand Lobby through the project, down to where the world-class spa will be located in the southwest portion of the property.

Further homage is paid to the natural order of the desert landscape by creating a new topography on site. The guest approach to the hotel lobby building from Lincoln Avenue will be slightly raised and the Hotel lobby will be approximately 22 feet above existing grade. The elevated prominence of the lobby will allow for an enhanced view of Camelback Mountain, and from portions of the public spaces, a view of Mummy Mountain and western sunsets. The site has been designed so that the guestroom casitas, nestled in an oasis of vegetation, will be stepped down behind the lobby buildings in three separate tiers on either side of the hotel's central axis. The central axis contains the hotel's swimming pools and other water features positioned in a meandering layout in separate tiers stepping down to the Spa complex at the foot of the axis and located six feet below current grade. This will enable the spectacular views to be maximized while reinforcing the visitor's sense of a river winding its way between canyon walls down the hotel's central axis and out towards Camelback Mountain.

The design for the resort hotel and villas will employ simple elegant forms to create relaxed comfortable spaces in the time-honored tradition of luxury architecture. Rooms and suites will be connected by quiet courtyard gardens and shaded walkways – evoking the sense of a village. Large windows with deep overhangs promote the resort's indoor – outdoor living ethos and provide unobstructed views of Camelback Mountain and the dark star-studded skies of the Arizona night. The restaurants, ballrooms and meeting rooms also flow into adjacent outdoor spaces to take advantage of Arizona's climate.

Building materials appropriate for a desert climate will be chosen to enhance a quality of organic desert-bred naturalness for the resort; living roofs on the casitas amplify the sense of riverine oasis; local stone and tile, wood, plaster, and glass, will be used to promote a sense of modern elegance and intimacy while paying homage to the essential elements distinctive of the Sonoran desert.

VARIETY OF RESIDENTIAL LIFESTYLES

The Master Plan envisions a variety of residential units (Areas B, C, D, and E) for the site intended to provide for the different lifestyle needs of current and future Paradise Valley residents. The undeveloped project site has long acted as an outlying vacant barrier between the intensity of development on Scottsdale Road and neighboring communities and the residences of Paradise Valley. While the site cannot remain vacant in perpetuity, the proposed Master Plan recognizes the desirability of an appropriate transitional use for this development which will employ the principle of buffering density and massing in the various residential components as they recede from Scottsdale Road towards the existing residential areas of Paradise Valley.

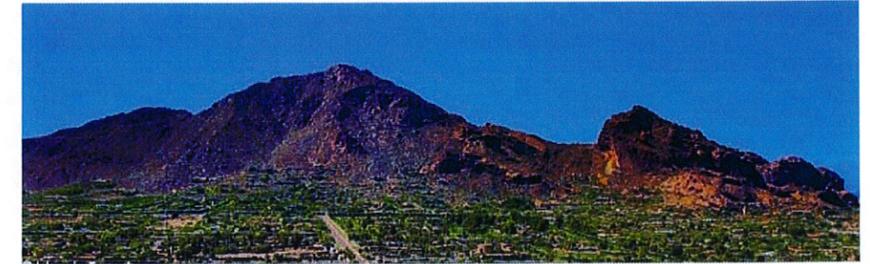
To meet this goal, the Master Plan provides a variety of residential options:

- Currently, Ritz-Carlton has agreed to fully brand Area C and reserves the ability to brand Areas B and D. Ritz-Carlton branded detached single family residences in Area C of the Master Plan are within the Resort itself and have access to its amenities. From a quality, design, and architectural appearance perspective, there will be no visual difference between the single-family homes found in Areas B and C. The notable differences occur within the residences, as the Ritz-Carlton brand for Area C includes various services and luxury interior amenities. All single-family homes within the development will be associated with the resort at some level with the possibility of access to resort amenities and services. Area B, for example, will not be developed as a stand-alone community, but rather as an integrated extension of the resort community.

These detached single family residential areas offer slightly smaller homes than most other areas in Paradise Valley, but still provide homeownership opportunities on individual lots with a luxury design and privacy. Areas B and C have two different average lot sizes. Area B has a total of 323,200 square feet of floor area with 4.68 dwelling units per acre; and Area C has a total of 236,000 square feet of floor area with 3.52 dwelling units per acre.

The proposed densities of the detached single family residential areas are reflective of other existing and planned developments within Paradise Valley such as Colonia Miramonte, Montelucia, and Mountain Shadows Resort. The densities of these comparable developments range from 4.36 to 5.45 dwelling units per acre and the detached single family residential range from 3.52 to 4.68 dwelling units per acre and lot sizes from 9,000 square feet to 21,500 square feet. A detailed comparison is provided in the Comparative Developments Table on page III-5.

- The Resort branded mixed-use in Area D of the Master Plan is also closely related to the hotel site and will feature stunning views of Camelback and Mummy Mountain. Along the northern end of Area D, connecting the development to the Shops at Palmeria, will be 15,000 square feet of restaurant uses. Attached luxury residences will range in size from 1000 – 3,500 square feet for each unit, with a total of 300,000 square feet of residential floor area. Units will feature large decks and rooftop



terraces for indoor / outdoor living. The attached residences will be three and four stories and will serve as a buffer from the 4-story multi-family residences and 3-story office complex on the site's eastern boundary, and will step down toward Lincoln Drive and the Ritz-Carlton Hotel. The proposed use of luxury attached residences, while unique within Paradise Valley, is not unprecedented. Both Montelucia and Mountain Shadows were approved with the option of attached-residences within areas much closer to the center of Town. In this case, however, the proposed use falls within the General Plan's largest "Development Area" against the Town's most eastern border on land abutting intense Scottsdale uses and heights. Five Star acknowledges the eastern-most section of the 105 acre Master Plan may, in fact, be the only appropriate portion of a Development Area within the Town for this type of luxury housing option.

- Non-branded attached residential uses are located between the Scottsdale City limit line and the resort in Area E of the Master Plan. These two, three and four story buildings will step down toward the Ritz-Carlton Hotel. This luxury residential product will provide a buffer from the variety of buildings and massing along Scottsdale Road. The residential use in this area will have a total 243,000 square feet of floor area.

Ritz-Carlton has the option to brand the residences in Areas B and D of the Master Plan. A more detailed overview of densities, total floor area and average lot sizes for each residential use is provided on page IV-2. Throughout this application, additional narrative detail can be found relating to development standards, design guidelines, infrastructure development, and phasing proposed for each area of the Master Plan.

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The Ritz-Carlton Resort

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PROJECT NARRATIVE

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PALMERAIE

The Palmeraie, shown as Area E on the Master Plan, will be home to an unparalleled selection of the world's most prestigious brands and specialty retailers. With premier designer boutiques, world-class dining, and renowned residences, the Palmeraie will deliver a stylish and unique experience unlike any other in Paradise Valley.

The Palmeraie is situated within both the Town of Paradise Valley and the City of Scottsdale. The development is bifurcated by a roadway along the City/Town boundary lines with a portion of the residential and retail uses on both sides of the site. Only the portion of the site on the west side of the bifurcated roadway will be subject to review by the Town of Paradise Valley.

On the Paradise Valley portion of the site, the Shops at the Palmeraie will be home to approximately 130,600 square feet of exceptional retailers and over 27,700 square feet of premiere dining destinations showcasing celebrated international chefs and regional favorite talents to provide services to resort guests, visitors and area residents. It will also feature a new 36,400 square foot neighborhood grocery store on the Paradise Valley portion of the site to not only serve guests of the resort, but also Paradise Valley residents. While serving the public generally, this will be Paradise Valley's first resort-related grocery store assisting guests with longer stays with their daily food, beverage, and personal item needs. Palmeraie will offer approximately 243,000 square feet of high-end attached residential. The development will be served by a below grade parking garage.

The typical boutique shop at the Palmeraie will range between approximately 2500 and 5000 square feet. The unique mix of resort-related retail uses within the Palmeraie brings light to another example of how the current SUP Guidelines did not anticipate the scale of the Ritz-Carlton resort. Section 4(1)(g) of the SUP Guidelines states no individual retail business should occupy more than 2000 SF, excluding service and spa related uses. See 2005 SUP Guidelines, p. 3. When this guideline was written, it may have been appropriate as applied to a five acre parcel located in the center of the Town. As applied to a 105 acre resort and mixed-use development, however, the SUP Guideline is inapplicable and contrary to the market demands for a luxury, high-quality boutique shopping pavilion. As previously noted, the Palmeraie does support the overarching General Plan's Development Area Policy goals of furthering economic development to support the Town's fiscal health through the abundance of tax-generated revenue collected through the proposed development. Furthermore, the proposed resort-related retail comingled with residential and resort uses is specifically in line with Policy DA 2.2.3.3 which states that within the East Lincoln Dive Development Area, "the town should encourage moderate intensity, mixed use" resort development. See 2012 General Plan, p. 2-7.

Palmeraie is designed to provide resort-related retail options for the Ritz-Carlton guests and residents. With its walkable, pedestrian-friendly urban streetscape, the Palmeraie provides a natural connection to the Ritz-Carlton. Palmeraie's vehicle circulation and parking destinations will provide safe pedestrian linkages within and to the center. Meaningful public gathering spaces will be created for multiple uses including community gatherings and other events. The retail areas are designed for ideal solar orientation with wide, shaded sidewalks and multiple outdoor dining patios. Lush contextual landscape will be provided along with water features to naturally cool outdoor spaces and create a sense of place. Palmeraie's design will ensure cross-shopping opportunities and connections within the shopping center and from the Ritz-Carlton Resort. The residential, retail and dining at Palmeraie will have a symbiotic relationship with the world-class Ritz-Carlton Resort, and will provide a new and vibrant destination for Paradise Valley and Scottsdale.

COMMUNITY AND INTER-CONNECTIVE DESIGN

The Master Plan envisions the Ritz-Carlton Hotel becoming an integral part of the local community. While the main access to the Ritz-Carlton Hotel is via Lincoln Drive, the Hotel will also enjoy a connection via a walking Plaza to the Palmeraie Shopping Center to be constructed on the portion of the site within the City of Scottsdale. This central Plaza with

its open air restaurants, outdoor cafes, boutiques and adaptive open spaces will be an entertainment draw for visitors, residents and hotel guests alike with special events. Along Indian Bend in the Shops at Palmeraie, ground floor community oriented retail will meet the daily needs of the residents for quality specialized food and services. The hotel's specialty restaurant will anchor the west end of the central square furthering the symbiotic relationship between the hotel and its community.

Vehicle circulation within each development area is planned to be cognizant of the traffic patterns and roadway types adjacent to the site. The primary access for the hotel and single family residential immediately to the south is from Lincoln Drive, which will be the main entrance to the resort hotel; Palmeraie is accessed from Indian Bend Road and Cactus Wren Road; and the resort-branded attached residences may be accessed from Cactus Wren Road via Scottsdale Road. There will be no entrance to the development from Mockingbird Lane, which is specifically designed to protect and preserve our neighbors to the west, including the Judson Estates Homeowner's Association.

To ensure minimal disruptions to nearby neighborhoods, the development team will be focused on keeping the construction period as short as reasonably possible. The project is also anticipated to have a positive impact on nearby property values, due namely to the quality and reputation of the Ritz-Carlton brand and the anticipated price of the Ritz-Carlton branded residences.

The project is designed to direct traffic to a primary entrance off of Lincoln Drive, away from existing residential neighborhoods, thereby mitigating any possible traffic impacts on nearby residents. The project's design will also include extensive landscaping on the perimeter that will not only enhance the overall beauty of the project, but also complement nearby neighborhoods and improve the landscaping along the streets surrounding the project.

The new Ritz-Carlton will truly be the finest resort development ever completed in Arizona, and one that Paradise Valley residents will be proud to consider as a sensitive and beneficial neighbor.

KEYS TO SUCCESS

Five Star appreciated the opportunity to be part of the "Community Conversation" on the Ritz-Carlton Paradise Valley project held on February 12, 2015. It was a positive experience that generated a great deal of excitement and enthusiasm about the project as well as constructive commentary from members of the community and Town Staff.

Per Town Staff's request, this section will provide a narrative on how the "Keys to Success" outlined in the Community Conversation are intended to be incorporated into this application.

FORM

The Ritz-Carlton Paradise Valley will be designed and constructed to not only compliment but also enhance the character of Paradise Valley, while making the Town's "brand" even stronger by adding in a world-class resort destination and community.

The project will incorporate many innovative design features with the goal of creating a world-class project while addressing land-use challenges outlined in the Town's voter-approved General Plan. The appropriate plan for this site has been carefully studied and the proposed development will provide significant open space, ensuring single-family residential uses along the portions of the property bordering Paradise Valley, significant underground parking and exceptional architectural design.

The project's height and density will achieve a balance between preserving the character of the community, making the project financially viable and achieving the General Plan's designation of providing a "transitional" zone to taller projects directly adjacent to the project in Scottsdale.

As for the community's questions related to the Town's traditional one-acre lots, we understand that a significant portion of the Town is designated for one-home-per-acre zoning. However, the Town's voter-approved General Plan recognizes this property is better suited for other land uses. Additionally, the land uses proposed for this project are consistent with land uses developed within other resort projects in the community. There are several similar communities in Paradise Valley that enhance the character of Paradise Valley and which provide a model for the Ritz-Carlton such as Colonial Miramonte and Mountain Shadows. Another goal of the "Keys" document is to "Provide residential options for residents who wish to downsize but still live in Paradise Valley." The Ritz-Carlton Paradise Valley will achieve this goal while serving a niche in Paradise Valley real estate which is in high demand in today's market.

FUNCTION

As previously mentioned, the Ritz-Carlton Paradise Valley's branded residences will be built to provide exceptional quality with the intent to enhance nearby property values while providing new residential opportunities for Paradise Valley residents who wish to downsize from larger lots. The residences will be designed to be the premier single-family homes of their size in Paradise Valley, with exceptional quality and finishes.

The traffic circulation plan is outlined in the traffic study included within this application, and is designed to minimize traffic impacts on all nearby neighborhoods. The Ritz-Carlton Paradise Valley project will generate significant revenue for the Town of Paradise Valley, both from construction and from ongoing resort and supporting retail operations. This impact will be well into the millions of dollars and will have a positive effect on the Town's long-term financial picture.

Finally, the Ritz-Carlton Paradise Valley will include all the features one might expect from a world-class resort, including dining options, a spa, and supporting retail services. The design also includes a greenbelt retention trail running through the property and would be available for the public to utilize and enjoy.

PROCESS

This application is designed to create a new Ritz-Carlton Paradise Valley project consistent with the character of the community and the General Plan while taking into account changes in the marketplace and the effects of nearby development in Scottsdale. The primary features of the Ritz-Carlton development remain the same and the land use is consistent with the General Plan and other resorts in the area.

The Town of Paradise Valley, the City of Scottsdale, and Five Star are in conversations to ensure development in both Paradise Valley and Scottsdale are well-designed and planned to alleviate any negative impacts.

Five Star has an agreement with the Ritz-Carlton for the operation, management and marketing of the Ritz-Carlton Paradise Valley. The agreement is a standard 30-year operating contract with extension options. The resort portion of the project will be built in the initial phase along with surrounding residential to ensure construction impacts are minimal and both the resort and residential use open concurrently. Therefore, residents can immediately take advantage of resort amenities and the resort will not be impacted by residential construction.

Five Star looks forward to working proactively with the Town of Paradise Valley throughout this process, and to an extensive community outreach effort that will provide residents with multiple opportunities for input and involvement intended to improve and perfect the Ritz-Carlton Paradise Valley development.

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