

November 13, 2014

Ms. Eva-Marie Cutro  
Town of Paradise Valley  
6401 E. Lincoln Drive  
Paradise Valley, AZ 85253

Re: Revised Submittal for the November 19, 2015 Town Council Study Session Regarding the Five Star Development/Ritz-Carlton Paradise Valley Special Use Permit (SUP 15-01)

Dear Ms. Cutro,

The purpose of this letter is to introduce the revised Ritz-Carlton SUP exhibits to be reviewed by the Town Council during the November 19, 2015 Town Council Study Session. The accompanying submittal is the product of over six months of work completed, and input received, by the Town Council, Planning Commission, Town Staff, Paradise Valley residents, and Five Star Development's team. The accompanying exhibits and include the newest conceptual site plan for the Palmeraie, which will now be referred to as Areas E1 and E2.

Area E1 will be the first phase of the Palmeraie development and will consist of 54,327 square feet of single-story (30 feet) resort-related retail and resort-related restaurant uses. See Buildings A, B, C, and D as shown on the revised Area E1 Site Plan. Conceptually, Area E1 is intended to be constructed and come online at the time of, or shortly after, the opening of the Resort Hotel to allow for the pedestrian connectivity, and direct access to resort-related retail and restaurant uses, which have always been envisioned for this mixed-use portion of the overall master plan. By allowing the Town of Paradise Valley to approve Area E1 as part of this Special Use Permit application, the Town will also enjoy the resulting tax revenues derived from retail and food sales.

Area E1 will be served by 299 surface parking spaces. While the surface parking area will be fully developed with all improvements, perimeter landscaping, and internal landscaped islands, the Applicant intends for the surface parking use to be a temporary interim use and eventually replaced with a parking garage and/or subterranean parking during the construction of Area E2 (Phase 2). The proposed surface parking will ensure Area E1 is self-parked without the need to impact existing parking counts for the Resort Hotel. The Applicant will submit a future and separate application for an Intermediate Amendment to the Special Use Permit regarding the development plans and uses for Area E2.

We look forward to discussing the aforementioned revised exhibits with Town Staff and the Town Council during the upcoming study session.

Sincerely,  
WITHEY MORRIS, P.L.C.

By   
Benjamin Graff

cc: Kevin Burke, Town Manager  
Andrew Miller, Town Attorney  
Paradise Valley Town Council