

# PLAZA RESORT

## INTERMEDIATE AMENDMENT TO SUP (case #SUP-22-02)



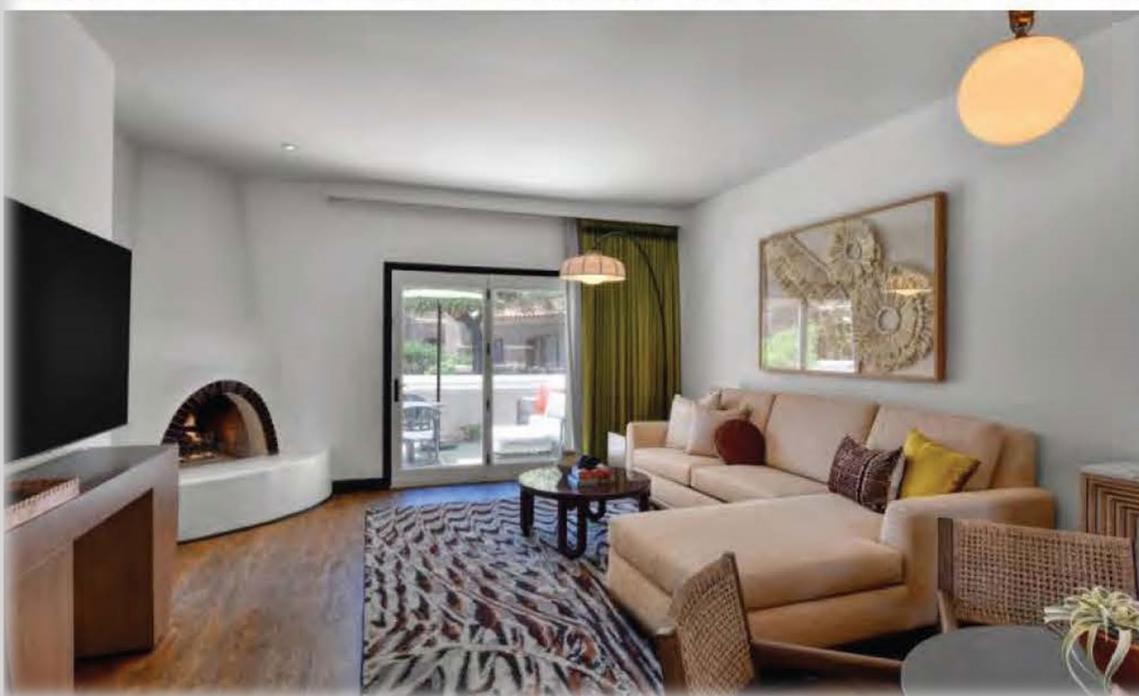
Town of Paradise Valley Planning & Zoning Commission Hearing

ROSE LAW GROUP<sup>pc</sup>  
RICH • CARTER • FISHER

1976 Classic  
PV Resort  
hoping to get  
much needed  
*Refresh!!*



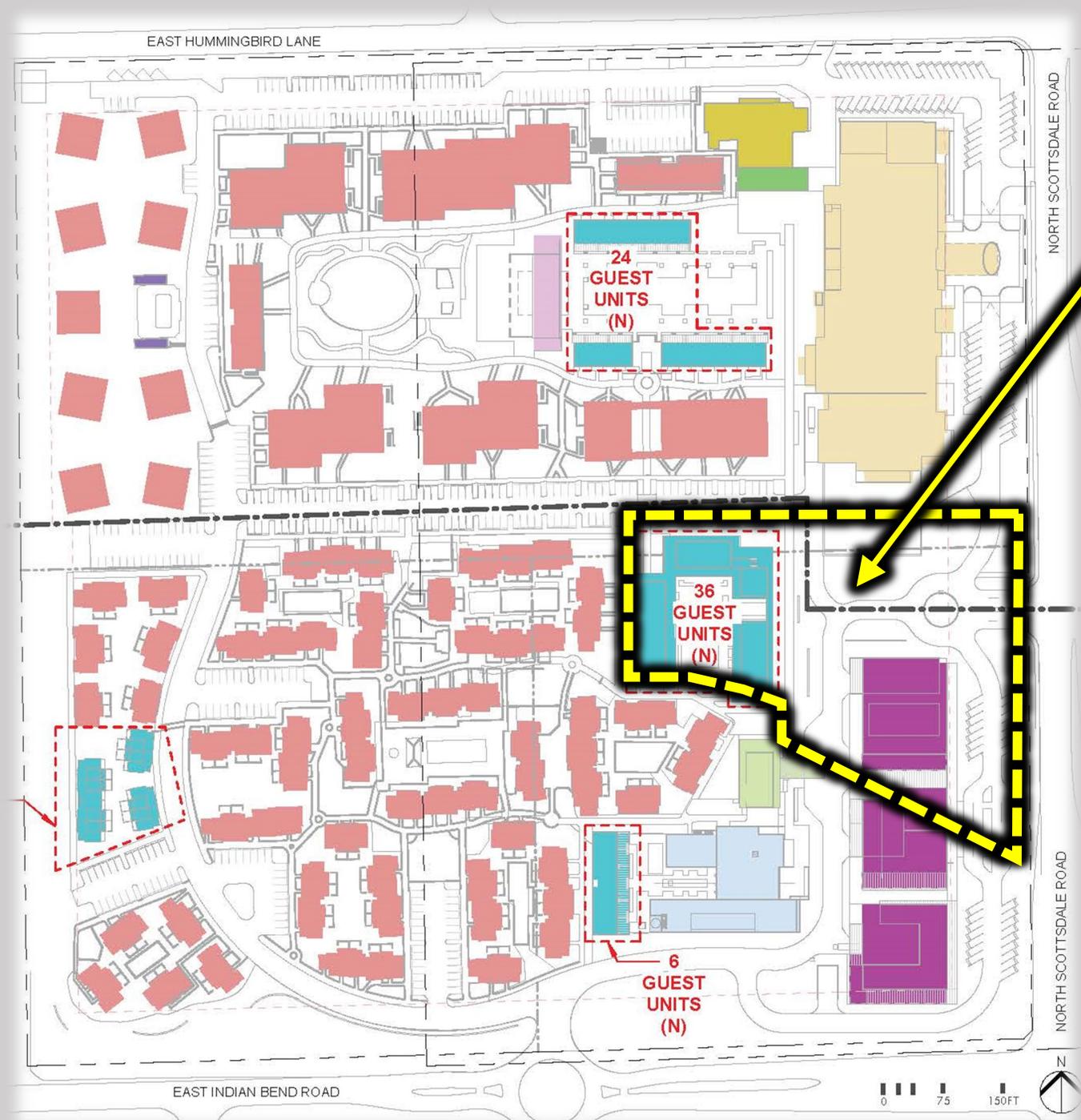


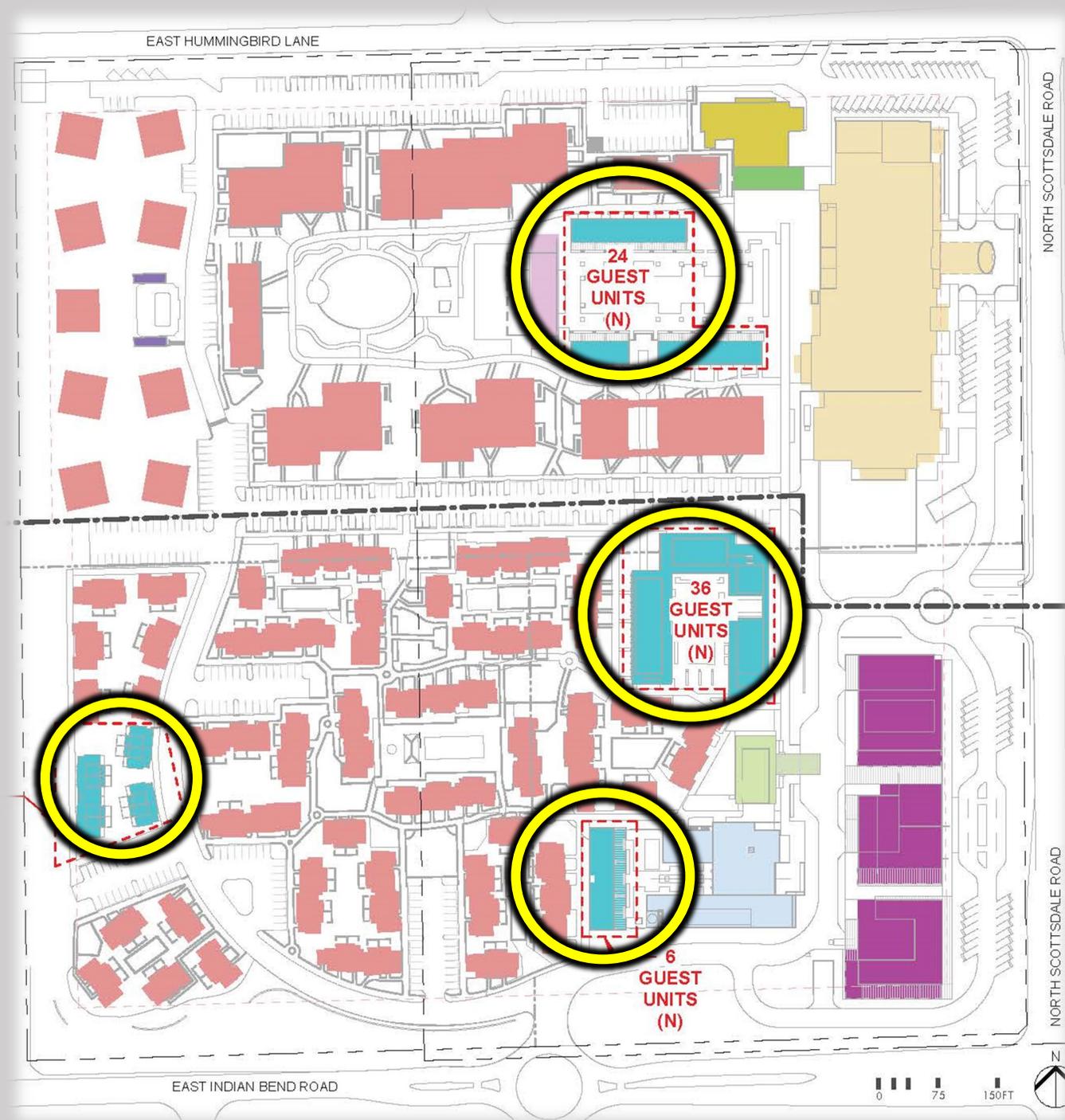


Highgate operates over 87,000 hotel rooms around the world and is ready to invest heavily in restoring Plaza Resort to amazing!

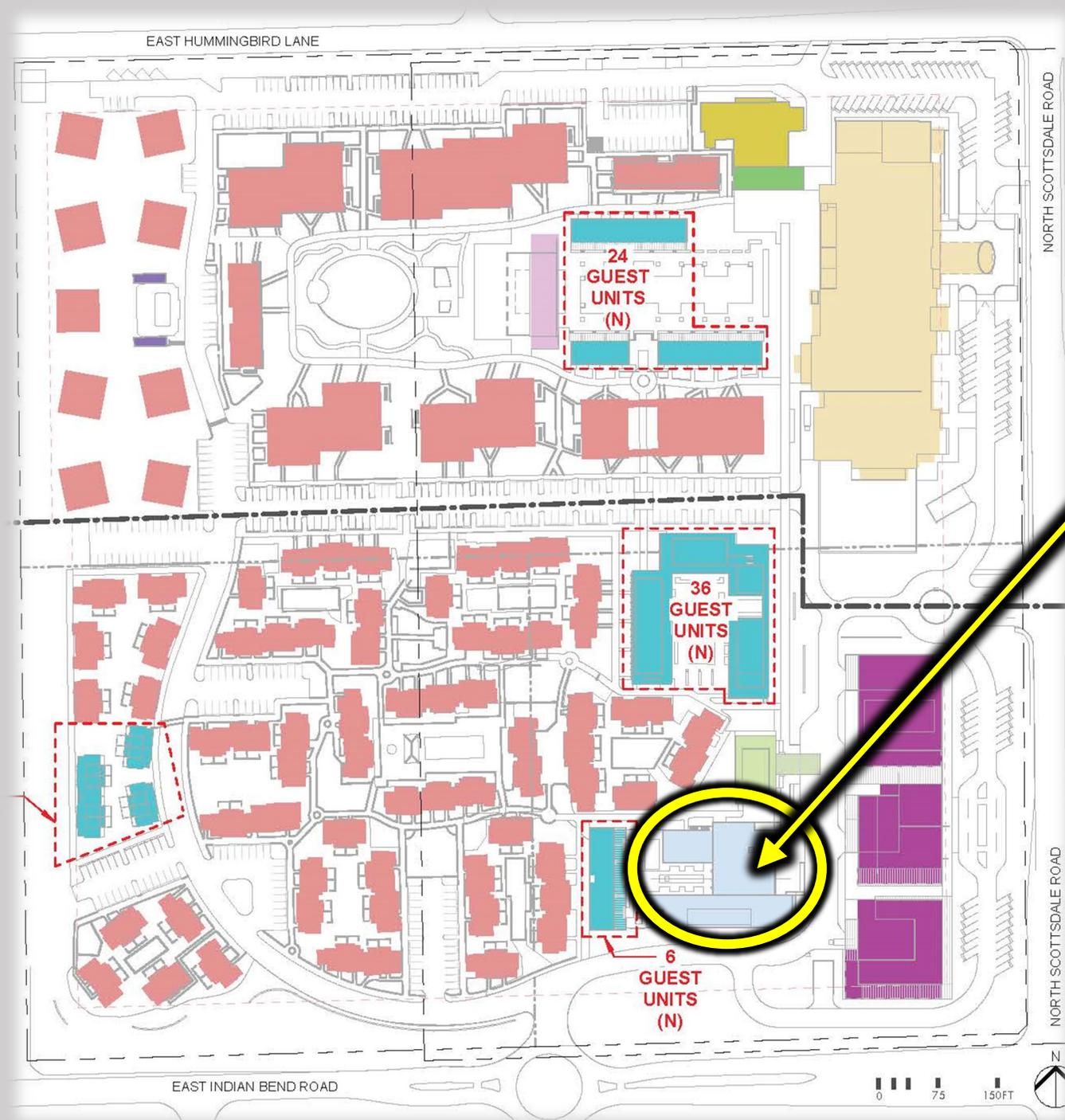


• Undergrounding  
unsightly parking

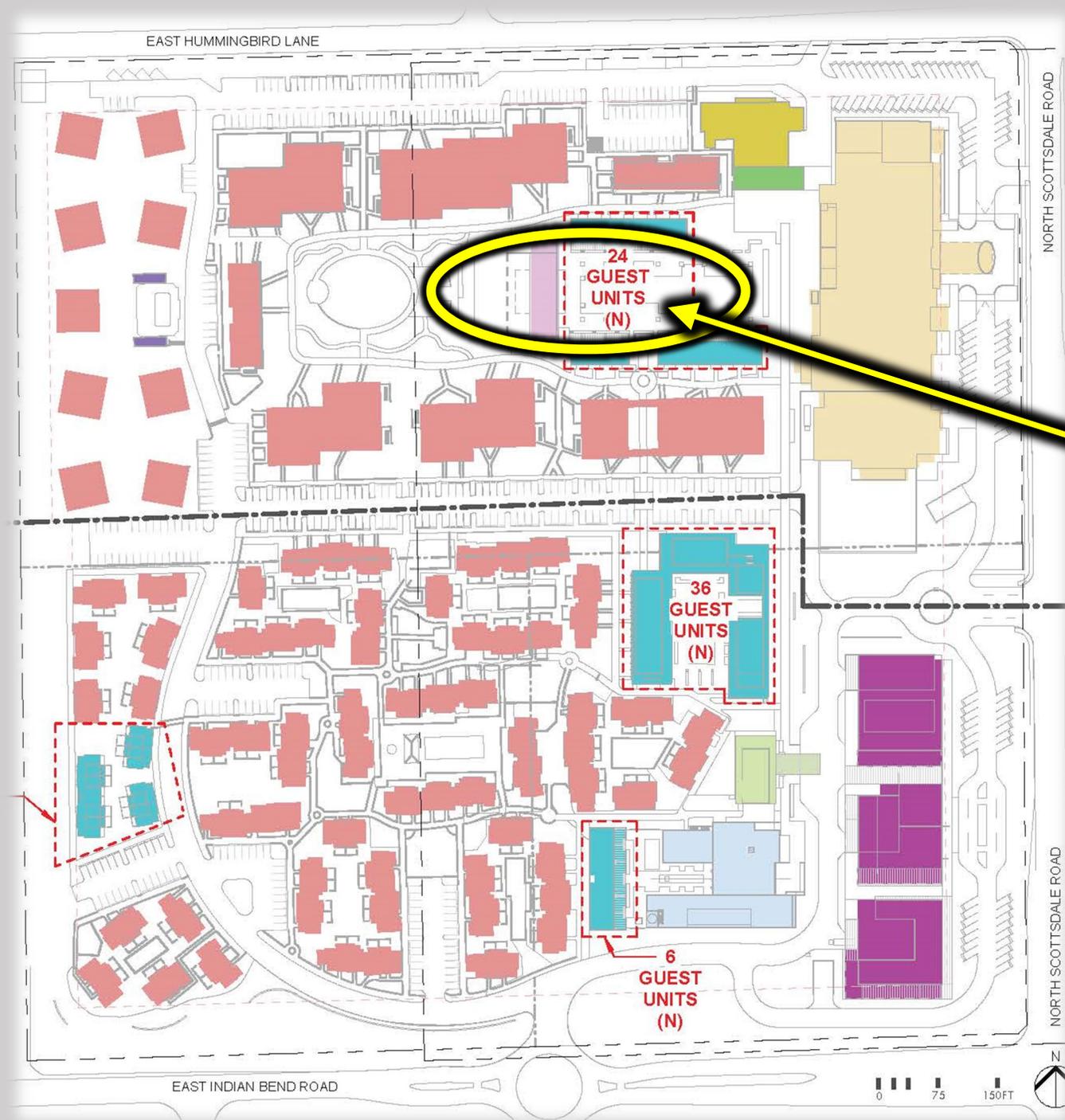




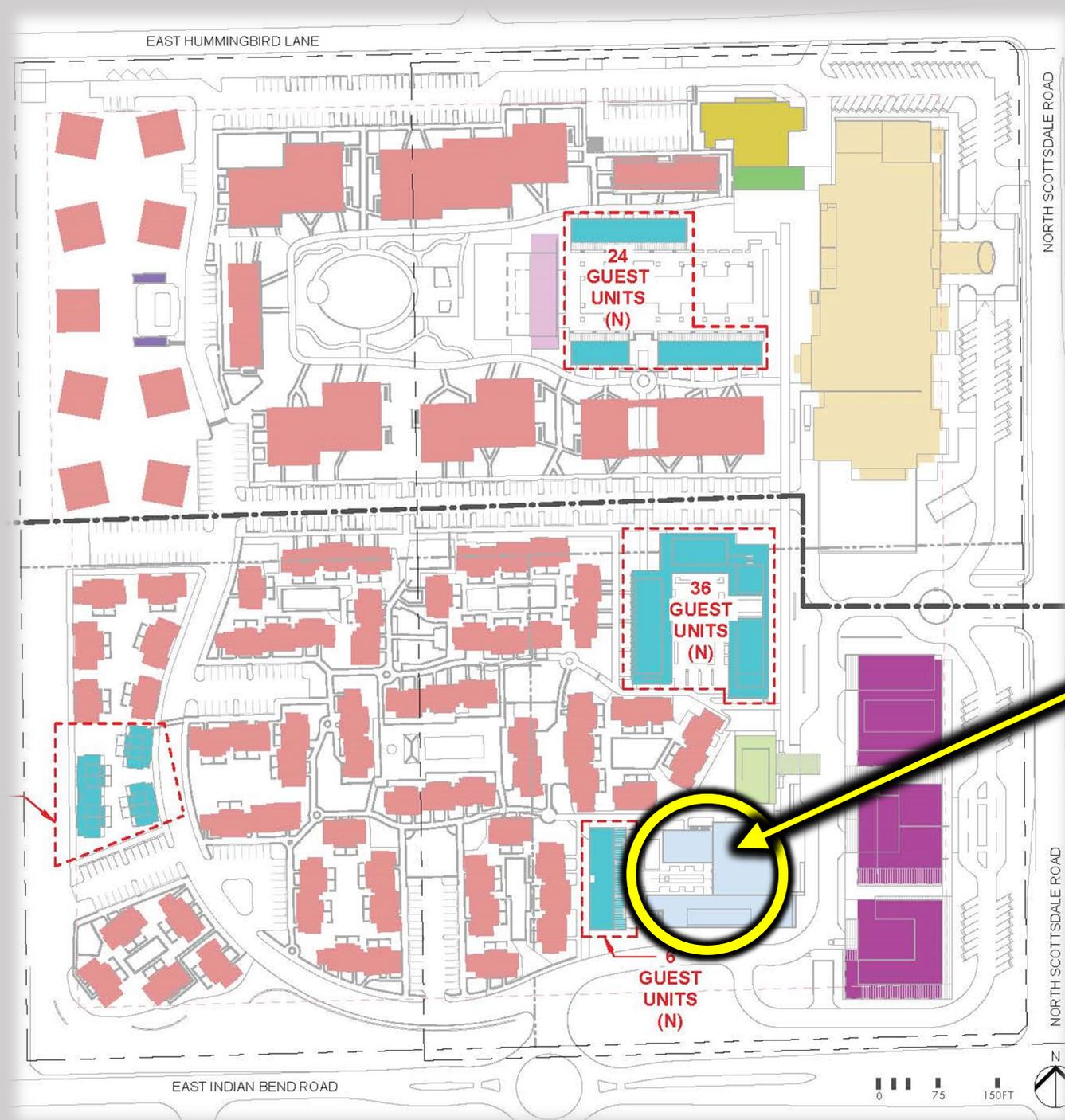
- Undergrounding unsightly parking
- Adding just 64 rooms



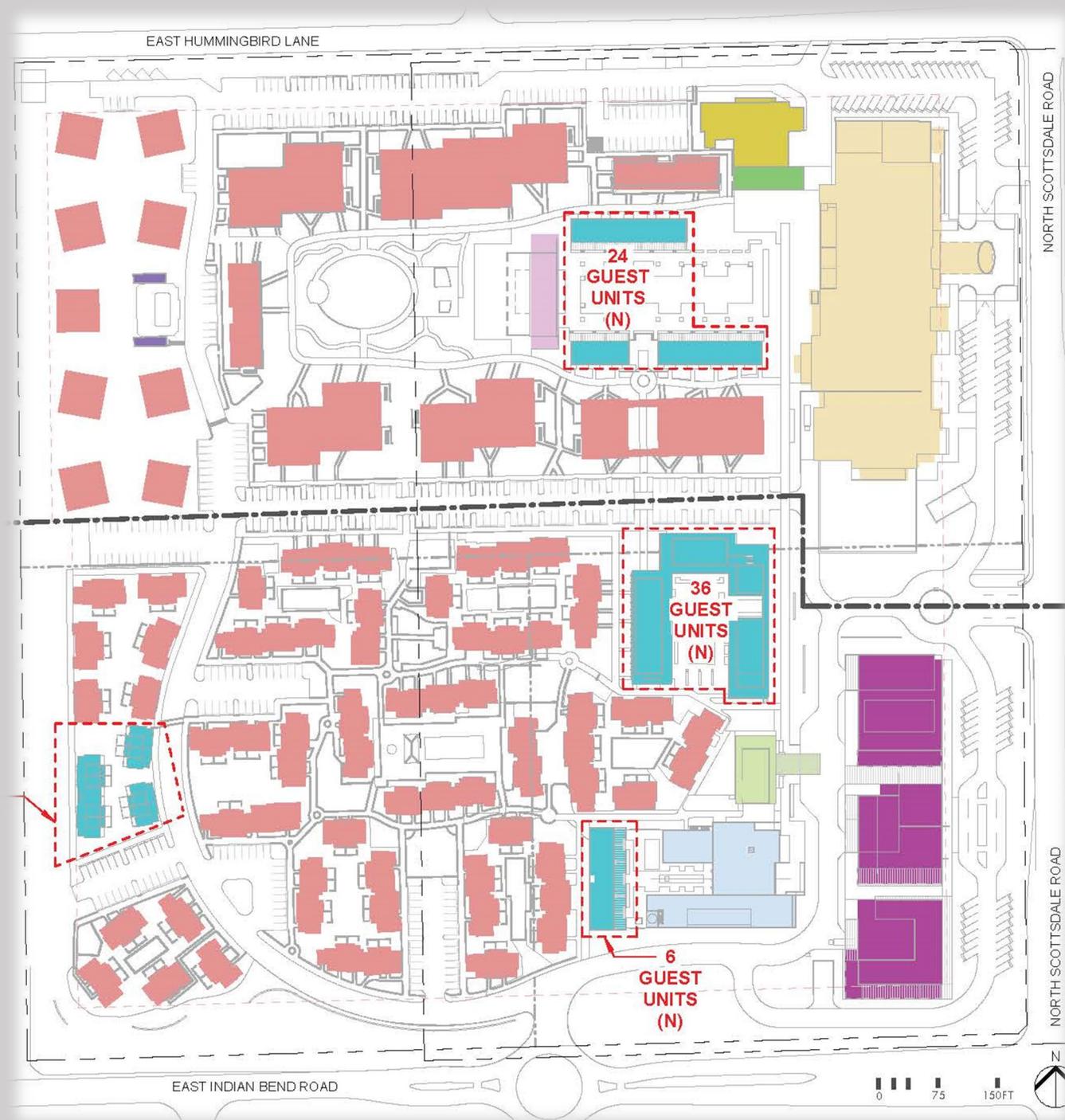
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- Adding just 64 rooms
- Adding world-class spa



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- Optimizing pool area views



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- Adding competitive work out facility



- Undergrounding unsightly parking
- Adding just 64 rooms
- Adding world-class spa
- Optimizing pool area views
- Adding competitive work out facility
- New buildings compliment current architecture with a refresh



An aerial photograph of a large residential complex, likely a university campus or a large apartment community. The image shows numerous multi-story buildings with red-tiled roofs, swimming pools, and tennis courts. A prominent feature is a large, multi-level parking lot system with many empty spaces, illustrating the statistic that 62% of parking spots are unused. The text is overlaid on the left side of the image.

**62%**  
of parking  
spots  
unused!

Image Landsat / Copernicus

Go

- This hotel operation is focused on in house conferences (80% should be conferences staying in house)
- Parking proposed is comparable to Ritz (27%) as we are at 23%
- Town traffic consultant agrees this site is MORE than adequately parked
- Spending \$\$ on undergrounding to enhance the site and the entire area

Image Landsat / Copernicus

Go

# 250 seat high-end restaurant = no more than 45 employees per night

**27 servers / runners / bussers**

**8 in kitchen (cooks + dishwashers)**

**5 bar**

**5 host / managers**

**45**  
employees

**36%** of employees **DO NOT PARK VEHICLES!**

(So, **29** vehicles park AND hotel staff is gone after 5PM / shift change)

EAST HUMMINGBIRD LANE

NORTH SCOTTSDALE ROAD

115 SPACES

78 SPACES

ZONE 7  
7 SPACES

163 SPACES

32 SPACES

30 SPACES

30 SPACES

28 SPACES

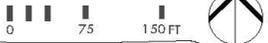
88 SPACES

LITTLE SISTER  
BIG SISTER

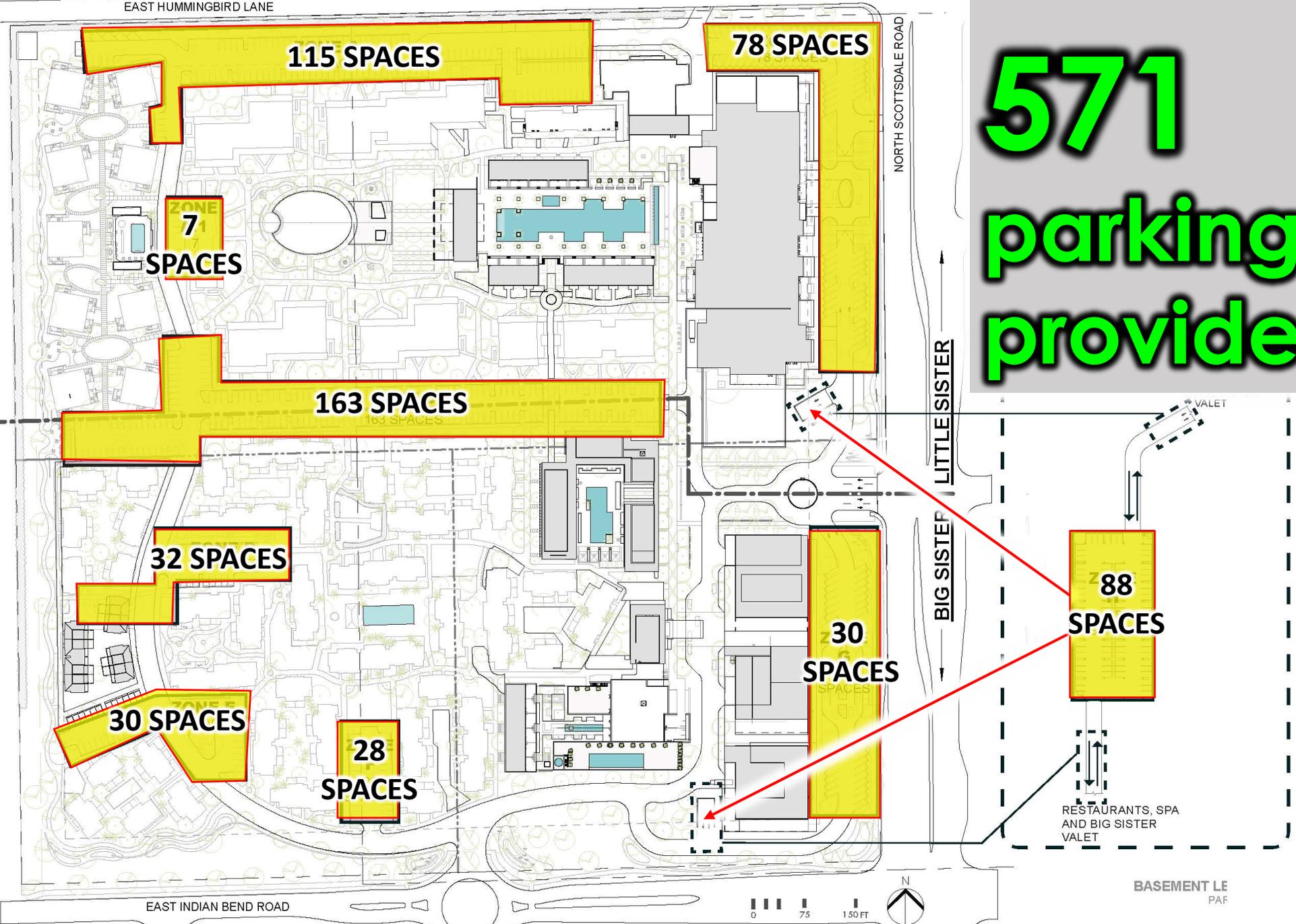
RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST INDIAN BEND ROAD



**571**  
**parking spaces**  
**provided**



EAST HUMMINGBIRD LANE

NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

EAST INDIAN BEND ROAD



**Conservative  
estimate of  
hotel guests:  
218**

60 SPACES

55 SPACES

78 SPACES

ZONE 1  
7 SPACES

61 SPACES

102 SPACES

32 SPACES

30 SPACES

ZONE 5  
28 SPACES

30 SPACES

88 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST HUMMINGBIRD LANE

**60 SPACES**

**ZONE A**  
15 SPACES

**55 SPACES**

**8**

**ZONE B**  
78 SPACES

**70 SPACES**

**ZONE C**  
**7 SPACES**

**61 SPACES**

**ZONE D**  
**102 SPACES**

**32 SPACES**

**30 SPACES**

**ZONE E**  
**30 SPACES**

**ZONE F**  
**28 SPACES**

NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

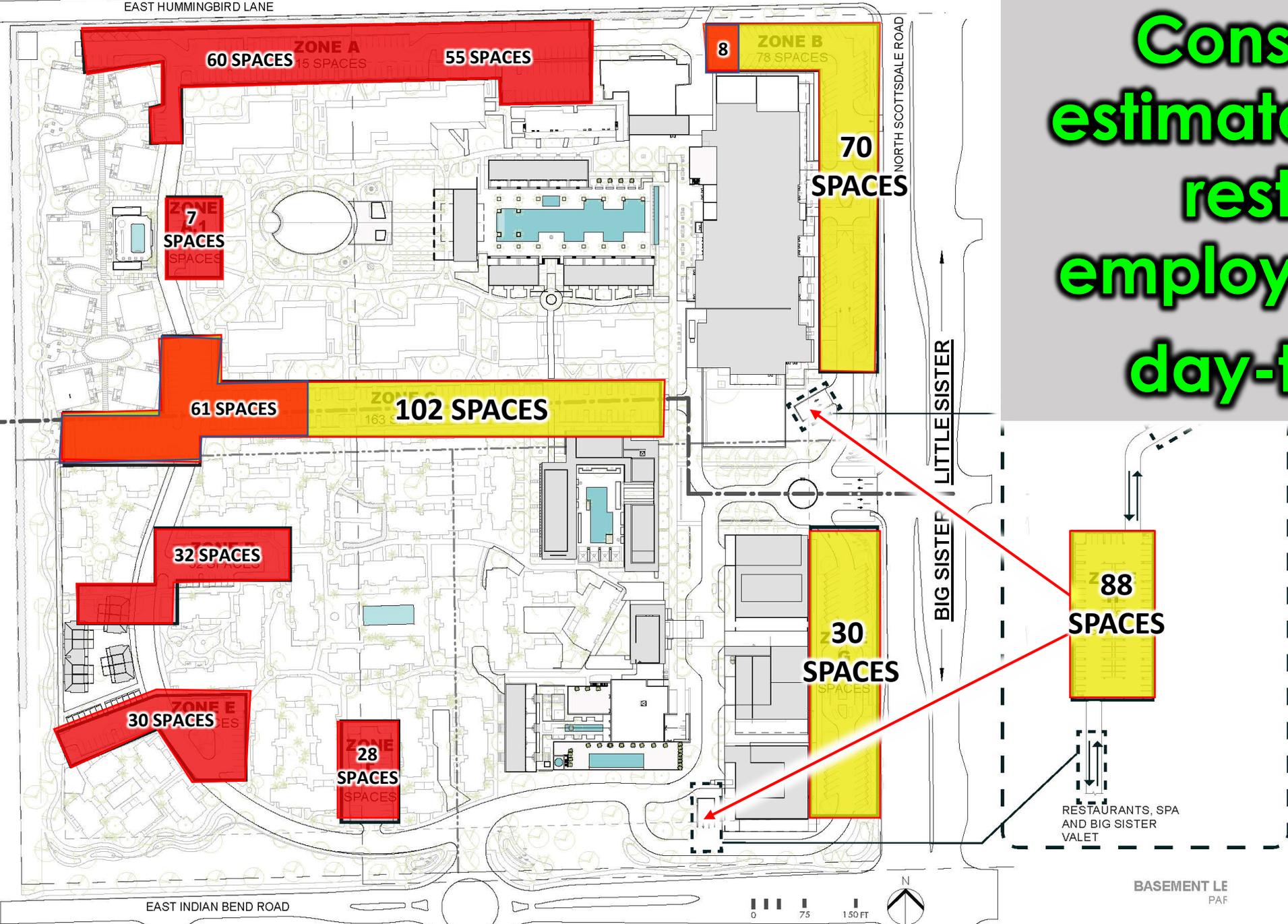
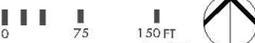
**Conservative estimate of hotel & restaurant employees during day-time: 63**

**88 SPACES**

RESTAURANTS, SPA AND BIG SISTER VALET

BASEMENT LE PAF

EAST INDIAN BEND ROAD



EAST HUMMINGBIRD LANE

60 SPACES

**ZONE A**  
15 SPACES

55 SPACES

8

**ZONE B**  
78 SPACES

59 SPACES

**ZONE C**  
7 SPACES

11 SPACES

61 SPACES

**ZONE D**  
102 SPACES

32 SPACES

30 SPACES

**ZONE E**  
30 SPACES

**ZONE F**  
28 SPACES

88 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

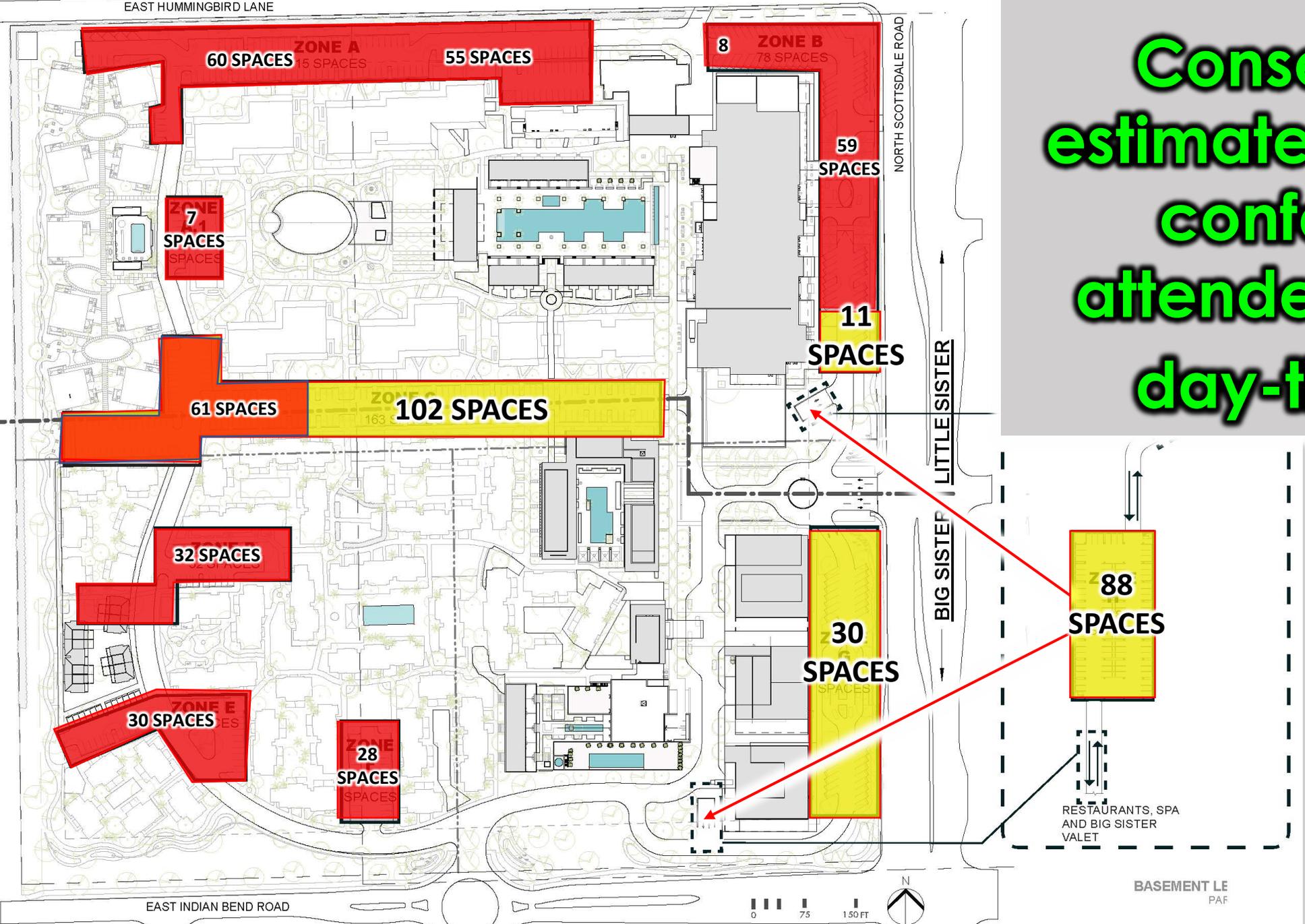
BASEMENT LE  
PAF

EAST INDIAN BEND ROAD

0 75 150 FT



**Conservative  
estimate of outside  
conference  
attendees during  
day-time: 59**



EAST HUMMINGBIRD LANE

60 SPACES

ZONE A  
15 SPACES

55 SPACES

8

ZONE B  
78 SPACES

59 SPACES

ZONE  
7  
SPACES

61 SPACES

ZONE C  
102 SPACES

11 SPACES

32 SPACES

30 SPACES

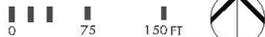
88 SPACES

ZONE E  
30 SPACES

ZONE  
28  
SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

EAST INDIAN BEND ROAD



BASEMENT LE  
PAF

**Total day-time  
spaces occupied:**

**340**

**Total provided:**

**571**

NORTH SCOTTSDALE ROAD  
LITTLE SISTER  
BIG SISTER

EAST HUMMINGBIRD LANE

NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

EAST INDIAN BEND ROAD

60 SPACES

55 SPACES

ZONE B  
78 SPACES

78 SPACES

ZONE 7  
7 SPACES

55 SPACES

61 SPACES

102 SPACES

32 SPACES

30 SPACES

30 SPACES

ZONE  
28 SPACES

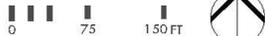
# SHIFT CHANGE!!

59 outside conference guests leave

63 daytime workers leave

AND BIG SISTER VALET

BASEMENT LE PAF



EAST HUMMINGBIRD LANE

NORTH SCOTTSDALE ROAD

LITTLE SISTER

BIG SISTER

EAST INDIAN BEND ROAD



# SHIFT CHANGE!!

Conservative estimate  
of restaurant and hotel  
employees during  
nighttime: **86**

**60 SPACES** ZONE A  
15 SPACES

**55 SPACES**

**31 SPACES**

**47 SPACES**

**7 SPACES**

**61 SPACES**

**102 SPACES**

**32 SPACES**

**30 SPACES**

**30 SPACES**

**28 SPACES**

**88 SPACES**

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST HUMMINGBIRD LANE

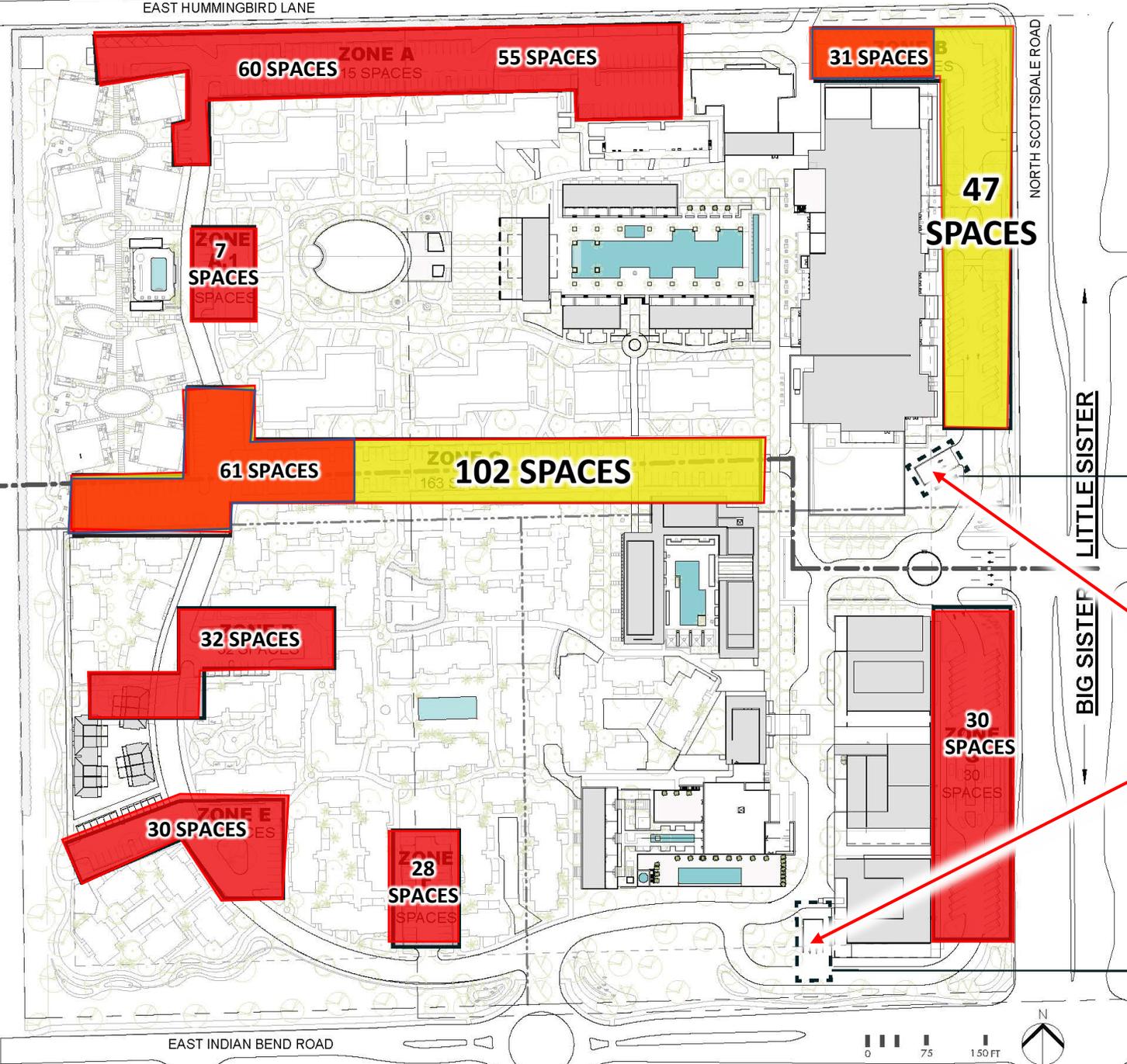
NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

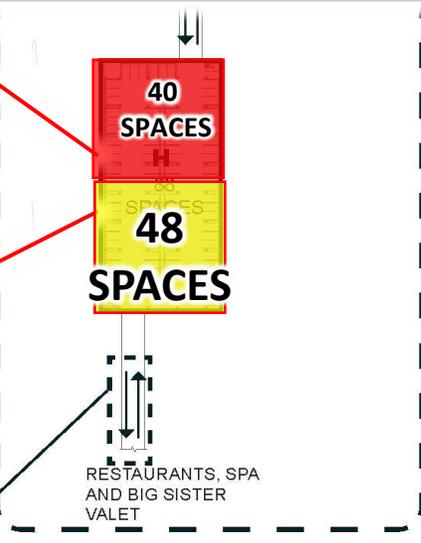
EAST INDIAN BEND ROAD



BASEMENT LE  
PAF



**Conservative estimate of non-hotel restaurant patrons during evening: 70**



EAST HUMMINGBIRD LANE

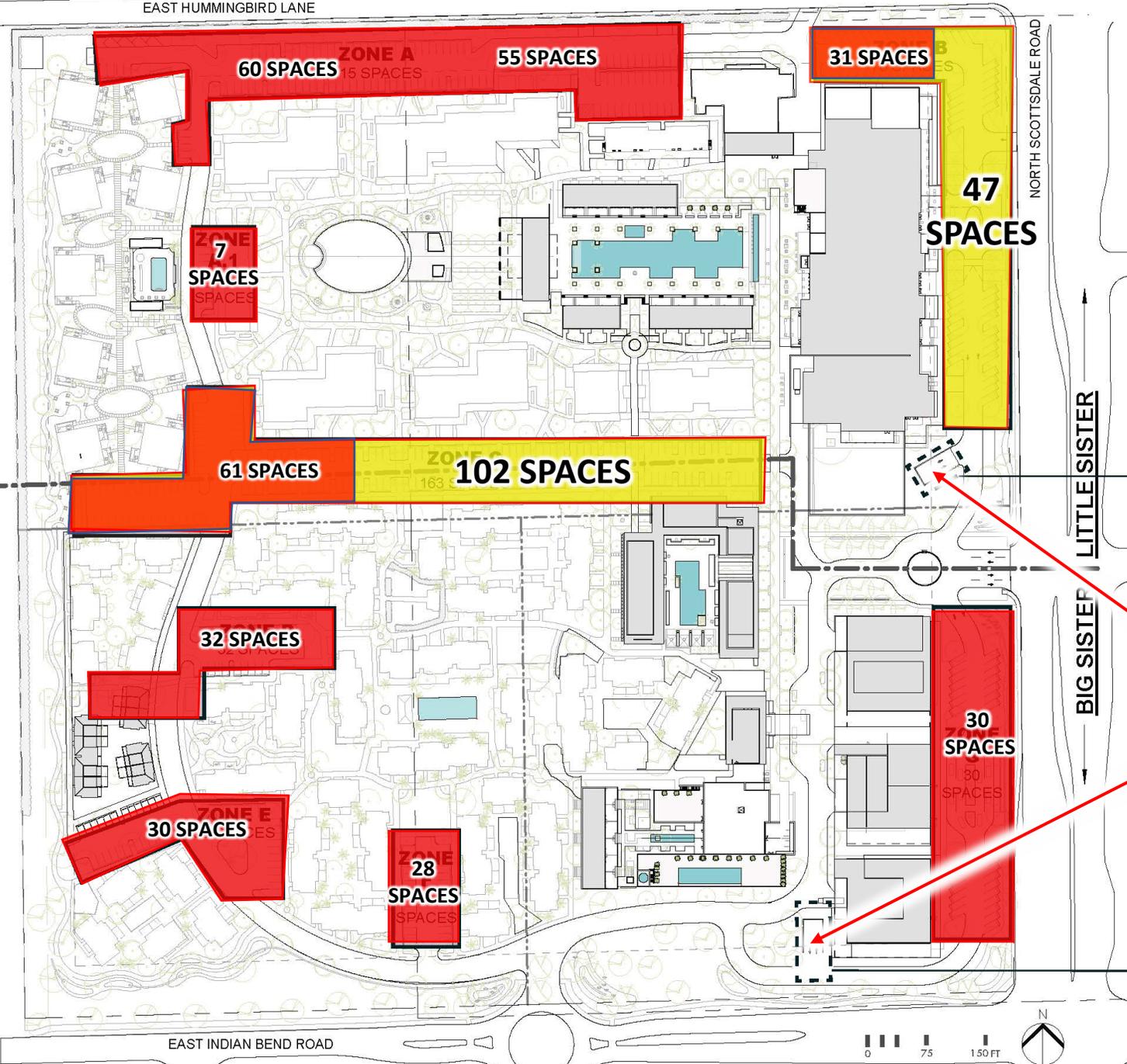
NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

EAST INDIAN BEND ROAD

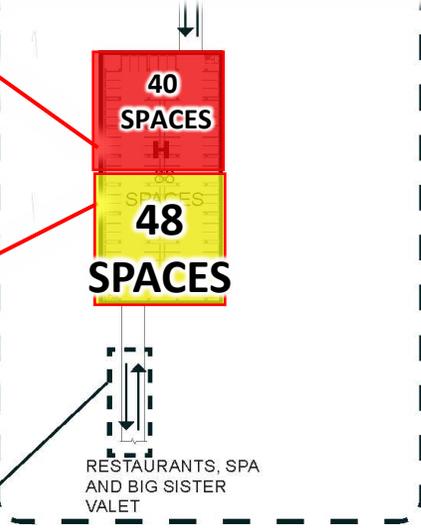


BASEMENT LE  
PAF



**Total evening spaces occupied: 374**

**Total provided: 571**



# *EXPERIENCE SCOTTSDALE*

surveyed 19 Scottsdale hotels

**53%** of hotel guests only use ride-share or taxis during their stay

**23%** of hotel guests only rent a car for a day-trip during a multiple-day stay

---

**76%** OF HOTEL GUESTS DO NOT HAVE A PARKED CAR ON PROPERTY

**79%** OF HOTELS REPORT THEY ONLY NEED ONE SPACE FOR EVERY 2-3 ROOMS

**\*\*\*That is a rate of 0.33-0.50 parking spaces per room:  
LESS than our measured and utilized 0.60 parking space per room**

**COLOR LEGEND - LOT COVERAGE**

	BUILDING STRUCTURES
	ROADS & PARKING
	OPEN SPACE

**LOT COVERAGE (TOTAL LOT AREA: 1,589,360 SF)**

DESCRIPTION	AREA	APPROX. PROVIDED LOT COVERAGE	SUP GUIDELINE	APPROX. EXISTING LOT COVERAGE
TOTAL OF STRUCTURES	346,779 SF	22%	25%	21%
IMPERVIOUS SURFACES (ROADS & PARKING)	285,840 SF	18%	N/A	25%
TOTAL OF ALL IMPERVIOUS SURFACES (INCLUDING BUILDING FOOTPRINT)	632,619 SF	40%	60%	46%
OPEN SPACE	956,741 SF	60%	40%	54%

**NOTE:**  
**OPEN SPACE REQUIRED 40%**

**60%**

**PROVIDED!**



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*Enhancing views of the mountains*

# Adding 3 fantastic restaurants



DINNER ONLY  
DESTINATION RESTAURANT  
MOUNTAIN VIEWS

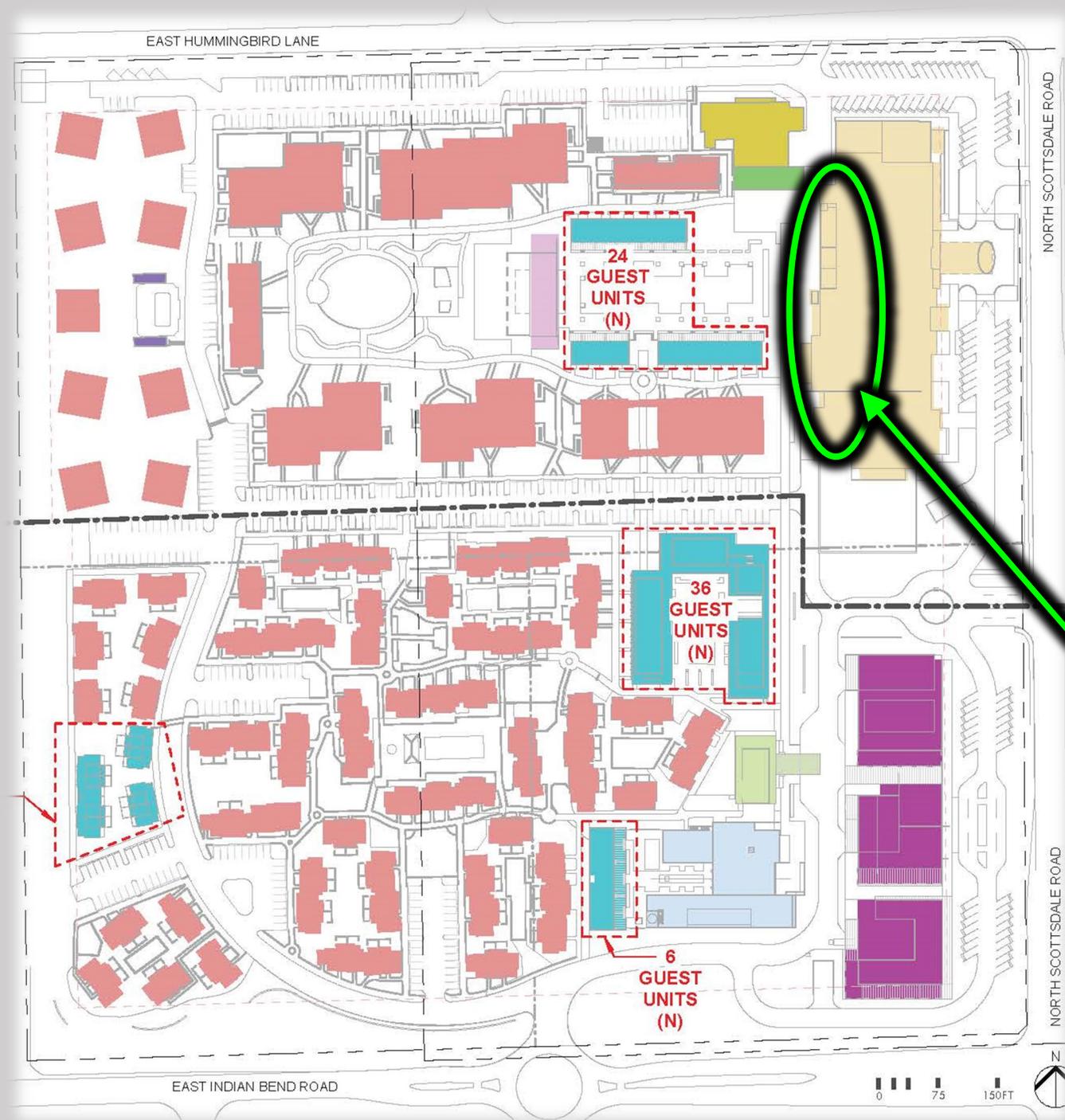


BRUNCH/LUNCH/DINNER  
CASUAL RESTAURANT  
INDOOR/OUTDOOR WALK-UP



DINNER  
CONTEMPORARY CASUAL DINING  
LUSH INNER COURTYARD





- NO ownership units!
- Not raising height of existing resort at all
- Removed 2<sup>nd</sup> story view deck based on P&Z discussions



***Thank You for your consideration of revitalizing this iconic property to allow them to remain competitive in our world-famous Resort market!***