

Doubletree

Phase 2 Renovation

SUP-26-03
5401 North Scottsdale Road
Minor Special Use Permit Amendment

REVISED
10:27 am, Jun 08, 2026



WITHEY
MORRIS
BAUGH

Development Team



Developer

Jackrabbit Propco, LLC c/o
Global Hospitality Investment Group
6121 Sunset Boulevard
Los Angeles, CA 90028

Representative

Benjamin L. Tate

Withey Morris Baugh, PLC
2525 E. Arizona Biltmore Circle, Suite A-212
Phoenix, AZ 85016
ben@wmbattorneys.com



Site Planning/Landscape Architecture

Reid Katkov

Burton Studio
307 S. Cedros Avenue
Solana Beach, CA 92075
reid@burton-studios.com



Signage

Gretchen Wilde

Airpark Signs & Graphics
1205 N. Miller Road
Tempe, AZ 85288
signs@airparksigns.com



Traffic Engineering

Dawn Cartier, PE, PTOE

CivTech, Inc.
10605 N. Hayden Avenue
Scottsdale, AZ 85260
dcartier@civtech.com



Introduction

This application is submitted on behalf of Global Hospitality Investment Group (“GHIG”), owner of the Doubletree Paradise Valley Resort, situated on approximately 19.78 gross acres at the southeast corner of Scottsdale Road and Jackrabbit Road in Paradise Valley, Arizona (the “Property”) as shown on the Aerial Map at **Tab 1**. The Property is zoned Special Use Permit - Resort (SUP-R) as illustrated on the Zoning Map at **Tab 2** and is subject to the stipulations of the Doubletree Paradise Valley Resort SUP at **Tab 3**.

The original SUP for the Property was granted in January 1973 to the Gulf Leisure Corporation. The original site plan never came to fruition and the Property changed hands several times. In June 1980 the Metroplex Development Corporation obtained an amendment to the SUP for the development of the 380-key Loews Paradise Valley Resort. After multiple amendments during the design and construction process, the 380-key resort opened in 1985. The Property went through multiple name changes before landing on the Doubletree Paradise Valley Resort in 1995.

In 2025, the applicant obtained approval for Phase One of its renovation and improvement plans for the Property via Managerial Amendments SUP-24-06 and SUP-25-04. These approvals allow the applicant to renovate and update several areas throughout the resort, including updates to outdoor event and gathering areas, interior common areas and ballrooms, and perimeter landscape and lighting. With many of these improvements now completed or underway, the applicant seeks to move forward with Phase 2 of its renovation plans.

This application seeks to accomplish two objectives. First, the applicant seeks approval for new improvements to the site, including a new outdoor pre-function space adjacent to the Grand Ballroom and a new subterranean meeting rooms beneath the Forum Ballroom. Second, the applicant seeks to update and simplify the stipulations for Doubletree Paradise Valley Resort SUP to reflect the operations of a modern resort. As the SUP has been amended over the years, stipulations have accumulated that overlap, have become outdated, or in some instances are simply no longer relevant. The proposed stipulation modifications outlined in this narrative are intended to bring the SUP regulations into alignment with other modern resorts in the Town of Paradise Valley.

Improvements

Camelback Lawn

The applicant seeks approval for a new outdoor event space known as the Camelback Lawn, adjacent to the Grand Ballroom in the northwest quadrant of the Property, as illustrated on sheets LC-1.02, LPT-1.02, and LPS-1.02 of the Landscape Improvement Plans submitted with this application. The 4,580 SF Camelback Lawn is located just north of the main entry and porte cochere on the west side of the Property, and will take the place of approximately 17 surface parking spaces.

The Camelback Lawn will serve as both a standalone outdoor event space and a pre-function space for the Grand Ballroom, offering the perfect location for an outdoor cocktail reception or happy hour with beautiful views of Camelback Mountain. To provide a pleasant space for guests and to screen event activity from the surrounding areas, the Camelback Lawn is surrounded on three sides by a landscaped six-foot masonry perimeter wall to the north, south, and west. The east side of the lawn is open to the double doors leading into the Grand Ballroom indoor pre-function space, providing a smooth transition and flow of movement between indoor and outdoor spaces. Designed to be a flexible space, the Camelback Lawn can accommodate a range of table types (sit-down tables, high-top cocktail tables, etc.), portable heaters, food and drink service, and a variety of seating accommodations.

The addition of the Camelback Lawn is the best of both worlds. It provides a versatile outdoor event space without creating any new impacts to the surrounding residential areas due to its location on the west side of the Property between the primary resort buildings and Scottsdale Road. Although its construction will eliminate a handful of surface parking spaces, the Parking Study submitted with this application illustrates that the Property remains overparked with a surplus of guest parking that provides significant flexibility for on-site events even at full occupancy.

Forum Ballroom Basement

Bringing the Forum Ballroom to ground level was a significant component of Managerial Amendment SUP-25-04. At the resort's inception, the space now occupied by the Forum Ballroom was a subterranean indoor tennis arena. The area was subsequently converted to a ballroom, but because of the subterranean nature of the tennis arena the ballroom was located fourteen feet below finished grade. Although the Forum Ballroom operated in this condition for several decades, its configuration made it inconvenient for guests to patronize and incredibly difficult and inefficient for staff to serve. In SUP-25-04, the applicant raised the floor of the Forum Ballroom to ground level, renovated the pre-function space, and removed

the outdoor breezeway ceiling to create an event space with a more natural flow between indoor and outdoor spaces with significantly more natural light.

The applicant now seeks to create approximately 7,722 SF of new basement space beneath the Forum Ballroom for four (4) new breakout meeting rooms and a hallway/corridor connecting the new meeting rooms to existing basement space and exterior corridors and stairwells. Due to the changes made and overall floor area removed in the previously approved Managerial Amendments, along with the small 310 SF addition next to the Camelback Lawn, the net increase in total added floor area across the three applications (SUP-24-06, SUP-25-04, and this application) is approximately 4,078 SF.

As indicated on the Basement Floor Plan submitted with this application, approximately 6,442 SF of the basement area is excluded from this application and will be sealed off and inaccessible in compliance with all relevant fire and building codes as authorized pursuant to SUP-25-04. The proposed meeting spaces allow for the efficient and economical use of “found” space as a result of raising the Forum Ballroom to finished grade. Improvement of the remaining 6,442 SF will be reserved for a future amendment to the SUP.

Signage

A new sign package is proposed as part of this application. Modern signage is a critical component as the Property transitions from its existing DoubleTree branding to its new identity as a soft-branded Hilton boutique resort. The new signage, designed by Airpark Signs & Graphics, marries the clean look of modern halo-illuminated resort signage with subtle southwestern details to give the resort a unique identity and curb appeal.

Along the Scottsdale Road right-of-way, a new monument sign will be installed at the main entrance, attached to the masonry screen wall approved in SUP-25-04, noted as sign “1”. The screen wall will incorporate materials complementary to the primary resort buildings. A new externally illuminated dual-sided directional sign will replace the existing signage on the V-shaped wall south of the main entrance, noted as sign “3”. An identical V-shaped wall sign near the northeast corner of the Property, noted as signs “A1” and “A2” will be removed.

A new corner monument sign is proposed in the northwest corner of the Property at the intersection of Scottsdale Road and Jackrabbit Road, noted as sign “2” on the sign plan. This sign has the added aesthetic benefit of providing additional screening for the McDowell Water Company’s irrigation well. Further along Jackrabbit, a new directional sign will be installed on the east end of the easternmost driveway, noted as sign “3” on the sign plan. This sign will direct guests back toward the check-in area to help wayward guests avoid a lengthy detour through the adjacent neighborhood.

Finally, a decorative service gate with directional signage will be installed at the southernmost driveway on Scottsdale Road, noted as sign “4” on the Sign Plan. This driveway is unnecessary for guest traffic, and its closure will help direct guests toward the main entrance and avoid circuitous trips around the surface parking area for arriving guests looking for the main entrance and check-in. It will be opened only for deliveries or other service-related needs for the Property.

Parking/Traffic

The applicant retained CivTech to conduct an evaluation of the site-wide parking demand based upon the existing composition of uses/square footage and the proposed improvements. After the construction of the Camelback Lawn there will be a total of 587 parking spaces: 542 on-site and 45 spaces provided via perpetual parking agreement with the office property to the south located at 5225 N. Scottsdale Road. As noted in the Parking Study summary, there is a peak parking demand of 491 spaces during peak season - resulting in a surplus of 96 spaces. During the off-peak season there is a peak parking demand of 407 spaces - resulting in a surplus of 180 spaces.

Stipulation 9 caps local events at 850 guests. The parking study submitted with this application demonstrates that the existing parking available on-site can accommodate up to 1,265 guests/seats before a combination of valet parking and/or off-site supplementary parking becomes necessary. Due to significant changes in transportation methods to hotel and event destinations (rideshare, autonomous vehicles, etc.), the Property is able to accommodate more guests with its on-site parking than was previously possible.

Stipulations

As noted in the Introduction, one of the primary goals of this application is to streamline and modernize the stipulations associated with the Doubletree Paradise Valley Resort. The SUP stipulation checklist for the Property currently published on the Town of Paradise Valley’s website contains 61 stipulations and sub-stipulations for the resort. Many of these stipulations are no longer relevant, reference outdated plan sheets, and reflect the operations of an outdated tennis resort. A redlined version of the SUP stipulations with the applicant’s proposed edits has been submitted with this application. Below is a summary of the proposed stipulation modifications and new stipulations

Stipulation Modifications

- Stipulation 2 (SUP-87-03): Tennis Court Plan Sheets
 - Requesting removal of sub-stipulations “h” (Exhibit G: Site Plan showing location of tennis court lights), and “i” (Exhibit H: Cross Section drawing of tennis court). Tennis courts have been eliminated in favor of a multi-purpose sports and event lawn. Tennis is no longer a desired activity at the resort, and the space is better utilized for lawn games, guided activities (like yoga), and outdoor events.
- Stipulation 8 (SUP-87-03): Prohibition of lighting above four feet.
 - Requesting removal of stipulation. Applied inconsistently across resort, does not apply to other resorts in Paradise Valley, and does not reflect current lighting standards in the Town. Updated lighting plan and photometrics submitted with this application incorporate lighting over four feet that is downlit, shielded, or otherwise does not generate light pollution/spillage beyond property lines.
- Stipulation 9 (SUP 85-06 & SUP 87-03): Various improvements required at initial construction and requirements related to public address system and capacity limits for local events.
 - Requesting removal of stipulation. Conditions “a-d” have been satisfied and Condition “e” is irrelevant because there is no public address system on the Property. Condition “f” is no longer necessary to ensure adequate parking capacity as noted in the parking study submitted with this application.
 - The parking study submitted with this application demonstrates that the existing parking available on-site can accommodate up to 1,265 guests/seats before a combination of valet parking and/or off-site supplementary parking becomes necessary.
- Stipulation 10 (SUP 87-03): Various stipulations associated with operation of outdoor tennis courts.
 - Requesting removal of stipulation. Outdoor tennis is no longer a desirable component of this resort, area is more suitable as a multi-purpose outdoor space that can be used for yoga, lawn games, and outdoor events.
- Stipulation 2 (SUP 97-02): Limit on hours of outdoor activity for tennis courts.
 - Requesting removal of stipulation. Tennis courts are being eliminated and replaced with multi-purpose outdoor space. Proposing three new stipulations limiting all live outdoor music and events to 10:00 pm, designation of resort manager to measure noise levels, discouragement of amplified music in outdoor areas, and requirement of mitigation measures consistent with noise study, as outlined below.
- Stipulation 6 (SUP 97-02): Prohibition of amplified sound.
 - Deleted and replaced with four new stipulations as noted below, allowing amplified sound under certain conditions and during certain hours.

New Stipulations

- Except as stipulated within this Special Use Permit, the Property (which includes outdoor venues, events, or functions with music and/or amplified sound) shall operate under all Town noise regulations, including the regulations listed in Article 10-7, Control of Excessive Noise, and Article 8-10, Nuisance Noise, as may be amended, and the acoustical study in the Approved Plans. This is generally a maximum of 45 decibels (dBA) at the property line on Sundays and holidays and 56 decibels (dBA) at the property line all other times.
- All live outdoor music or events (e.g., DJ, live band) must be concluded or be moved indoors at or before 10:00 p.m.
- The Resort manager or designee shall be responsible for measuring the noise levels using an on-site sound level meter as a means to monitor compliance.
- Amplified music, speakers, and/or public announcement (PA) systems are discouraged in all outdoor areas, with such activities prohibited during the hours between 10:00 p.m. and 7:00 a.m. daily. When such systems are used, they shall follow the mitigation measures outlined in the noise study of the Approved Plans.

Minor SUP Amendment Criteria

The proposed request does not:

1. Change or add any uses

The proposed improvements do not change or add any uses to the existing resort or Property. The primary use remains resort keys with ancillary uses for dining, spa, fitness, meeting event space, and similar uses that align with the uses described in Section 1102.2(A), Resorts, of the Town's Zoning Ordinance.

2. Increase the floor area of the project by more than 5000 square feet or constitute an increase of more than 15% upon the existing or, if still under construction, approved floor area square footage of the affected SUP property, whichever is less, with any such increase to be measured cumulatively over a sixty-month period

As illustrated in the Updated Floor Areas plan submitted with this application, the net increase in floor area across three applications (SUP-24-06, SUP-25-04, and this application) is approximately 4,078 SF. The 5,000 SF threshold is the lessor of the two measurements, as 15% of the existing square footage of the resort represents approximately 38,500 SF.

3. Have any material effect on the adjoining property owners that is visible, audible, or otherwise perceptible from adjacent properties that cannot be sufficiently mitigated; or

The only change anticipated to have an impact on adjoining property owners is the elimination of the stipulation prohibiting the use of amplified sound on the Property. That stipulation is being replaced with a series of stipulations taken directly from other modern resorts in the Town of Paradise Valley, which appropriately regulate the hours and magnitude of amplified sound to ensure it does not have a negative impact on adjacent property owners.

The only two areas on the Property where amplified sound could potentially have an impact on neighboring properties are Paradise Park and the Sports Lawn (previously tennis courts). As part of the SUP-25-04 improvements, the applicant raised both spaces up to ground level from their previous position approximately 4-5 feet below grade. To account for the change grade and anticipating the introduction of amplified sound, the applicant constructed a six-foot acoustical wall along the west perimeter of both Paradise Park and the Sports Lawn.

Additionally, the applicant commissioned MD Acoustics to prepare a sound study evaluating the use of amplified sound in Paradise Park as a test of the potential impacts. The study concludes that the proposed infill changes do not affect sound propagation from the site, and the combination of the acoustical wall and a distributed audio sound system with a noise limited will keep event noise from amplified music and speech within Town limits.

The Camelback Lawn will not have any material effect on adjoining properties because it will replace existing surface parking spaces adjacent to Scottsdale Road. There are no residential properties near this area of the Property that would be impacted by the proposed pre-function space, and any noise it generates will be drowned out or offset by the traffic noise on Scottsdale Road.

4. *Change the architectural style of the existing Special Use Permit.*

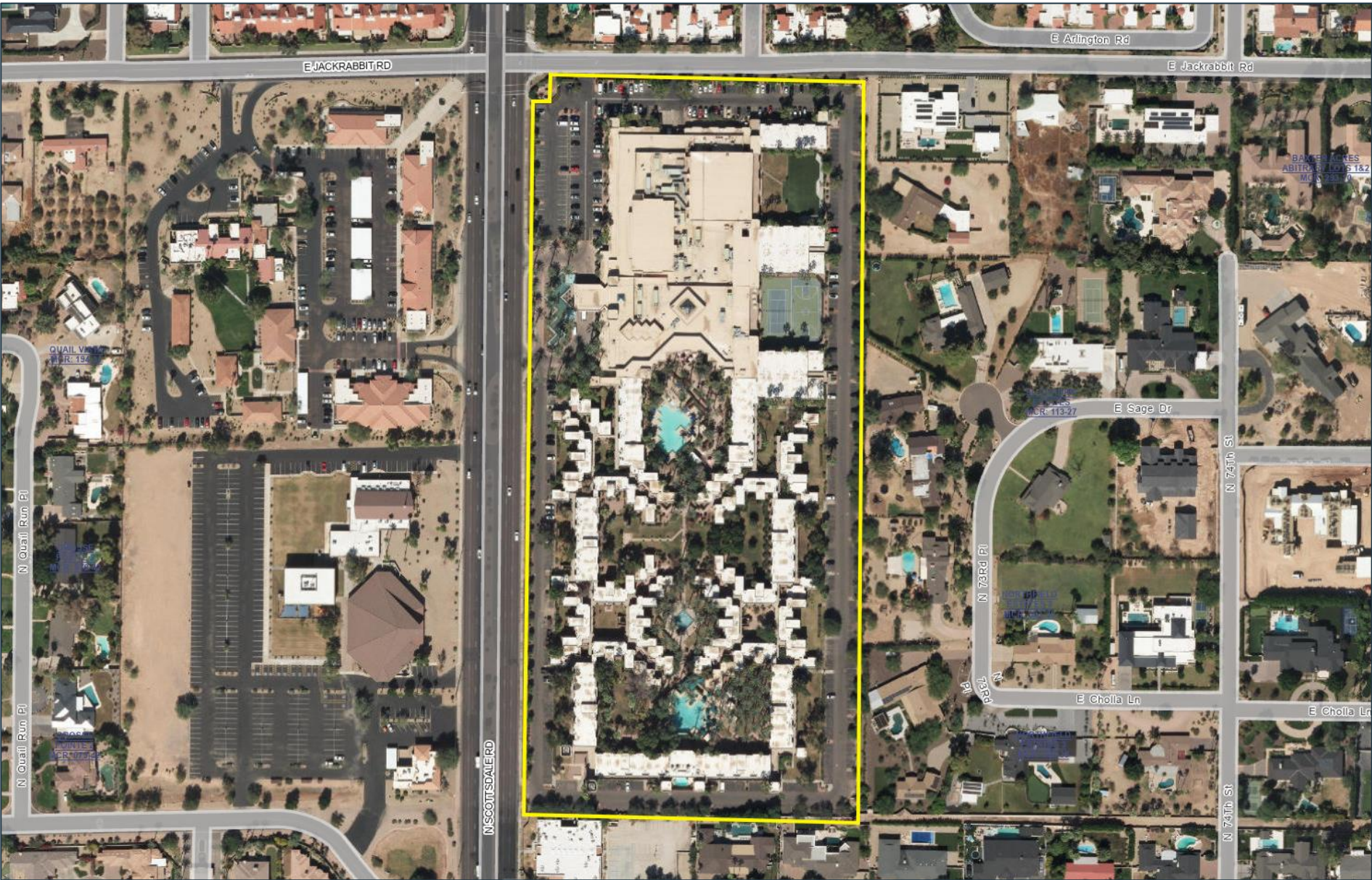
The proposed amendment will have no impact on the architectural style of the existing Special Use Permit. The Camelback Lawn contains no structures other than a wall with landscaping, and all other structural improvements are within the existing buildings.

Summary

The proposed amendments to the Doubletree Paradise Valley Resort SUP will allow the applicant to continue its renovation of the Property, transforming the site into a modern resort oasis that will exceed the expectations of visitors and guests. The end result will be a resort that measures up to the high bar set by Paradise Valley's hospitality community and an SUP that is easier for the Town to regulate and administer moving forward.

TAB 1

Aerial Map



TAB 2

Zoning Map

