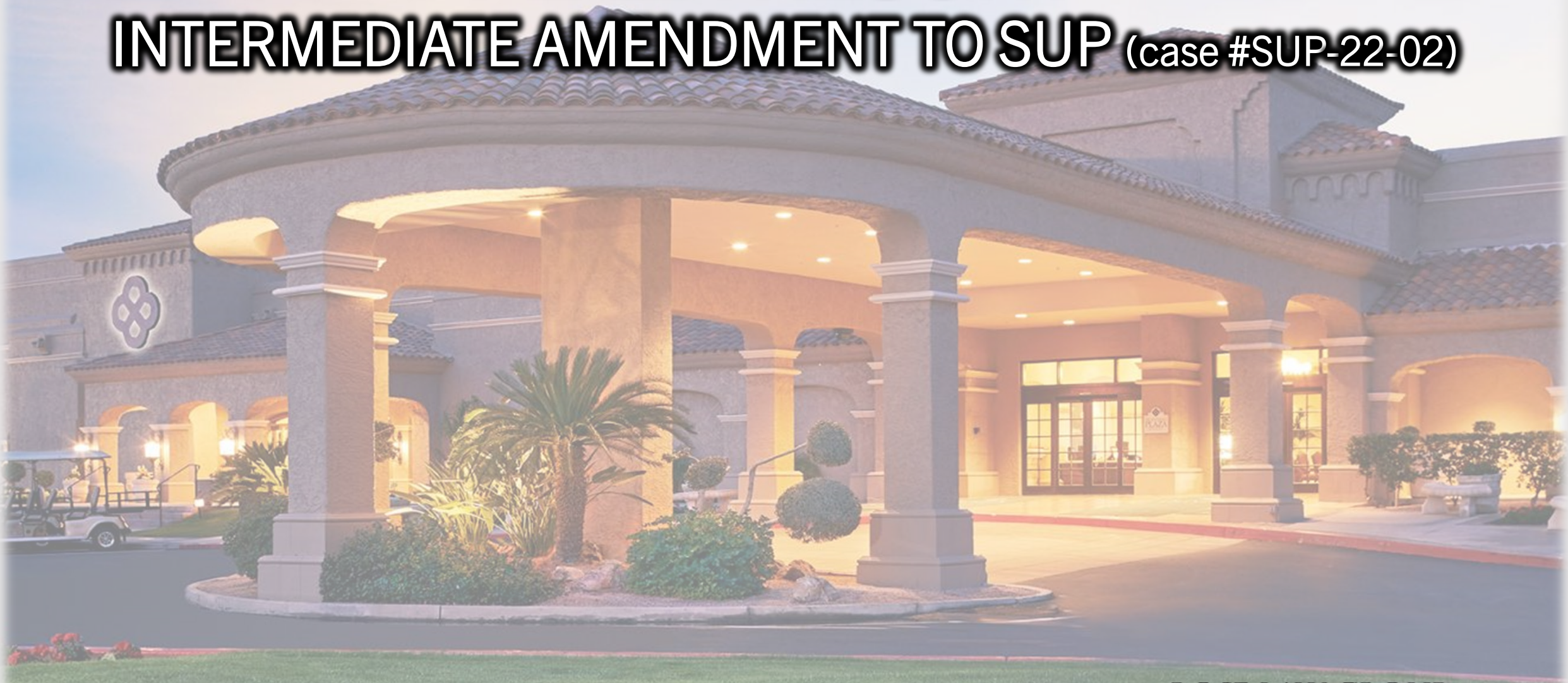


# PLAZA RESORT

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



Town of Paradise Valley Planning & Zoning Commission Hearing

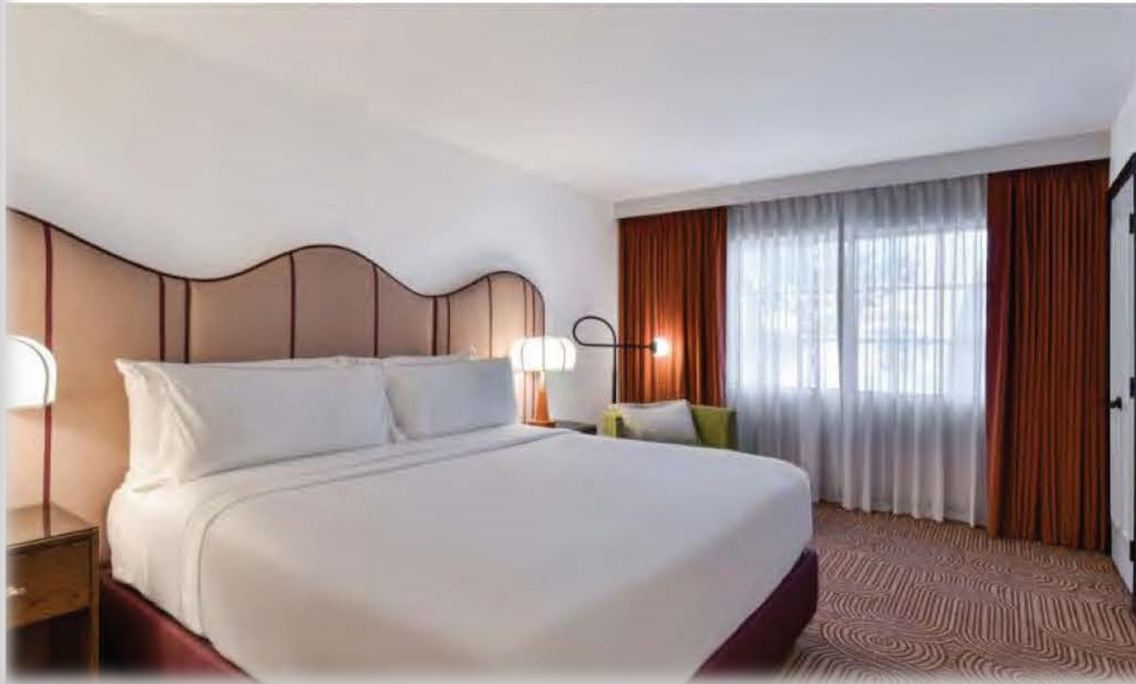
ROSE LAW GROUP<sup>pc</sup>  
RICH • CARTER • FISHER



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









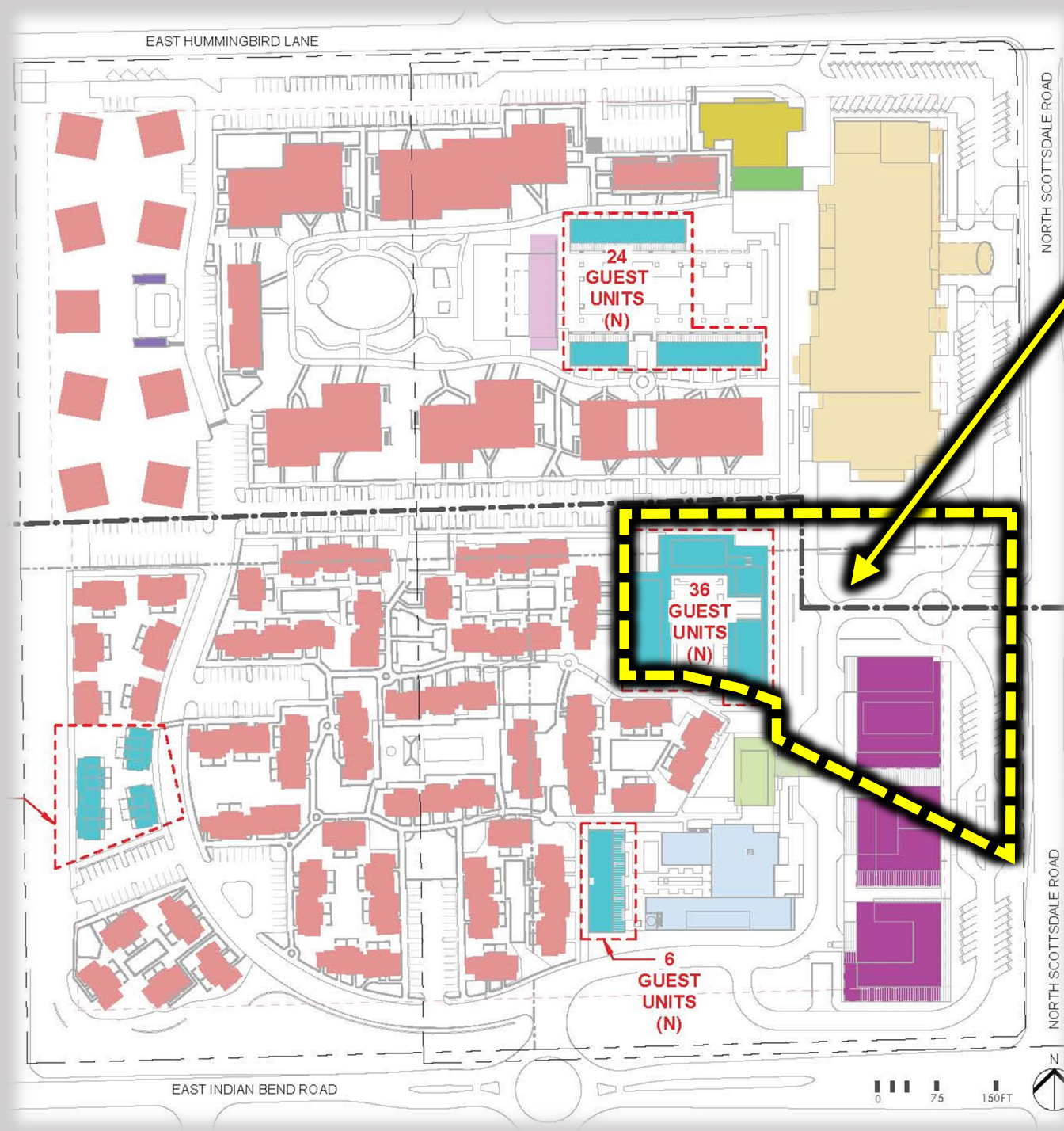




Highgate operates over 87,000 hotel rooms around the world  
and is ready to invest heavily in restoring Plaza Resort to amazing!

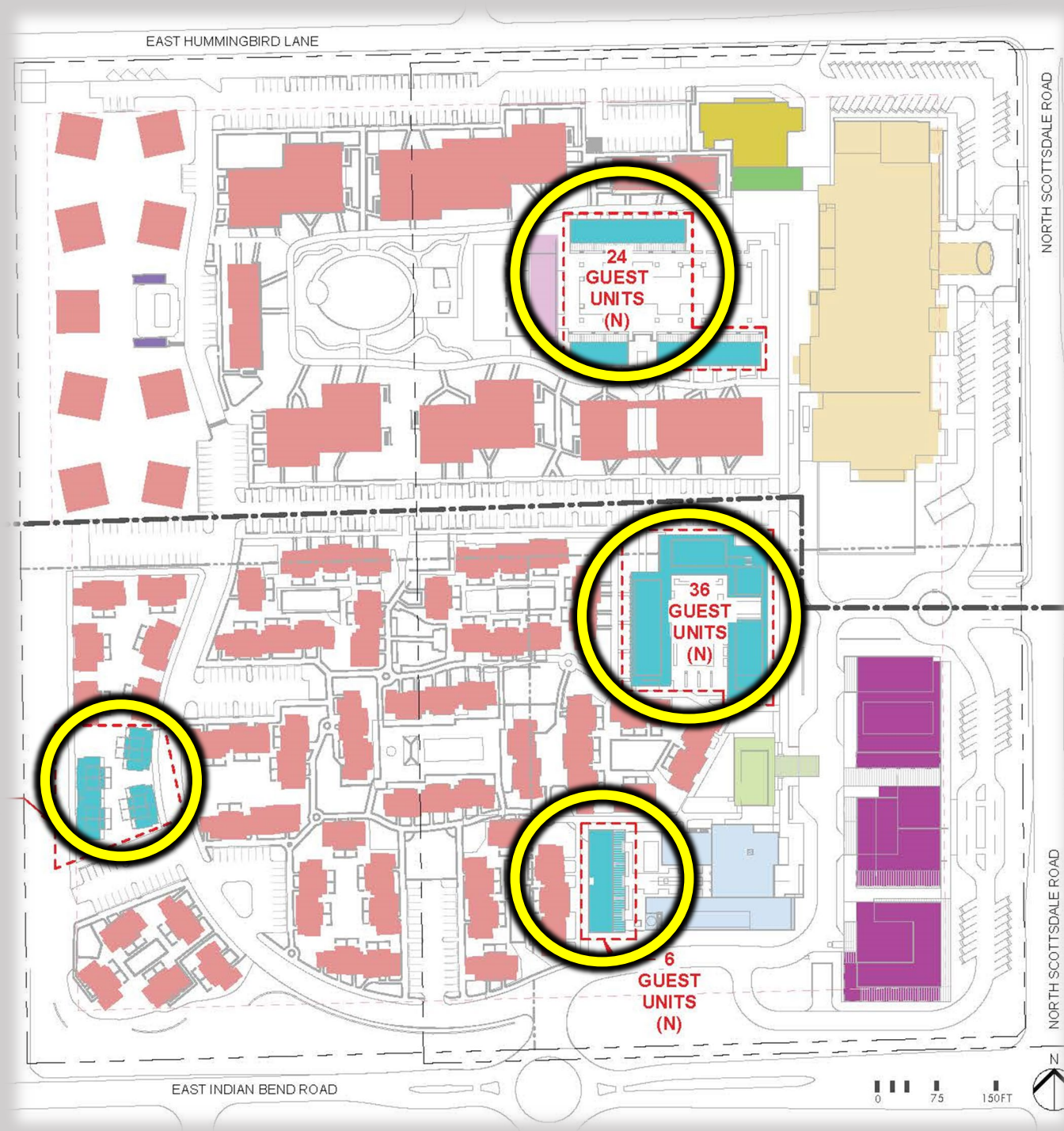






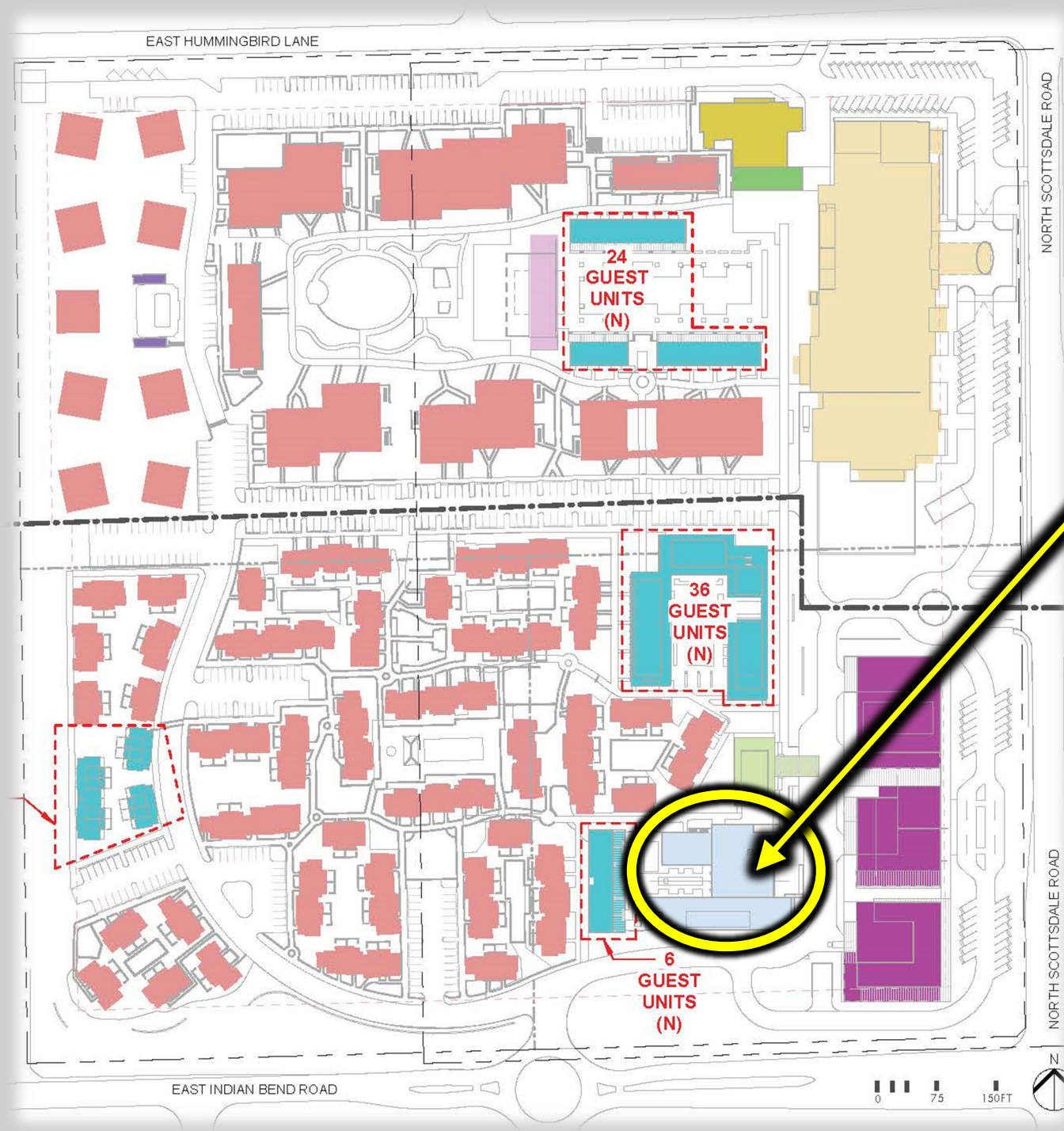
- Undergrounding unsightly parking





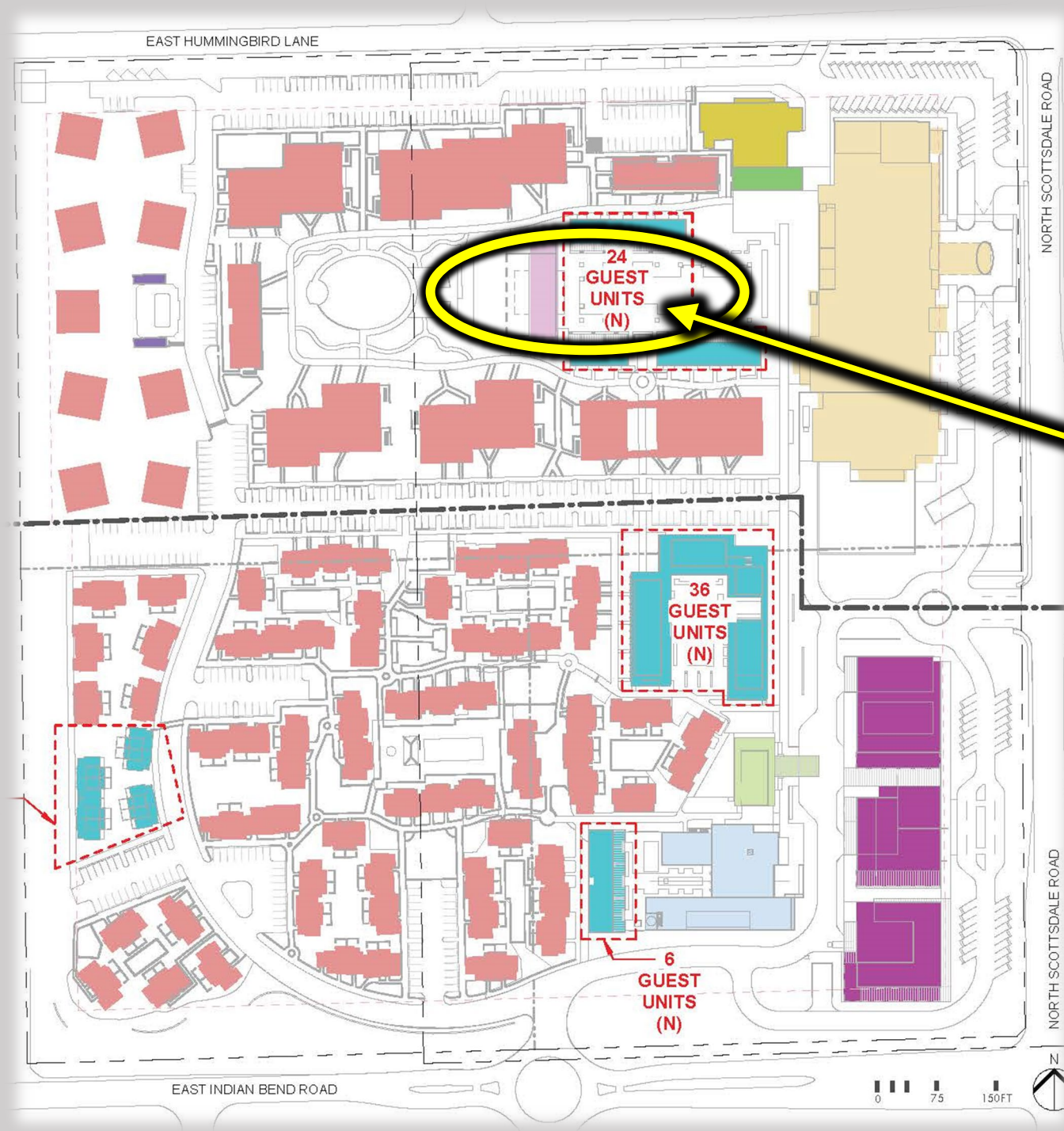
- Underground unsightly parking
- Adding just 64 rooms





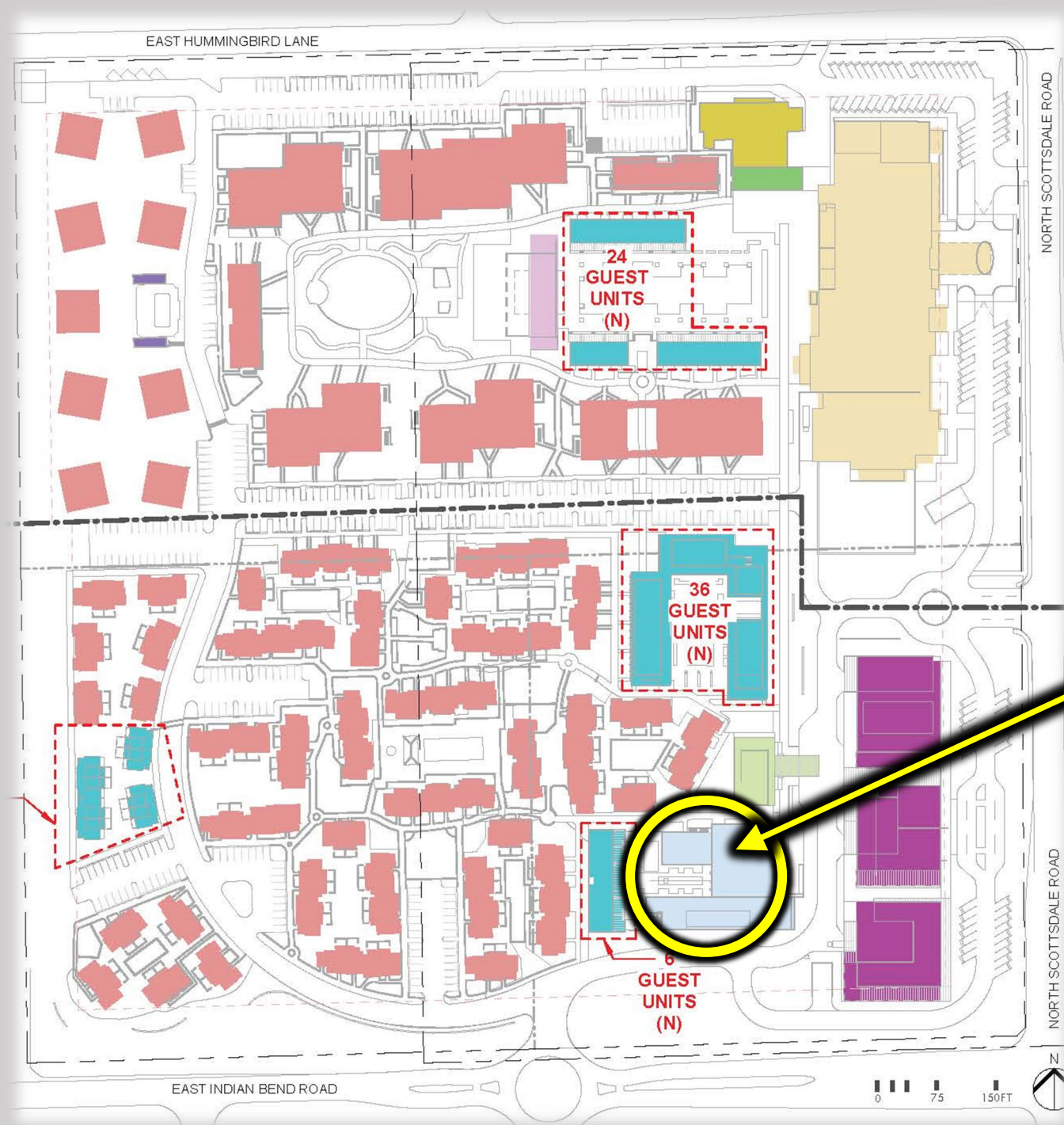
- Undergrounding unsightly parking
- Adding just 64 rooms
- Adding world-class spa





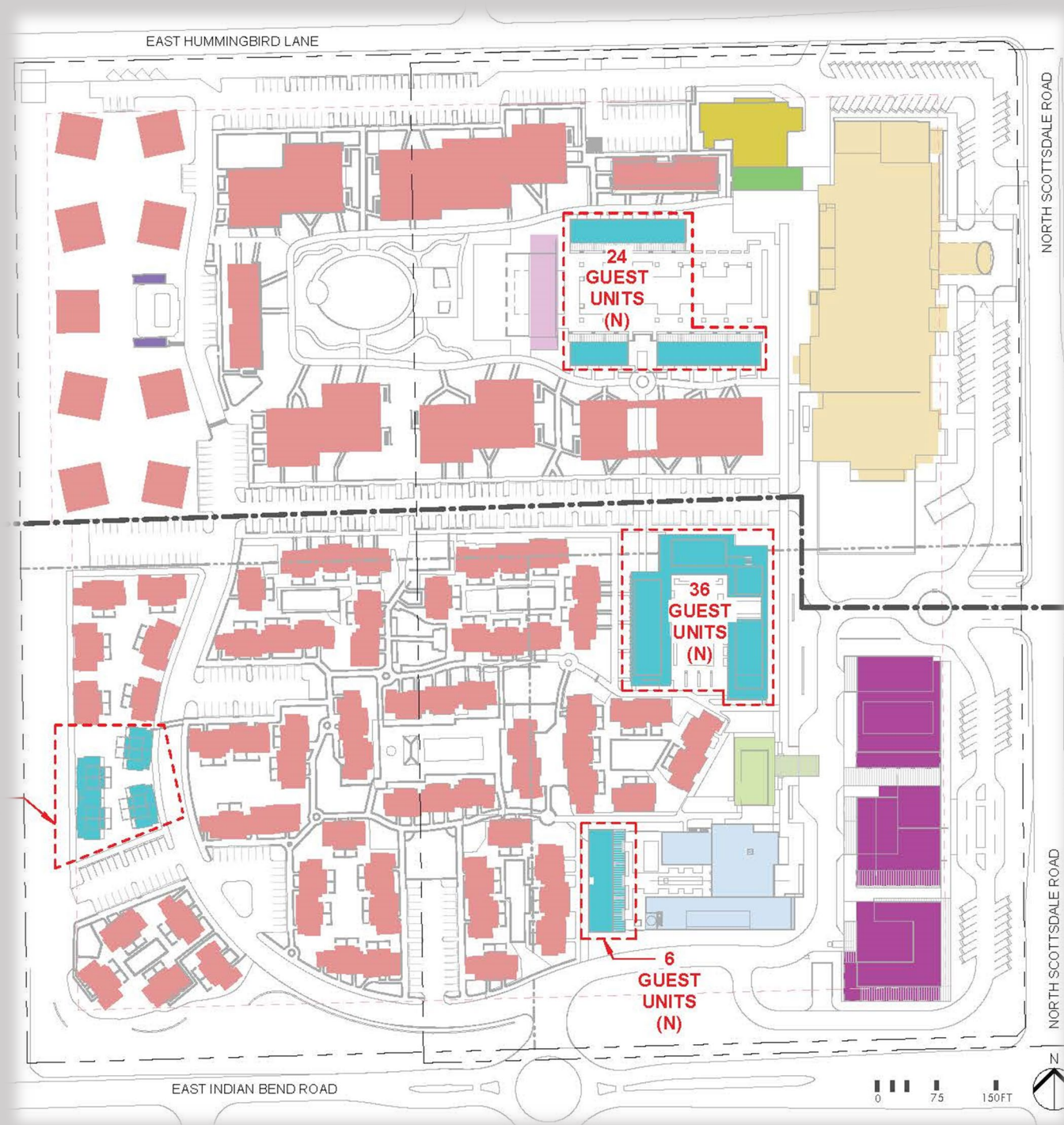
- Underground unsightly parking
- Adding just 64 rooms
- Adding world-class spa
- Optimizing pool area views





- Underground unsightly parking
- Adding just 64 rooms
- Adding world-class spa
- Optimizing pool area views
- 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 complex features numerous buildings with red-tiled roofs, green lawns, and several swimming pools. A large, multi-level parking lot is visible in the center-right of the image, with many empty spaces. The text "62% of parking sits unused!" is overlaid on the left side of the image in large, bold letters.

**62%**  
of parking  
sits  
unused!

Image Landsat / Copernicus

Goo



- 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

Goo



**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

115 SPACES

78 SPACES

ZONE 7

SPACES

163 SPACES

32 SPACES

30 SPACES

28 SPACES

30 SPACES

88 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST INDIAN BEND ROAD

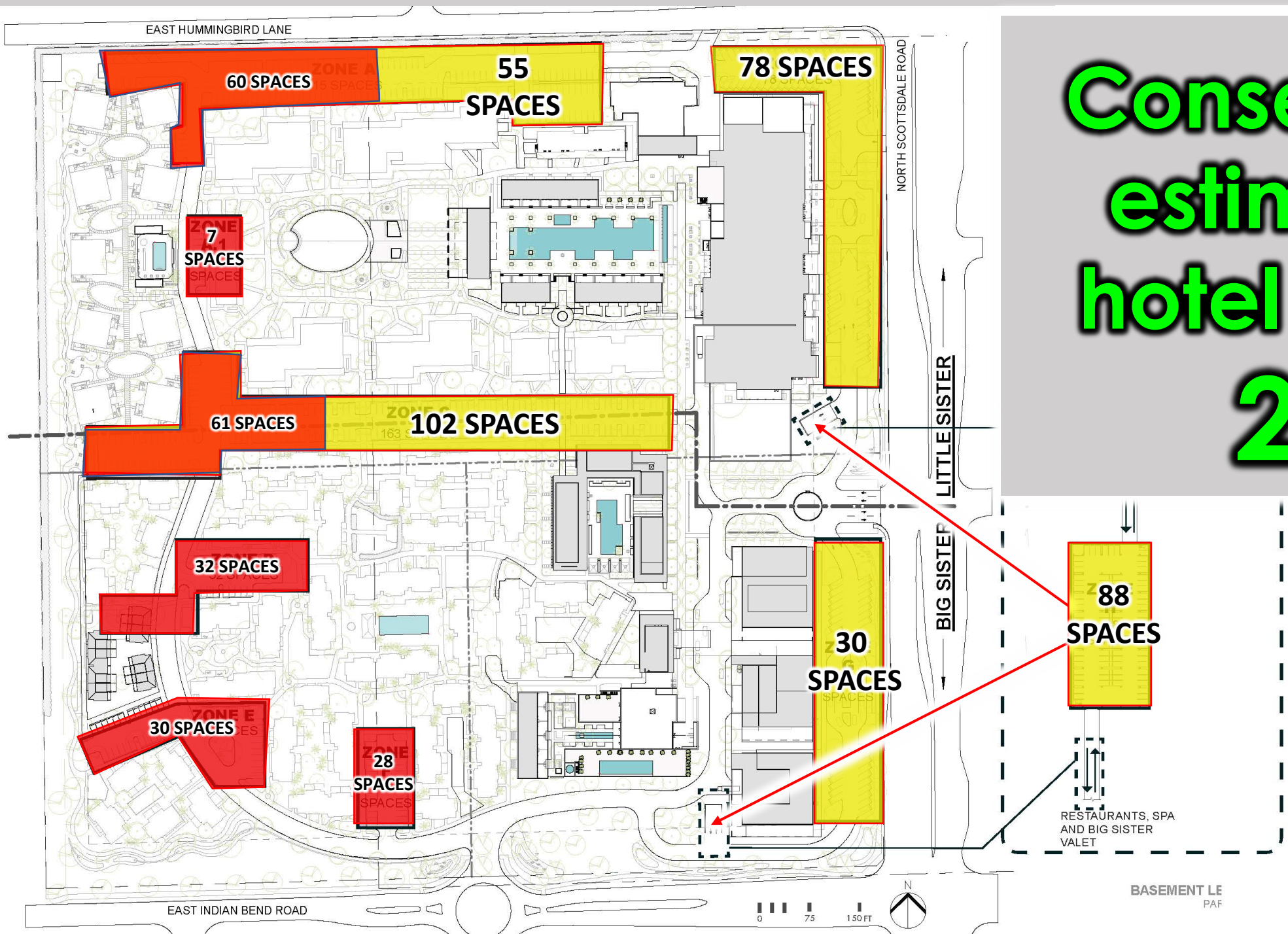
0 75 150 FT

NORTH SCOTTSDALE ROAD

LITTLE SISTER  
BIG SISTER

571  
parking spaces  
provided





**Conservative  
estimate of  
hotel guests:  
218**



EAST HUMMINGBIRD LANE

60 SPACES

15 SPACES

55 SPACES

7 SPACES

8

78 SPACES

70 SPACES

61 SPACES

102 SPACES

32 SPACES

30 SPACES

28 SPACES

30 SPACES

88 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST INDIAN BEND ROAD

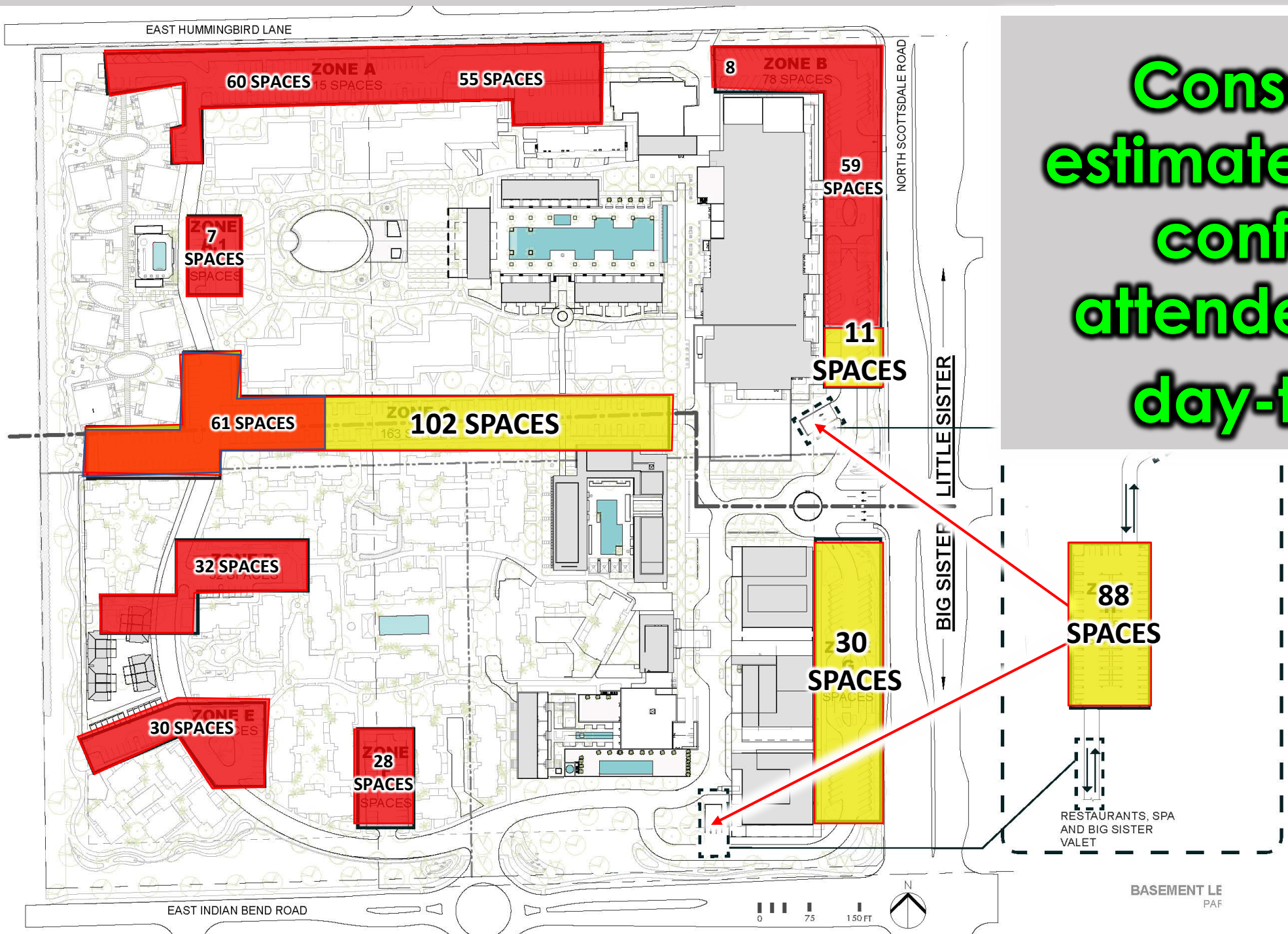
0 75 150 FT



LITTLE SISTER  
BIG SISTER

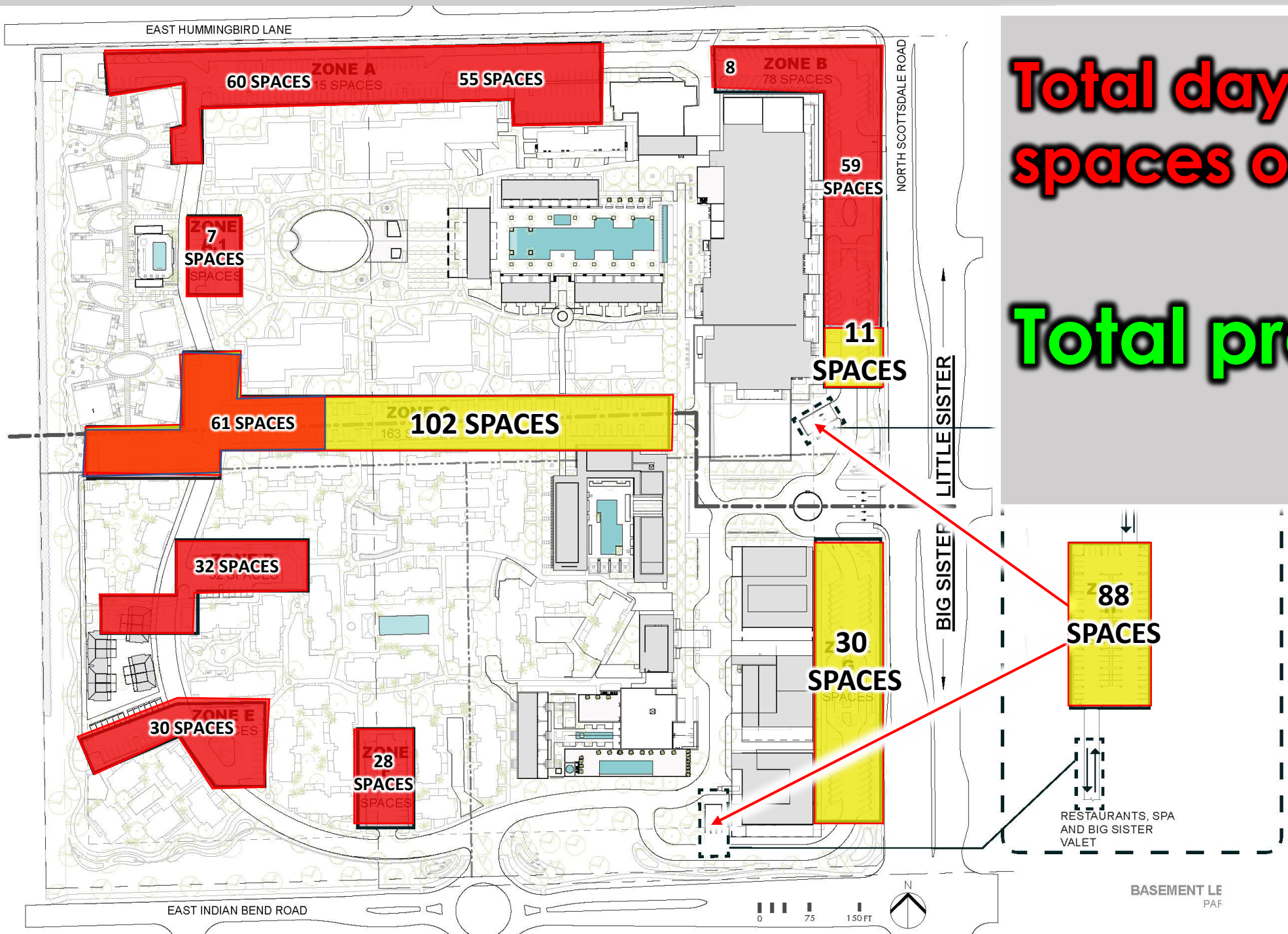
**Conservative  
estimate of hotel &  
restaurant  
employees during  
day-time: 63**





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

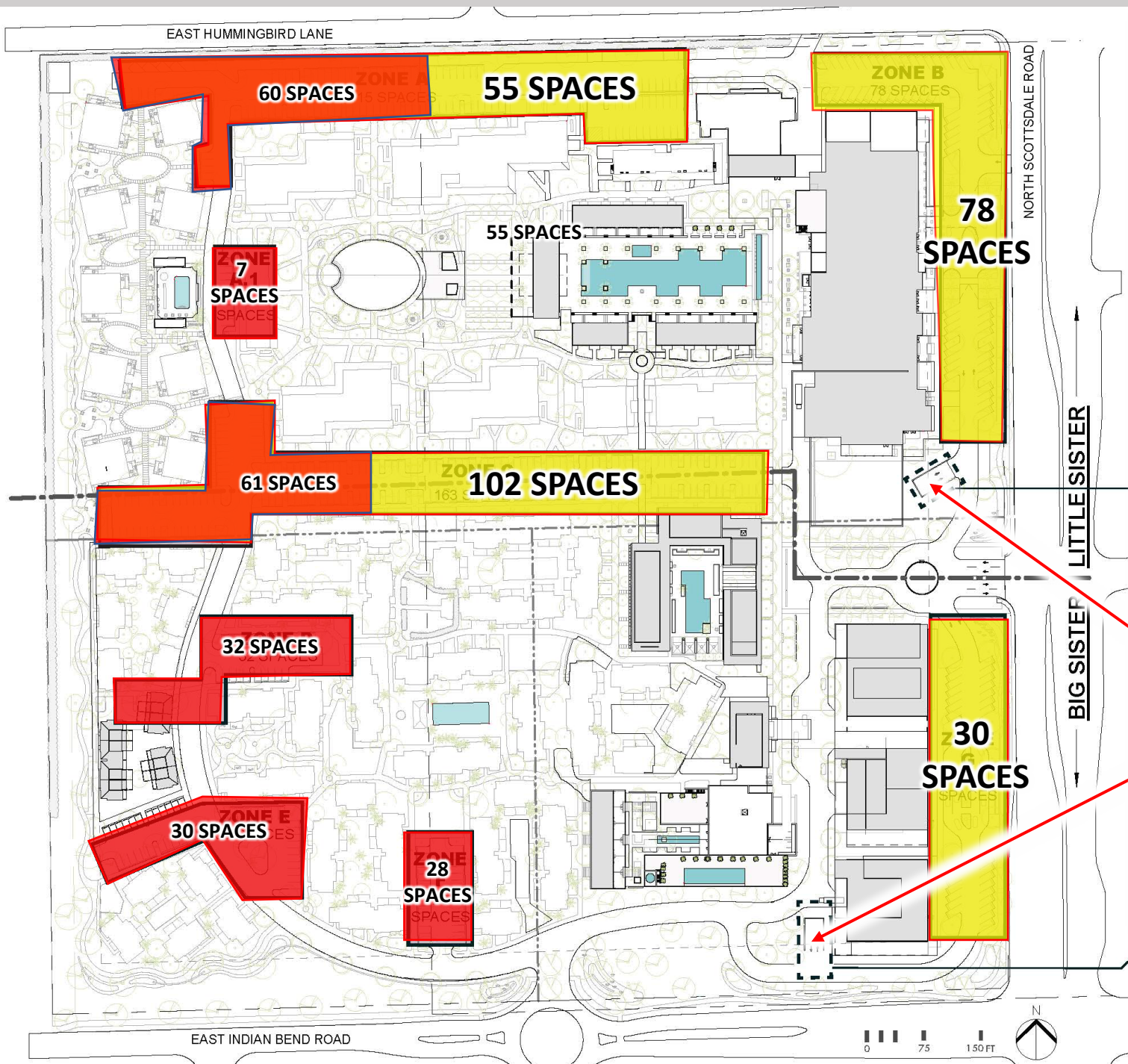




**Total day-time  
spaces occupied:  
340**

**Total provided:  
571**





# SHIFT CHANGE!!

**59 outside  
conference guests  
leave**

**63 daytime workers  
leave**



EAST HUMMINGBIRD LANE

60 SPACES

15 SPACES

55 SPACES

31 SPACES

47 SPACES

7 SPACES

61 SPACES

102 SPACES

32 SPACES

30 SPACES

28 SPACES

30 SPACES

88 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST INDIAN BEND ROAD

0 75 150 FT



NORTH SCOTTSDALE ROAD

LITTLE SISTER

BIG SISTER

# SHIFT CHANGE!!

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



EAST HUMMINGBIRD LANE

60 SPACES

15 SPACES

55 SPACES

31 SPACES

47 SPACES

7 SPACES

61 SPACES

102 SPACES

32 SPACES

30 SPACES

28 SPACES

30 SPACES

40 SPACES

48 SPACES

RESTAURANTS, SPA  
AND BIG SISTER  
VALET

BASEMENT LE  
PAF

EAST INDIAN BEND ROAD

0 75 150 FT



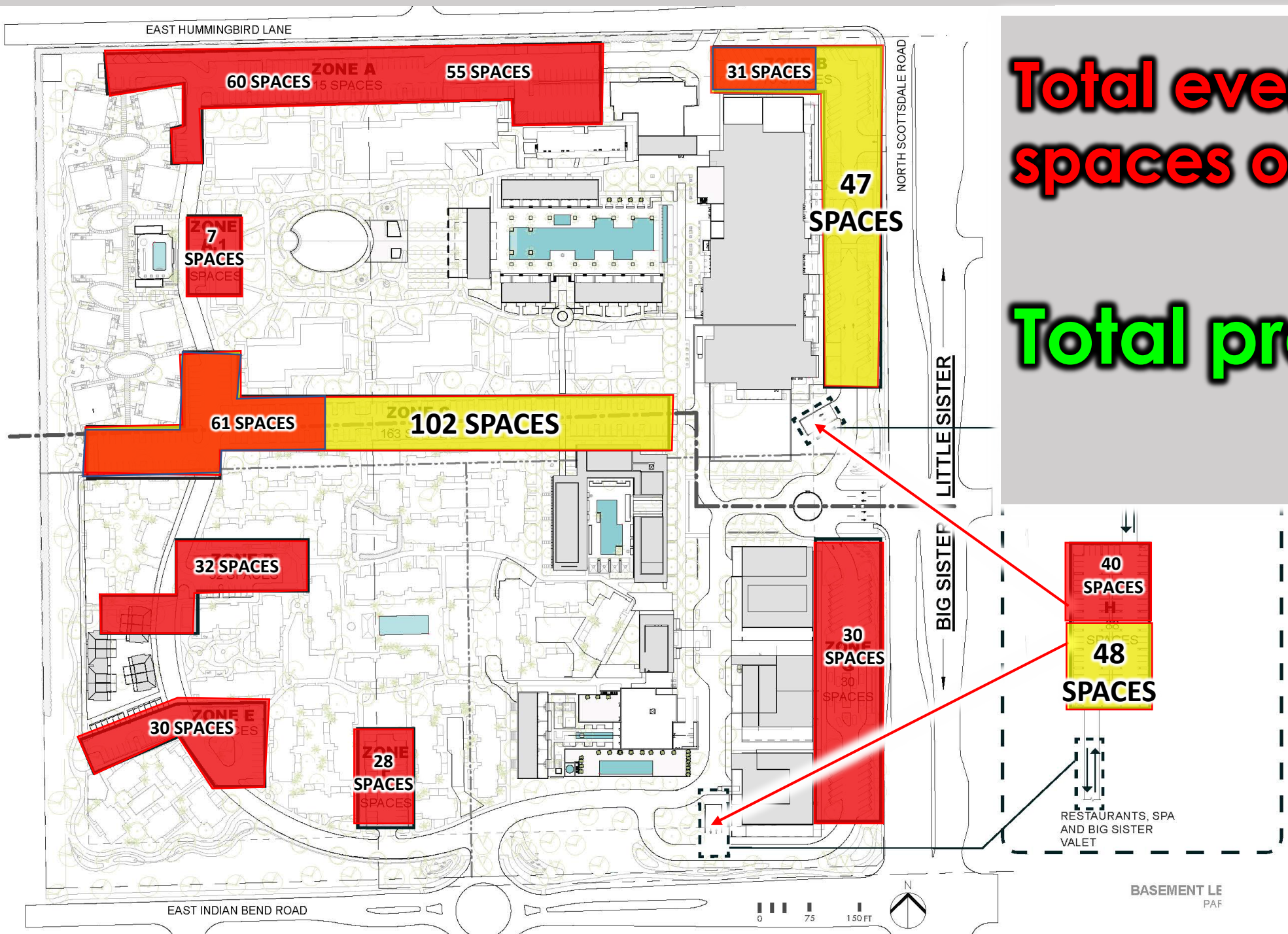
NORTH SCOTTSDALE ROAD

LITTLE SISTER

BIG SISTER

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





**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!**





**COLOR LEGEND - LOT COVERAGE**



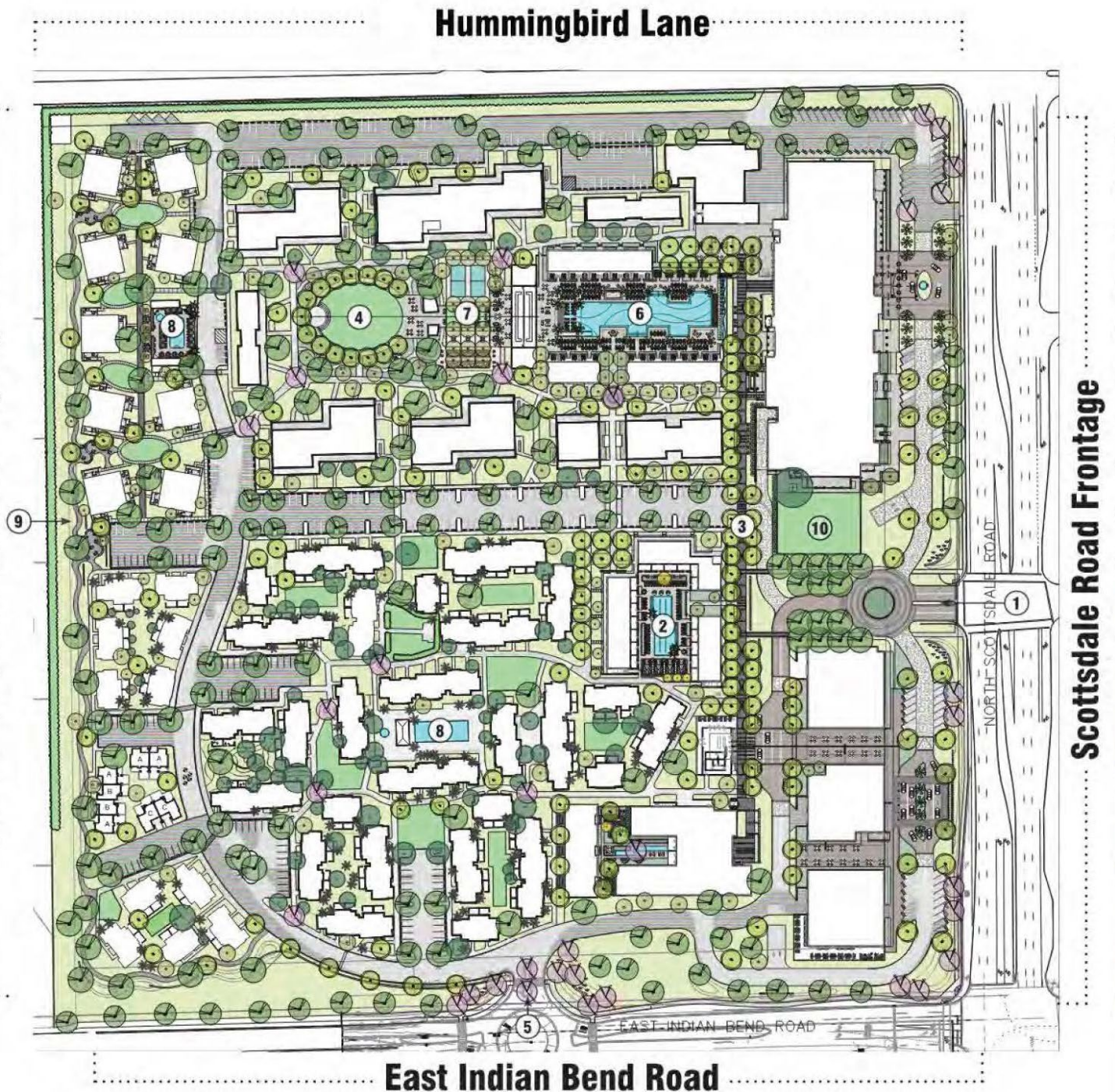
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OPEN SPACE	956,741 SF	60%	40%	54%

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

**60%**

**Residential Buffer at West Property Line**







*Enhancing views of the mountains*



# Adding 3 fantastic restaurants



DINNER ONLY  
DESTINATION RESTAURANT  
MOUNTAIN VIEWS



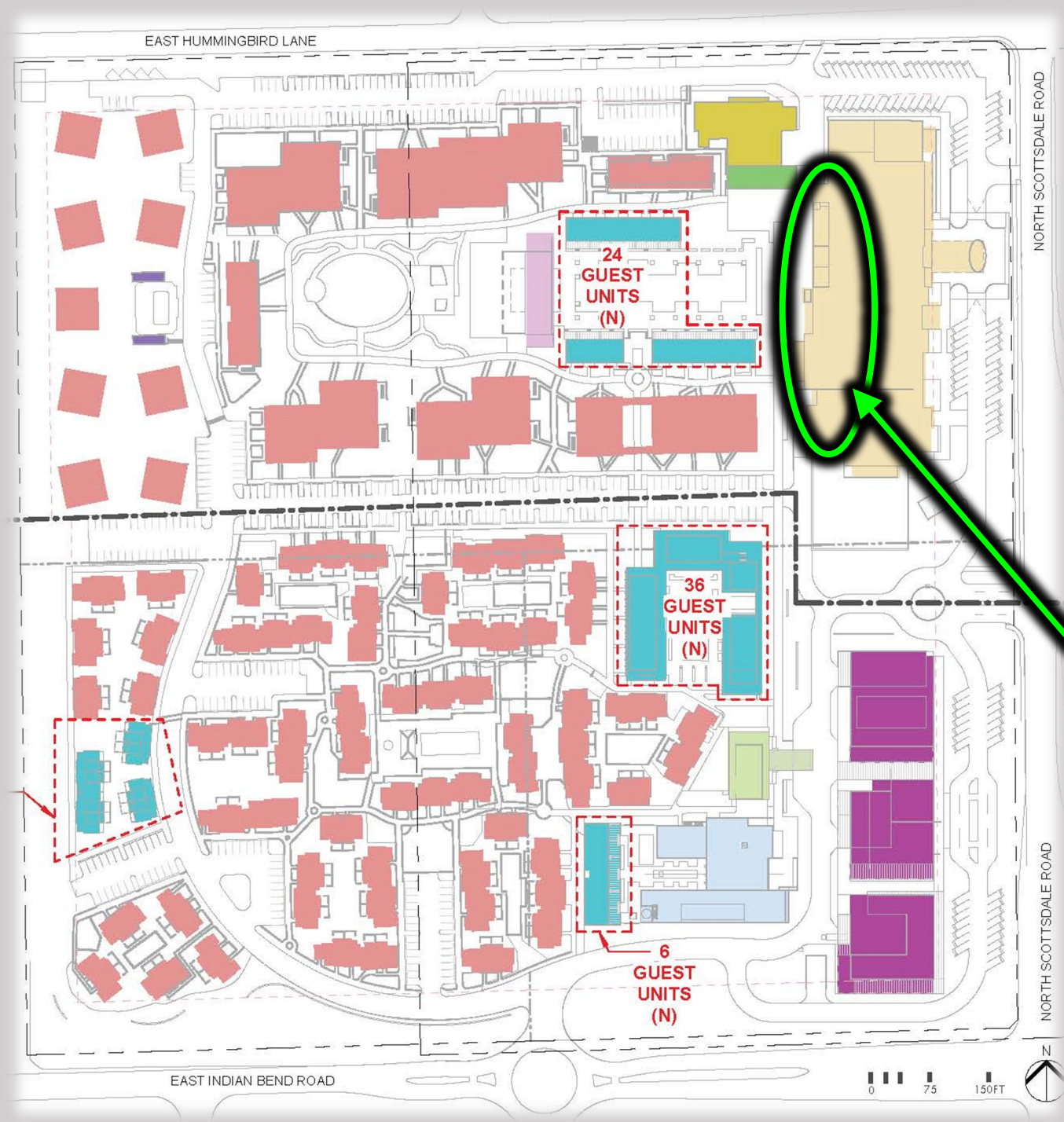
BRUNCH/LUNCH/DINNER  
CASUAL RESTAURANT  
INDOOR/OUTDOOR WALK-UP



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!**