

**TOWN OF PARADISE VALLEY**  
**APPLICATION FOR MINOR AMENDMENT TO SPECIAL USE PERMIT**

**PARCEL NO.:** 174 - 58 - 162  
(County Tax Assessor Number)

**DATE:** 11/20/2017

**NAME OF SUBDIVISION OR PARCEL:** Ritz-Carlton, Area B

**ADDRESS OR LOCATION OF PROPERTY:** \_\_\_\_\_

West of the NWC of Lincoln Drive and Scottsdale Road

**OWNER:** Shea Homes Limited Partnership -  
NAME

8800 N. Gainey Center Drive, Suite 350

ADDRESS

PHONE #

\_\_\_\_\_  
SIGNATURE OF OWNER

**AUTHORIZED AGENT:** Rose Law Group pc  
NAME

6613 N. Scottsdale Rd, Scottsdale, AZ 85250

ADDRESS

480-505-3936

PHONE #

\_\_\_\_\_  
SIGNATURE OF AUTHORIZED AGENT

## APPLICATION FOR MINOR AMENDMENT TO SPECIAL USE PERMIT

PLEASE PROVIDE A NARRATIVE DESCRIPTION OF THE PROPOSAL (Please Attach

Additional Sheets as Necessary): SEE ATTACHED

---

---

---

---

BEING UNDER SPECIAL USE PERMIT AS FOLLOWS:

NAME: RitzCarlton, Paradise Valley

SPECIAL USE PERMIT DATED: 12/21/2015 AMENDED:

THE MINOR AMENDMENT TO EXISTING, APPROVED SITE PLAN IS REQUESTED FOR THE  
FOLLOWING

REASONS: SEE ATTACHED

---

---

THE ABOVE SITE PLAN IS TO BE AMENDED AS  
FOLLOWS: SEE ATTACHED

---

---

EXHIBITS, MODELS, SITE PLANS, ETC. FOR THE ABOVE SPECIAL USE WILL BE  
CHANGED IN THE FOLLOWING  
MANNER: SEE ATTACHED

---

---

---

## **Azure at Ritz-Carlton, Paradise Valley**

### Request for Minor Amendment to the Special Use Permit

Applicant:	Shea Homes
Representative:	Rose Law Group
Submitted:	November 20, 2107
Resubmitted:	November 28, 2017

Azure, a Shea Signature Community, features 66 homes located within the 105-acre master-planned community known as The Ritz-Carlton, Paradise Valley that is currently under development. Priced from the \$2 millions, Azure offers homes ranging from approximately 3,800 square feet to 6,700 square feet using transformative architecture, using traditional form in a contemporary way. Diverse exterior materials from wood and stone to metal and stucco create a unique exterior aesthetic, while each floorplan includes nods to elements of traditional Paradise Valley homes including ranch-style layouts and large entryways. Blurring the lines of indoor/outdoor living, each home will feature a Great Room with expansive outdoor living space.

To bring the entire community to life, architectural landscape designed by Scottsdale firm Greey|Pickett will feature a bold, direct and contemporary design that blends evergreen trees and groves with native desert trees, plants, shrubs and cactus and will feature a variety of metal materials and smooth block and stone to create unique walls, fencing, street accents and the community access gate.

The Azure buyer has a strong interest in exclusivity and privacy. To honor both of these, Greey|Pickett has created an elegant and bold entryway feature incorporating the guard house and decorative entry monument features flanking the guard house. While the guard house has been approved by Staff and will be built at 11' feet in height, Staff suggested that the Planning Commission review the decorative flanking monument features as a Minor Amendment to the SUP to be sure that the Azure vision is in keeping with the Town's vision for the development. The Town has already approved the front monument feature of the guard house at 11' but has informed Shea that the outer side elements of it would need to be reduced to 8' through a managerial amendment unless a minor SUP amendment is sought to permit the 11' height. The design concept, however, is to have a uniform entry monument at 11' that reads as one feature with entry portals. The 'Trombe' monument element under discussion is consistent with the overall design palette that renowned architecture firm PHX designed for the accessory buildings. The Trombe elements creates privacy for the residents but also cleverly blends the guard house in to the design. The decorative flank wall features have been upgraded to a high end cut stone and have been a compelling feature in all of the marketing materials (see attached Exhibit A for some examples). The ability to create this remarkable entryway feature, which we believe will rival any grand entry to any community in the State of Arizona, is only truly achievable at a consistent height of eleven feet across the entire element.

The aesthetic philosophy is to provide consistent scale and to make the guard house element a more obscured, secondary element. The primary entry monument feature is designed as a larger whole and not site walls. The entry monument also provides a visual buffer to the view of the commercial project that is planned and which will be constructed just East of the Community Entry. If the outer sections

of the entry monument are limited to just eight feet, a visitor would have a clear view of these elements, which would diminish the impressive sense of arrival that Azure hopes to achieve with this request (see attached Exhibit B showing the difference in wall heights and visual impact). The height will provide a visitor with the experience of having a “reveal” of the beauty and surprise of the stunning Azure master plan once inside but also buffer the general public from the guard house. It also allows the residents to feel a sense of privacy which appeals to the target market segment buyer.

Identification signage is proposed to be placed on the entry monument walls as shown in Exhibit A to include the word “Azure” and the logo. The Azure sign will accentuate the entry monument by providing blue box letters resting on a steel marquee shelf. The sign will be internally lit casting a soft blue glow at night. The light source will be shielded by an opaque shield, so it won’t be visible from the front. The bottom of the sign will be at 8’6” and the total area of the sign will be 16 square feet. Dimensions and details of the sign are shown on Exhibit A.

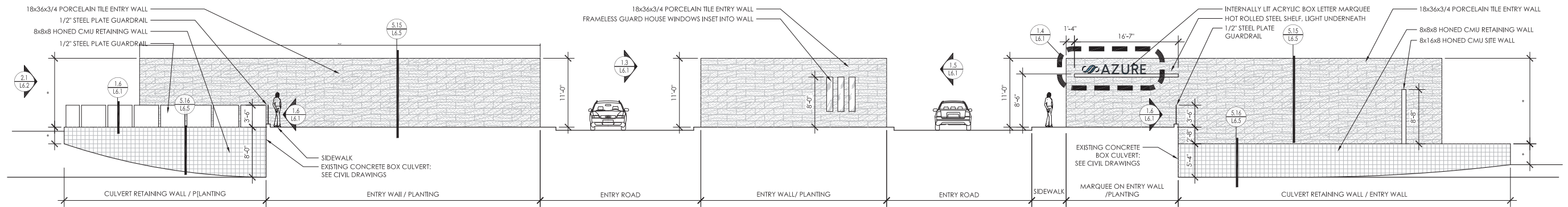
Finally, it is important to note that the outer parts of the monument will not be visible by adjoining property owners or from Indian Bend Road. This architectural element is located 750 south of the intersection along Ritz Carlton Boulevard. They will be blocked from the west by future homes, walls, tree canopies and from the east by the future commercial development, Palmaeraie (see attached Exhibit C showing location from Indian Bend Road). This feature will only be seen by those visiting the Azure property and will have no negative impact on anyone in the Town.

In sum, we believe that in order to create this spectacular entry to the Azure community, the entry monument in it’s entirety needs to be at eleven feet in height. As you can see in the aforementioned attached exhibits, if sections of the monument are lowered to eight feet, the impact of the entry is simply not as elegant. We hope you will agree and appreciate your input during this Minor SUP Amendment process.

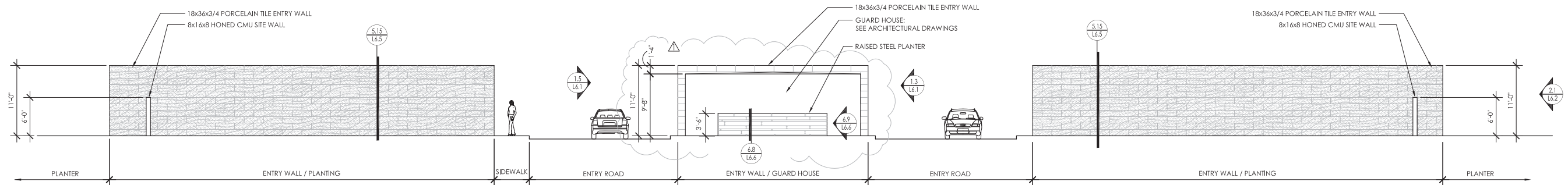
## EXHIBIT A



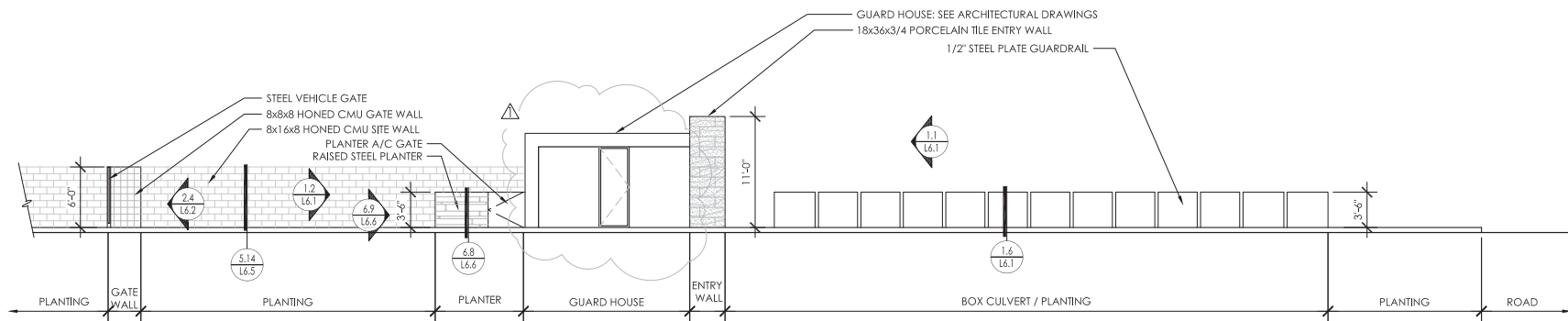




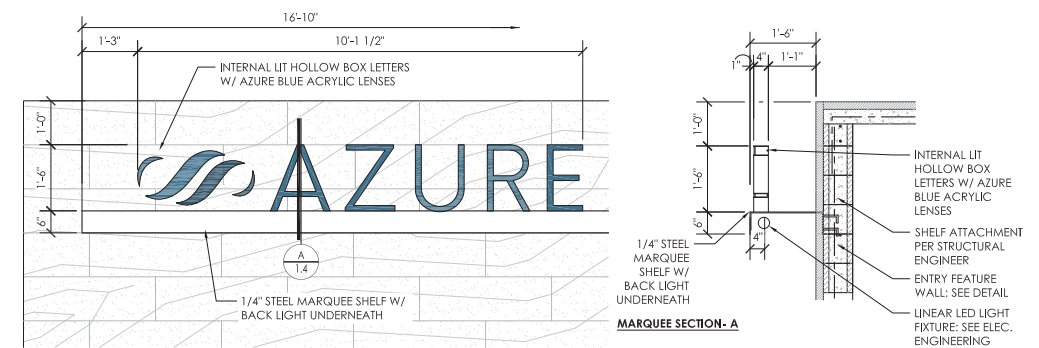
1.1 Main Entry - Feature Wall - East Elevation  
Scale: 1/8"=1'-0"



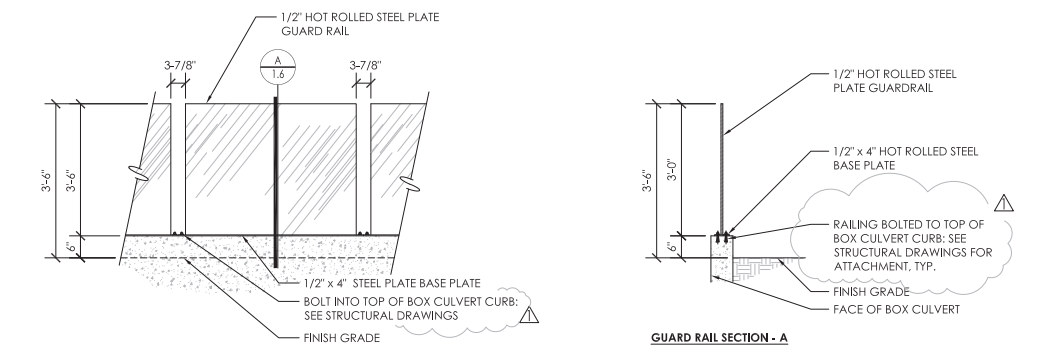
1.2 Main Entry - Feature Wall - West Elevation  
Scale: 1/8"=1'-0"



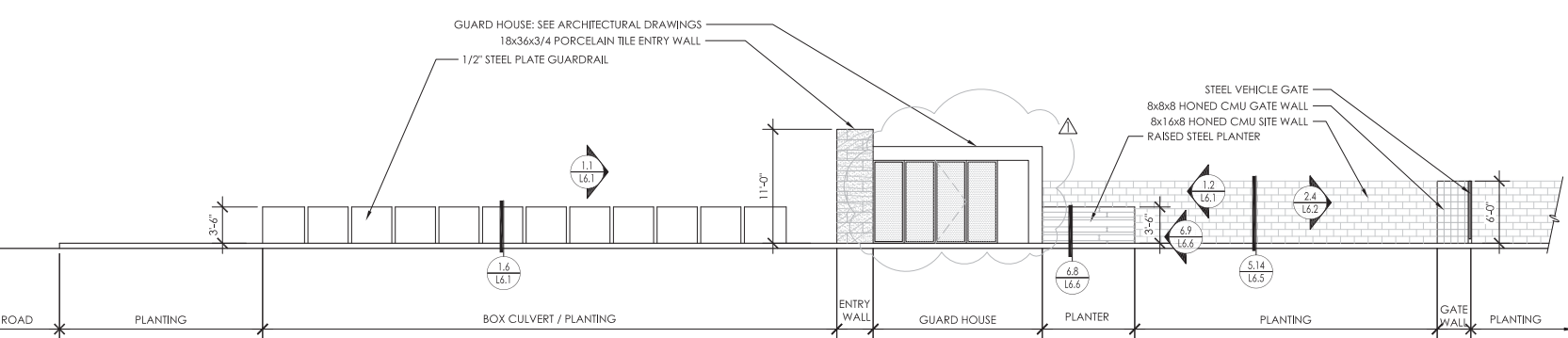
1.3 Main Entry - Feature Wall - South Elevation  
Scale: 1/8"=1'-0"



1.4 Main Entry - Marquee Letter Details  
Scale: 1/2"=1'-0" Basic Fence



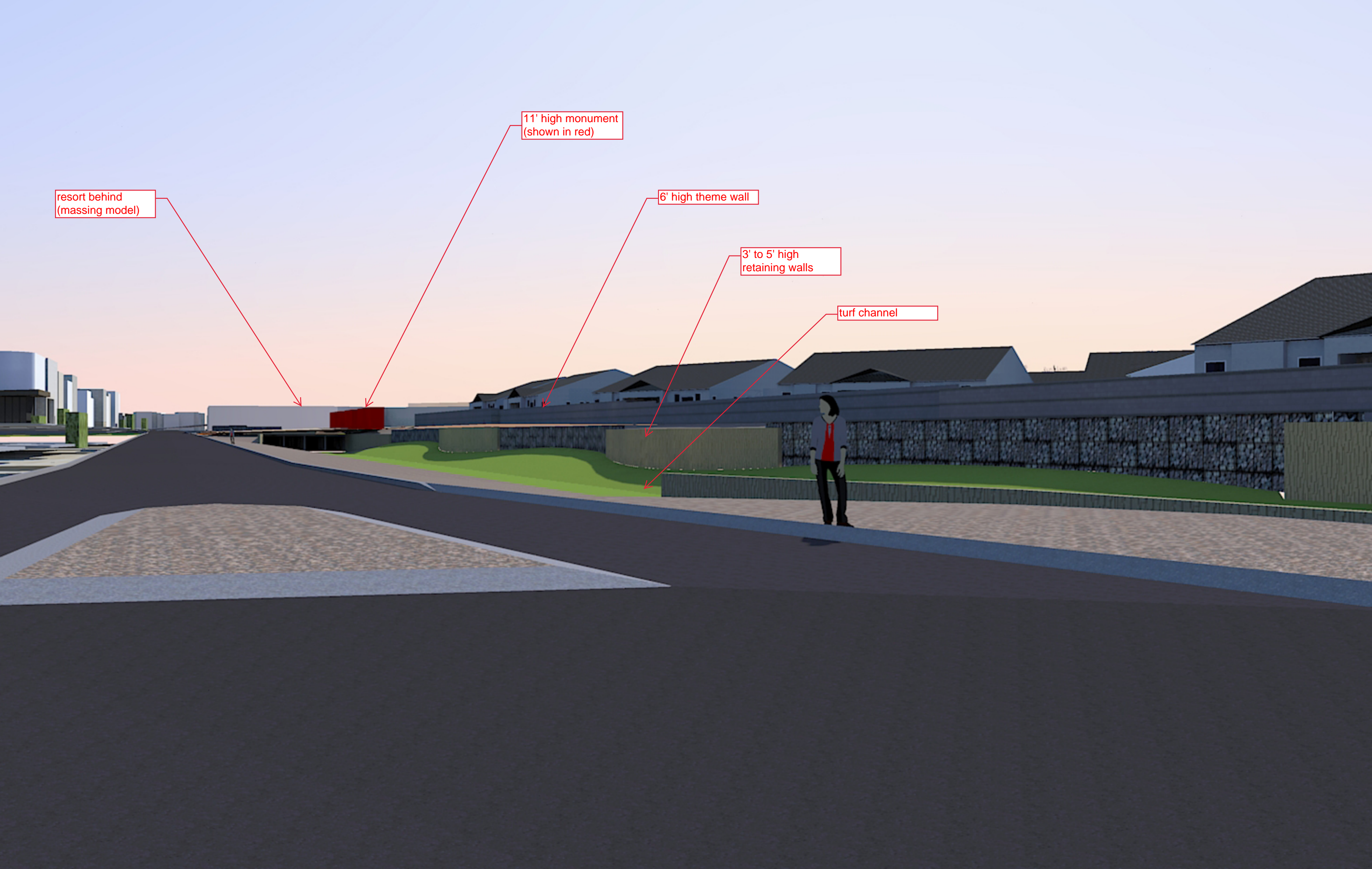
1.6 Main Entry - Bridge Railing Details  
Scale: 1/2"=1'-0" Basic Fence



1.5 Main Entry - Feature Wall - North Elevation  
Scale: 1/8"=1'-0"



## EXHIBIT B



resort behind  
(massing model)

11' high monument  
(shown in red)

6' high theme wall

3' to 5' high  
retaining walls

turf channel

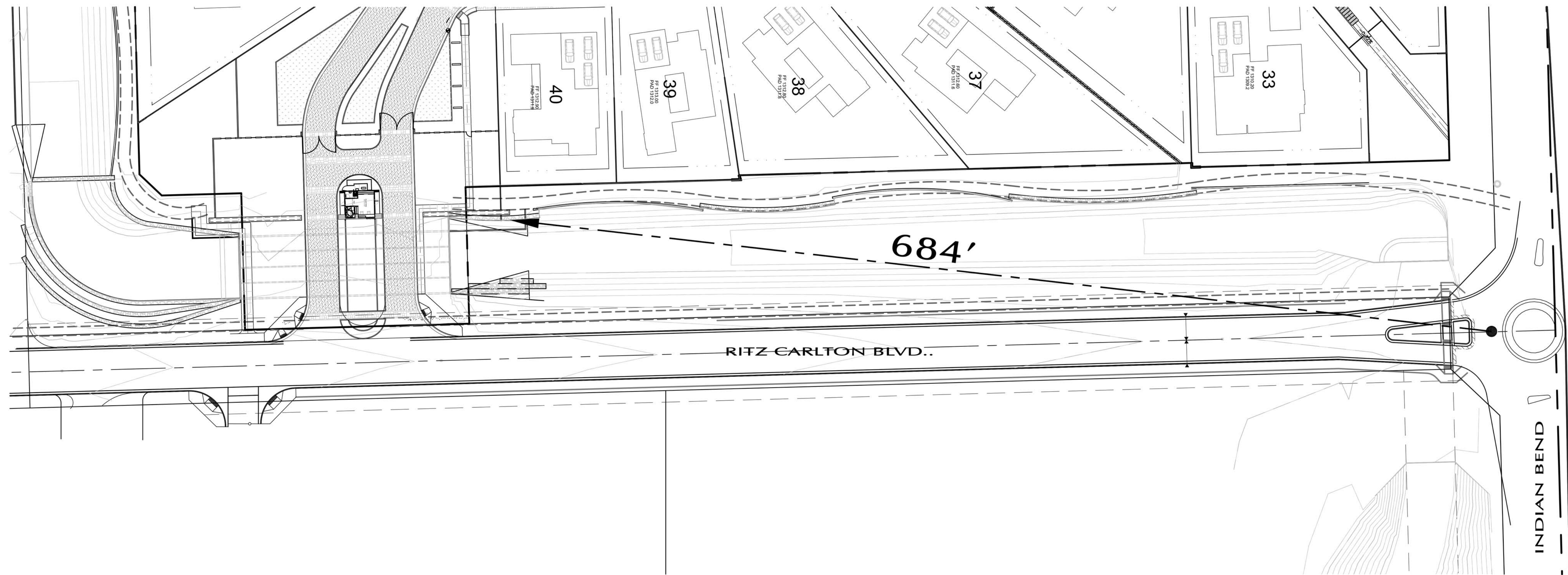


view showing trees  
only.





## EXHIBIT C



11' TALL ENTRY FEATURE WALL

6' HEIGHT FROM  
SURFACE OF ROAD  
SURFACE OF ROAD

6' TALL PERSON AT R.A.B.

INDIAN BEND RD.  
R.A.B.

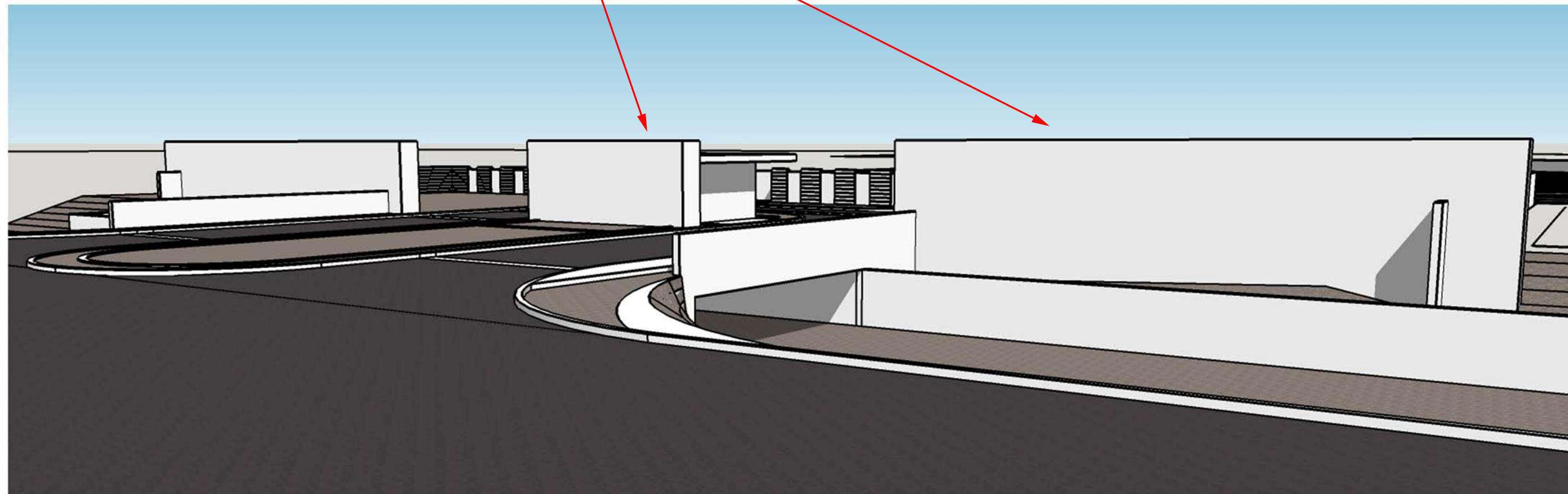




SIGHT LINE THRU TREE LINE TO  
ENTRY FEATURE WALL



11' TALL ENTRY FEATURE WALL  
11' TALL GUARD HOUSE WALL



6' TALL ENTRY FEATURE WALL  
11' TALL GUARD HOUSE WALL

