

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
Resubmitted:	December 13, 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' possibly 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.

The flank walls will be in keeping with the elegance of Paradise Valley. Paradise Valley’s architectural style is most certainly eclectic. You don’t have to go any farther than Lincoln Road to see the unique blend of “old” and “new” working together to make a terrific community. Mountain Shadows, with its modern lines sits on Lincoln Road across from the older styled El Charro. They co-exist and the styles are both appreciated by residents and visitors alike. The Azure Shea project exudes a modern elegance. The flank wall height is in keeping with the character of the area. While these flank wall elements are not expansive walls, we have included a few photos of actual walls in Paradise Valley that are at 11 feet or higher (see Exhibit C). Note that those walls are actual long walls serving as site walls and this is a decorative entryway feature of limited expanse. The modern clean look of the materials utilized in both the wall and the signage make a statement that allows for a “reveal” when the visitor passes through the gates. The proposed entry walls serve as a sort of “cleanse” where a visitor stops, their visual expectations are reset and then once they enter the community they are treated to a wonderful streetscape and view of the mountain.

In addition, because of the development approved adjacent to the guard gate and flank walls, the 11 foot height will not be very significant. The single family homes along the entry wall are approved up to 24 feet in height and sit just inside the entry gate. The commercial adjacent to the Shea piece is called out as mixed use, which implies at least 2-3 stories, typically at 36-48 feet. The Resort Related retail that is adjacent to the south of the commercial has a max 30’ height. The 11-foot height being proposed will not in any way be out of character, in fact shorter wall heights would not be in keeping with that area (see Exhibit D). Also remember that no one driving on external Paradise Valley streets will be able to see this 11 foot flank wall feature.

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.

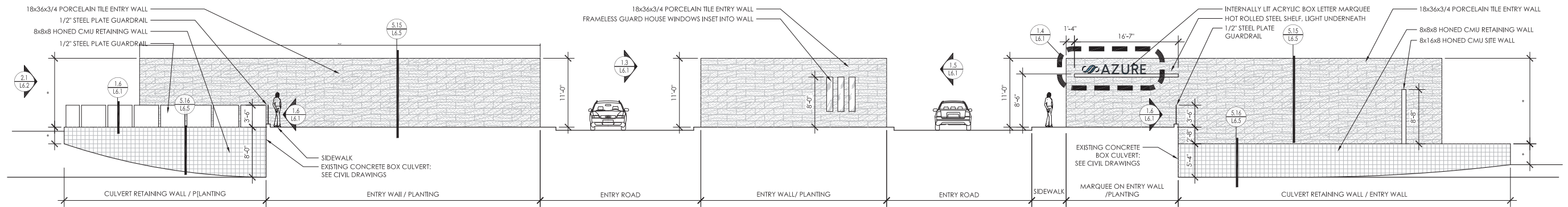
Finally, it is important to note that the outer parts of the monument will not be visible by adjoining property owners or from Indian Bend Road. This architectural element is located 750 south of the intersection along Ritz Carlton Boulevard. They will be blocked from the west by future homes, walls, tree canopies and from the east by the future commercial development, Palmaeraie (see attached Exhibit E 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 its

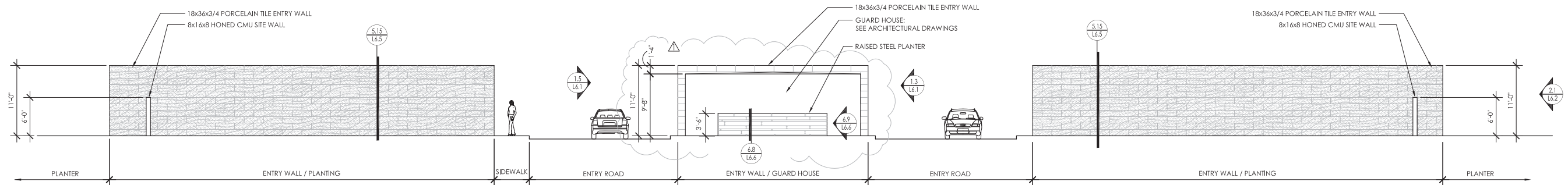
entirety needs to be at eleven feet in height. As you can see in the aforementioned attached exhibits, if sections of the monument are lowered to eight feet, the impact of the entry is simply not as elegant. Given the surrounding approved heights, 11 feet will still be between 10-37 feet lower than the structures being built in the near vicinity. We hope you will agree and appreciate your input during this Minor SUP Amendment process.

EXHIBIT A

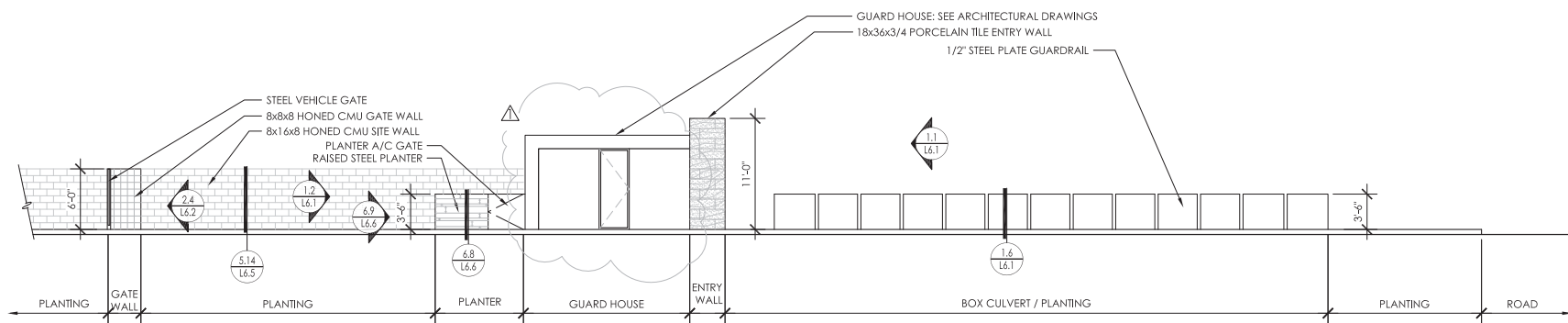




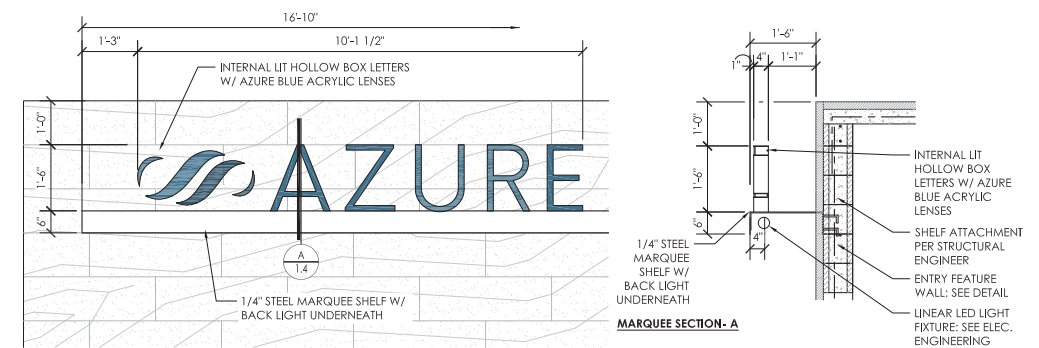
1.1 Main Entry - Feature Wall - East Elevation
Scale: 1/8"=1'-0"



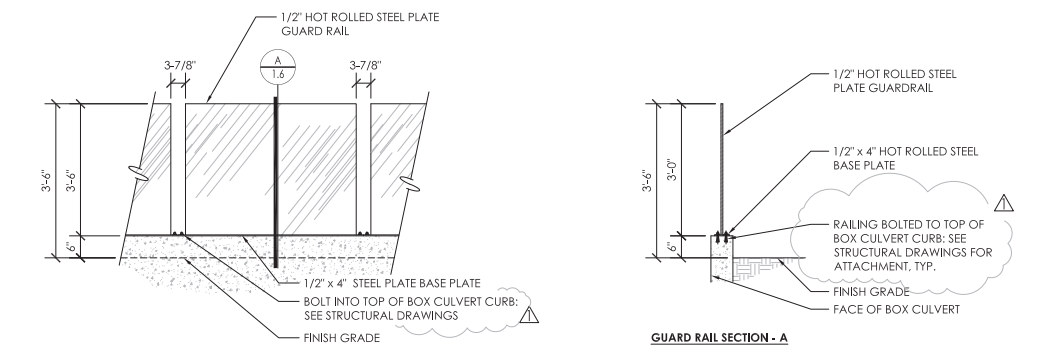
1.2 Main Entry - Feature Wall - West Elevation
Scale: 1/8"=1'-0"



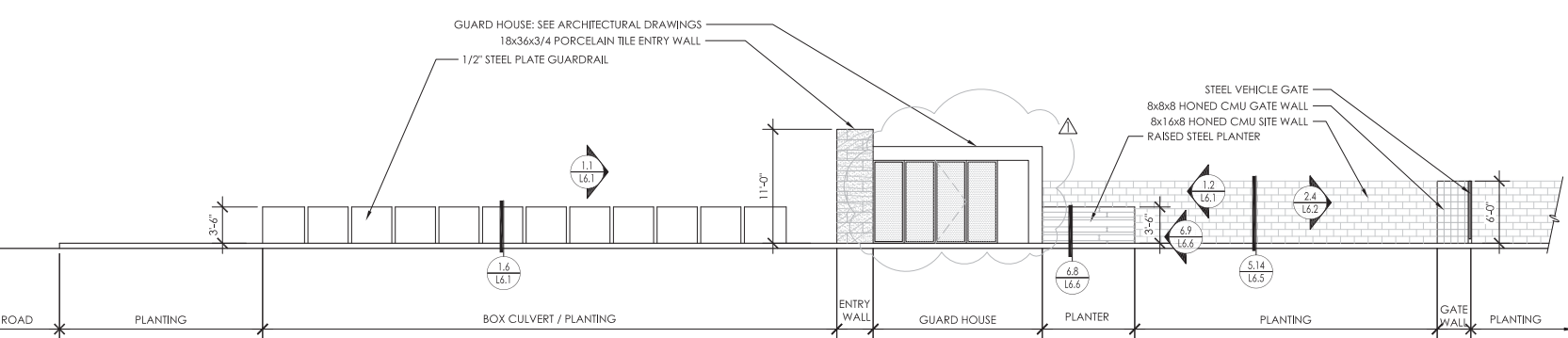
1.3 Main Entry - Feature Wall - South Elevation
Scale: 1/8"=1'-0"



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

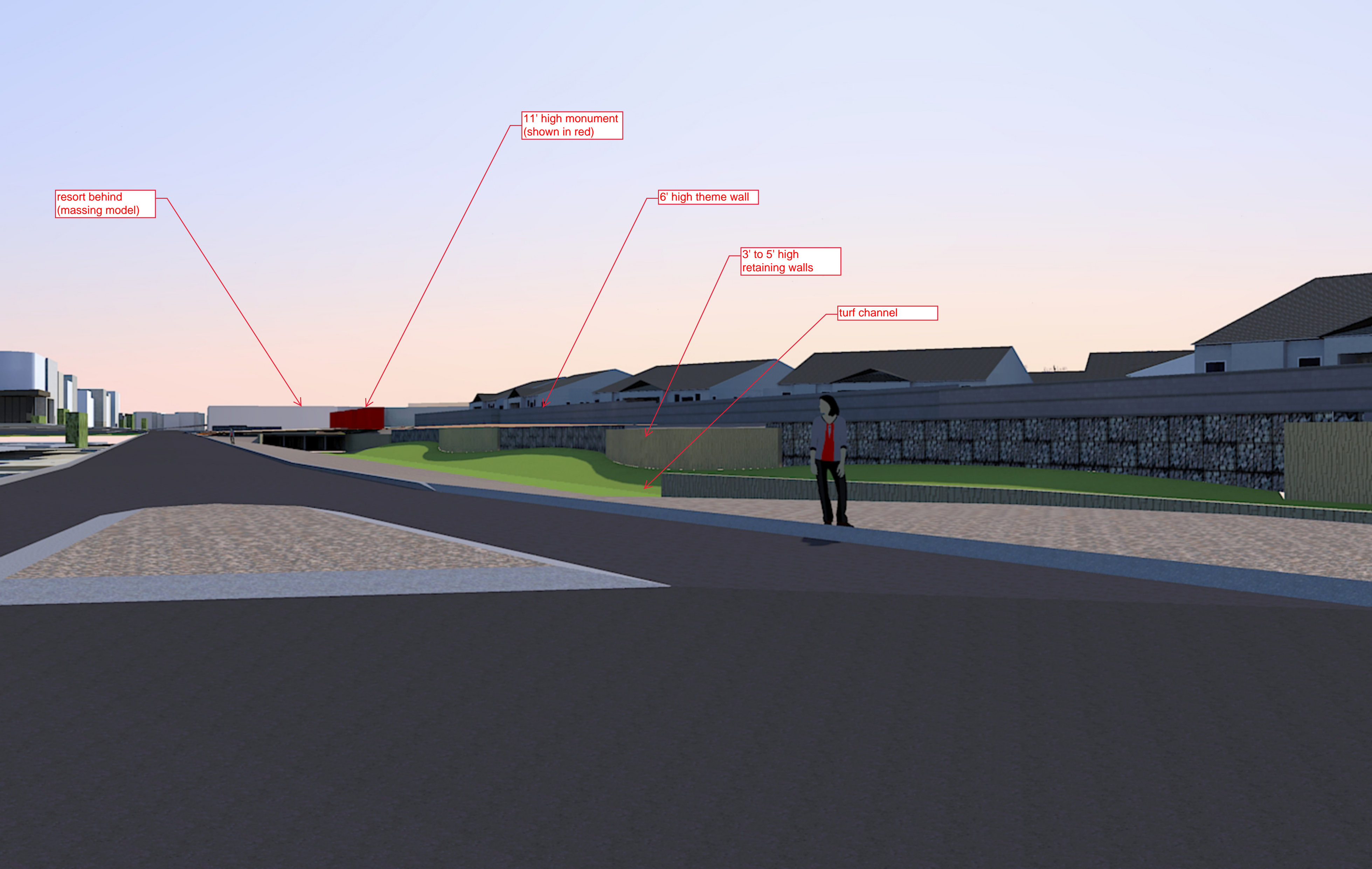


1.6 Main Entry - Bridge Railing Details
Scale: 1/2"=1'-0" Basic Fence



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.

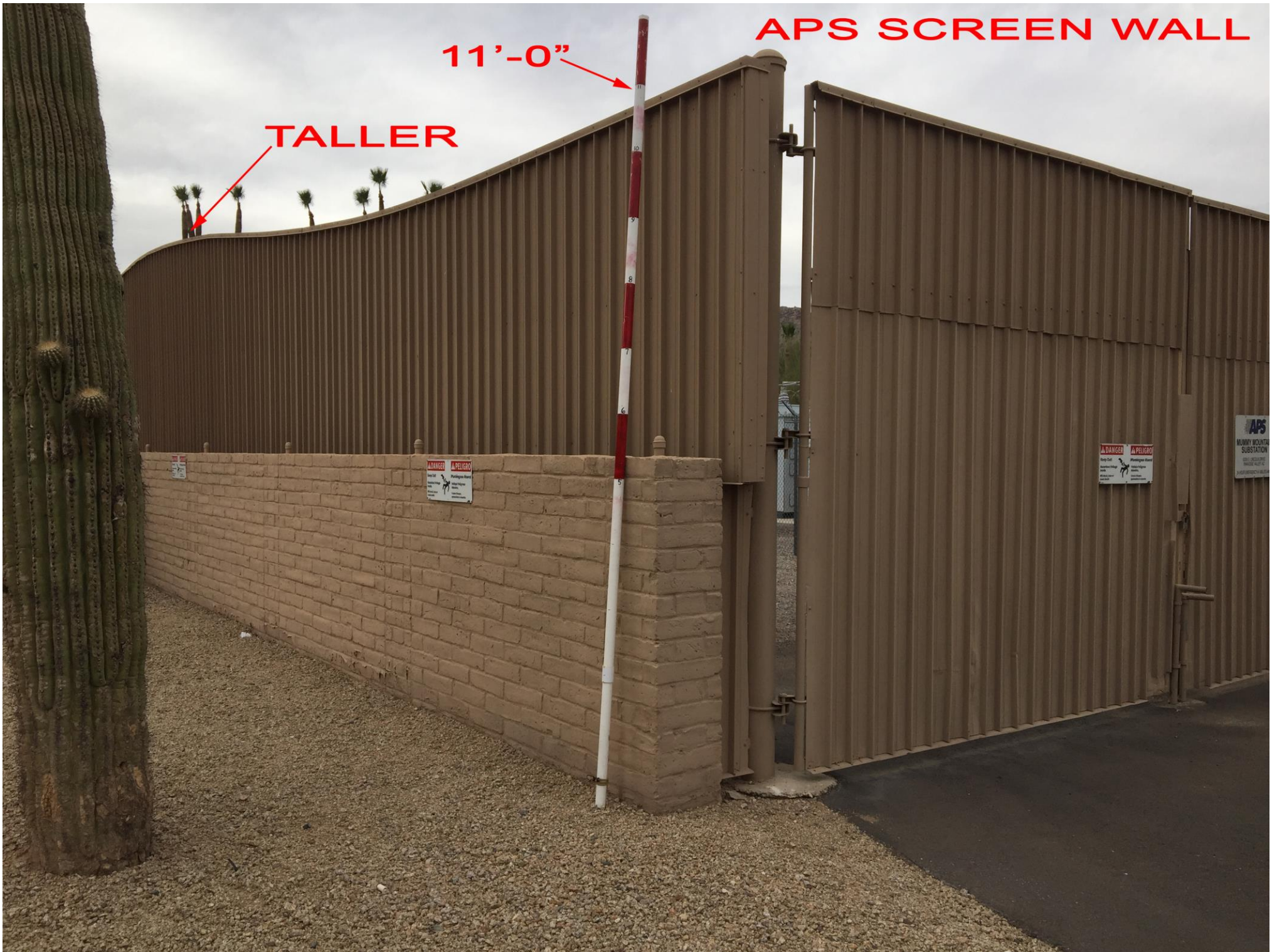


EXHIBIT C

APS SCREEN WALL

11'-0"

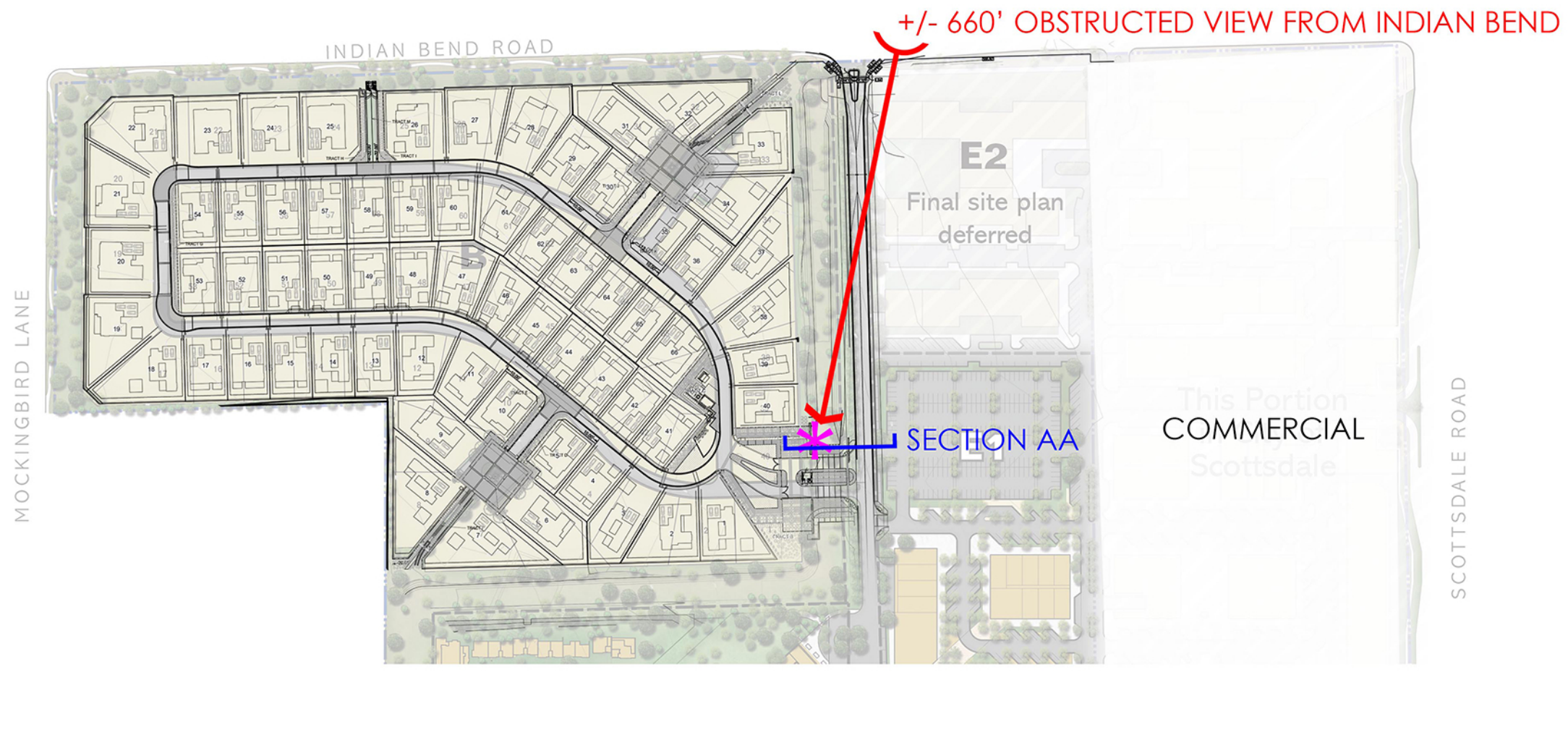
TALLER



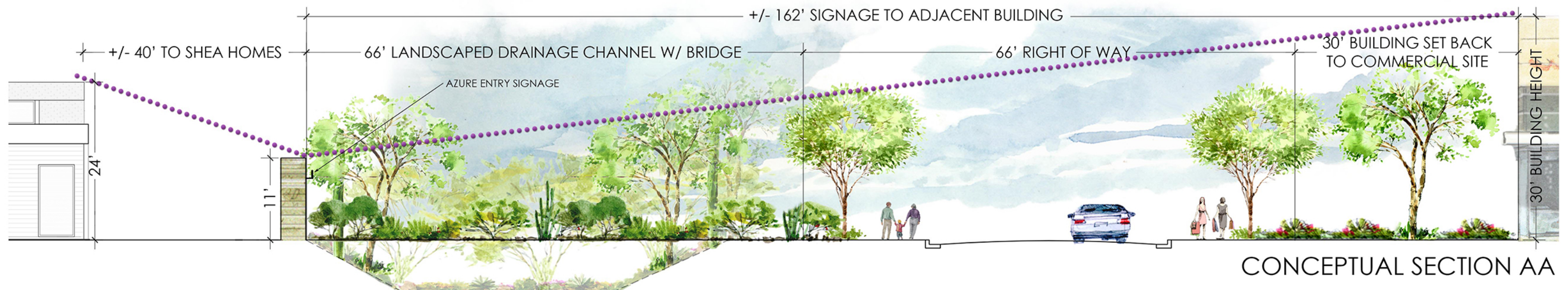
**FRANK LLOYD WRIGHT HOUSE ON TATUM
ENTRY WALL AT GATE**



EXHIBIT D

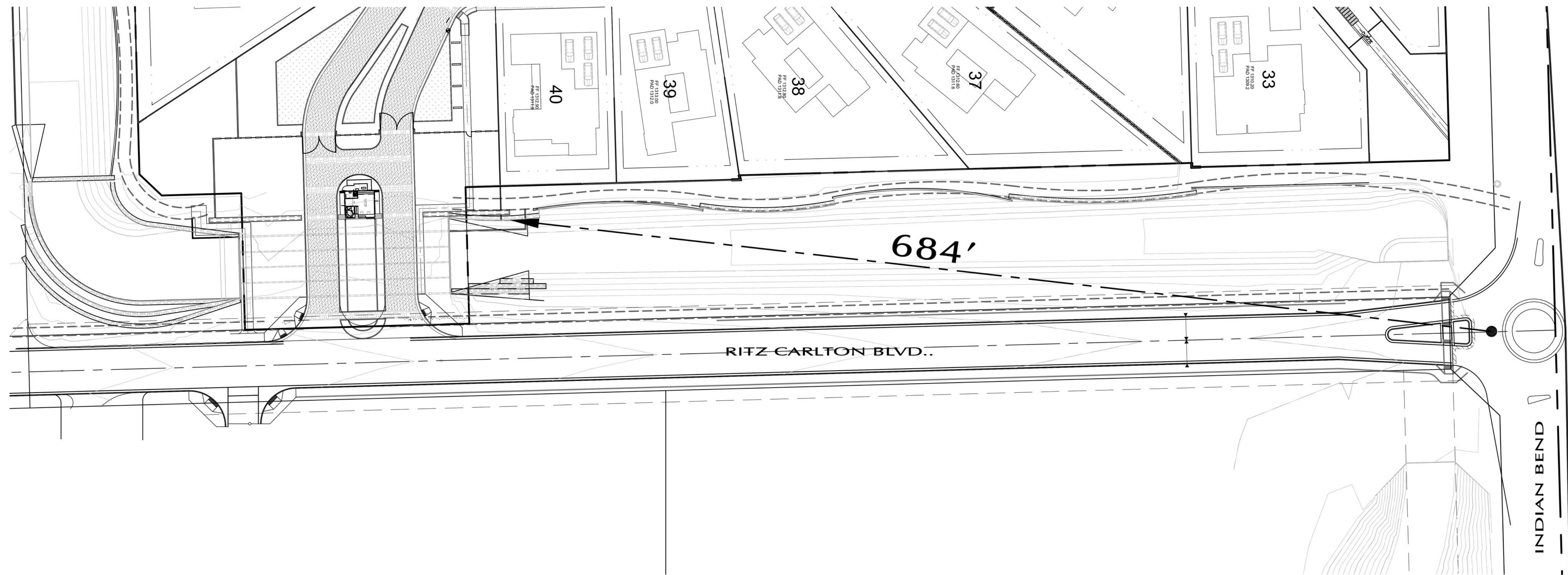


CONCEPTUAL SITE PLAN



CONCEPTUAL SECTION AA

EXHIBIT E



11' TALL ENTRY FEATURE WALL

6' HEIGHT FROM
SURFACE OF ROAD
SURFACE OF ROAD

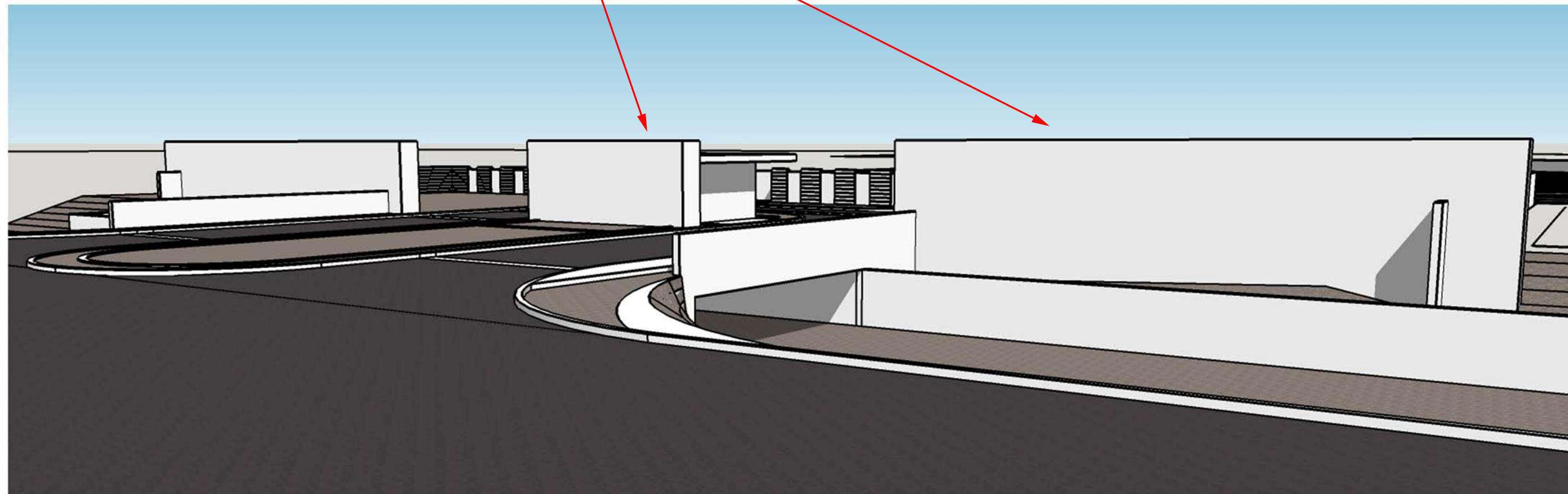
6' TALL PERSON AT R.A.B.

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

