



DISCOVERY / LIFESTYLE

# PROMONTORY CLUB

PARK CITY, UTAH

Nature's *Rugged* Heart Meets  
Sublime *Elegance*

WRITTEN BY:  
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# PROMONTORY CLUB IS A CLOSE-KNIT COMMUNITY LIKE NO OTHER, A LUXURY MOUNTAIN RETREAT A STONE'S THROW FROM THE CITY.

In the 1860s, Park City, Utah was known for its burgeoning silver mines. Hopeful crowds of prospectors from across the United States came to the west to collect the mineral in droves, building campsite settlements around the surrounding mountains. The town thrived with wealth until the 1950s, when the cost of silver dropped significantly — along with the town's population — but the residents of Park City have always been entrepreneurial, and the area began reviving itself as a means to survive. By 1963, the first ski resort had opened on 10,000 acres, and tourism flourished as Park City began expanding as a resort town into the 1980s and beyond.

Park City has grown into one of the most affluent resort towns in the United States. In 2002, it rose to fame with the Winter Olympic Games and has since thrived as a lively community. Many notable Olympic medalists have called Park City home, including Stein Eriksen, Joss Christensen, Bill Demong, Ted Ligety, Jimmy Shea, Sage Kotsenburg, Joe Pack, and many others who specialize in winter sports such as speed skating, snowboarding, skeleton, bob sledding and various types of skiing.



Situated around 35 minutes east of Salt Lake City, Park City lies in the snow-capped Wasatch Range, which is recognized for its top-tier ski resorts, outdoor activities, shopping and hundreds of dining options. Filled with a rich history, its colourful Main Street includes 64 Victorian buildings catalogued in the National Register of Historic Places. Town guests can visit in its mine buildings, mine shafts, hoists and water towers, while learning about the town's unique heritage.

A stone's throw away is Promontory Club, a close-knit community like no other - a spectacular mountain retreat all about luxury. Promontory is a compelling, unique offering and boasts only the best summer and winter activities to its members and residents. Situated on 6,400 acres of land between 6,500 to 7,400 feet above sea level, Promontory brings families together, celebrating a lifestyle grounded in the outdoors.

Situated around 35 minutes east of Salt Lake City, **Park City lies in the snow-capped Wasatch Range.**



## IT'S A LUXURY COMMUNITY THAT PROVIDES SOMETHING FOR EVERYONE OF ALL AGES IN THE FAMILY TO ENJOY.

When booking a treatment at the Promontory Spa, guests are invited to take advantage of the eucalyptus infused steam room, indoor and outdoor jacuzzi hot tubs, and the men's and women's locker rooms fully stocked with everything you might need.

Since 2001, Promontory, which spans over 10 square miles, has invested more than \$400 million in developing this spectacular multi-generational second home community including a vast array of sophisticated, award-winning amenities. Developer F. Francis Najafi, the founder of Pivotal Group, saw the potential for a timeless club that didn't quite fit into a traditional ranch or mountain country club narrative. Francis bought the parcel of land which had been used for grazing sheep, and worked with the county to begin developing his own vision.

"I wanted to create a world class luxury community offering a signature golf amenity, but one that wasn't simply a golf community," says Francis. "We saw many luxury communities that were heavily invested in golf, but if you had family with different age groups who weren't golfers, they found they didn't have a lot to do," he continues. That's a key thing that makes Promontory stand out – it's a luxury community that provides something for everyone of all ages in the family to enjoy.



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Clive and Julie moved their office to Park City in 2004 to help start a new community, Promontory. "After hundreds of projects nationwide," Clive says, "most in very developed areas, we were intrigued to help start a community from scratch. What would we do?"

They developed a "Frontier Modernism" style, creating a diverse set of over 30 estate homes so far in Promontory and the Park City area. From traditional to contemporary designs. They also created the original sales center at Promontory, these included numerous national award winning projects.

Promontory has now engaged BCG to help create their premier neighborhood, "Pinnacle at Promontory." They are developing the overall master plan for the 144

acre, 64 home community. They are also creating the entire streetscape design including the entry gates, street retaining wall design, signage, residence entry gates and privacy walls, overall landscaping, and one of the three developer Home product called the "Portfolio of Homes."

Clive says, "After 15 years working side by side with Pivotal Group, BCG has created award winning homes to help carry out Pivotal's vision of a world-class community. We are excited to be such an integral part of creating their premier neighborhood. As the only architect that has lived in Promontory since the beginning, I feel I have a unique understanding of this community as both a member and as a professional."



# UNIQUE, CUSTOM & ECOLOGICALLY SENSITIVE

SINGLE FAMILY ESTATES WITH FRESH,  
CREATIVE & SITE INSPIRED DESIGNS

**NAHB 2011 Best in America Living**  
*Platinum Award Winner*

**PCBC Gold Nugget Grand Award 2012**  
*Best Custom Home*



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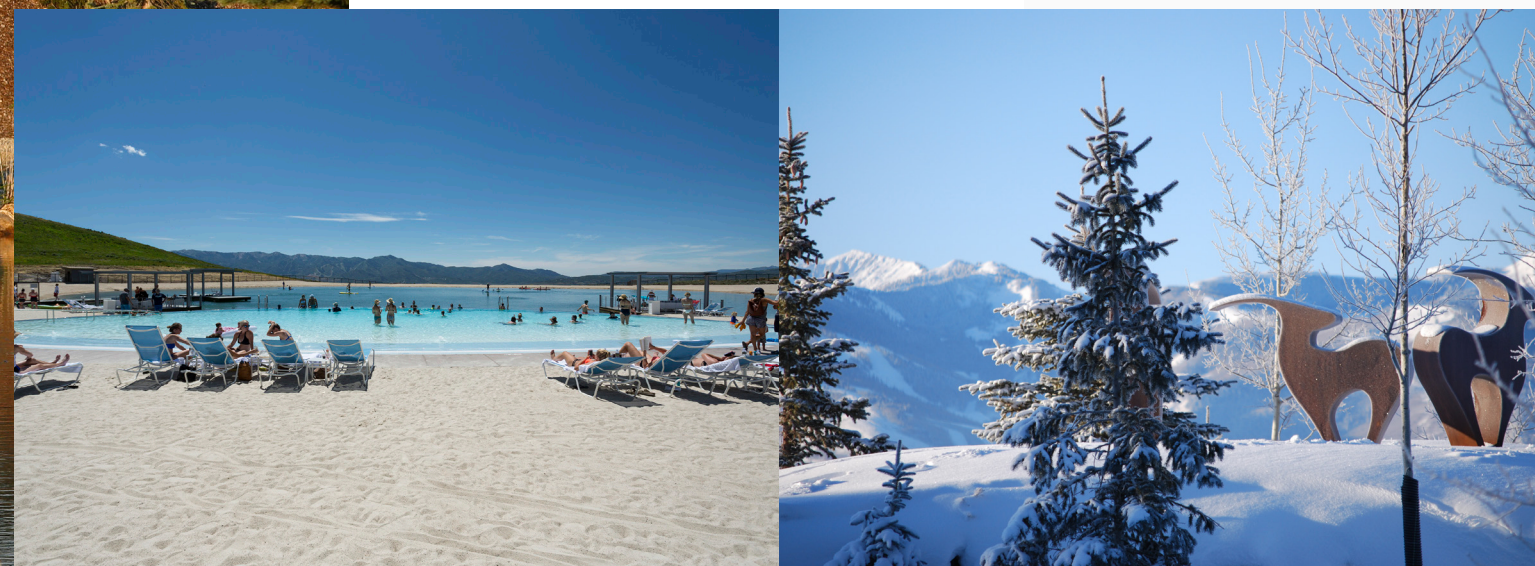
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Promontory has 13 acclaimed, one-of-a-kind club amenities, including a multitude of luxury cabins, ski lodges, clubhouses, two golf courses, plus a fitness studio, spa, garden park, equestrian center, and much more, all to attract members to “play your way.” Every year, they present their members with a new attraction. The Beach House is just one of many recent alluring amenities.

## NATURE IS AN ESSENTIAL PART OF THE PROMONTORY EXPERIENCE.



“We built a beach at 7,000 feet,” says Promontory’s General Manager, Robin Milne, which includes 1,000 feet of white sandy beach. “We have a 3-acre lake and an infinity pool that integrates into the lake,” she continues. The experience is fully serviced with cabanas and cocktail service. “You’re sunning at a beach, looking at snow-capped mountains, white sand & blue water.”



One of the most striking things about Promontory is its multi-generational membership, where members can include their parents, their children, adult children, spouses and grandchildren as members. **“It makes it easy to have your family come and enjoy all the amenities Promontory has to offer,”** says Robin.

Situated in raw and real nature, 60 percent of Promontory’s land is purely dedicated open space, and is protected under the stewardship of Promontory’s Conservancy. Integrated into the Home Owners’ Association, the Conservancy ensures protective policies are put in place regarding the property’s internal trail system and neighborhood parks.

“We do everything we can so the wildlife natural to this area can move freely through our property,” Robin says, adding that there aren’t any fences on the homes in Promontory. The Conservancy is dedicated to preserving habitat for elk and deer, and members regularly spot porcupines, bunnies, coyotes and even cougars. Working in connection with Promontory’s Conservancy, the Utah Department of Natural Resources tracks populations and ensures that native species have enough to eat and move around. “We’re dedicated to the natural wildlife. It’s a big draw to our community and it’s one thing all of our residents love.”



## RS Hardman Building Co. Inc.

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**H**ome Construction and the Hardman name are synonymous with the building industry. For more than 37 years RS Hardman Building Co., has built a reputation of integrity, timeless quality, and superior customer relations in the home building industry. RS Hardman Building Co. prides itself in providing personalized attention to each client and making the building process of their dream home an enjoyable and memorable experience. Client satisfaction has always been and continues to be a top priority. Our enthusiasm for building beautiful homes along with our personalized commitment to our clients is what sets us apart as leaders in the construction industry.

RS Hardman’s relationship with Promontory started in 2003. We have been privileged to be one of

the longest running builders in Promontory and are proud of the high-quality homes we have built. Over the past 16 years we have been fortunate to see Promontory grow and develop into the community it is today and recognized as a premier community throughout the country.

As members ourselves of Promontory, we have been very involved in the community and enjoy the lifestyle it provides. Scott (owner of RS Hardman Building Co.) has served on the Covenants Committee and is now in his second term as an owner elected board member. RS Hardman Building Co. is very committed to this wonderful community and we look forward to many more years of building in and enjoying our relationship with Promontory and its members.



# Experience a Hardman *SIGNATURE* Home

*"Our experience with Scott was fantastic; he balanced the creative ideas of our architect and designer to build our dream home."*

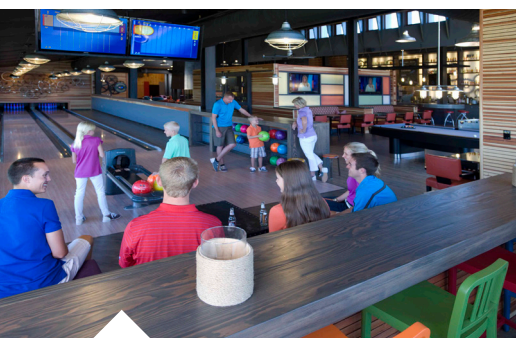


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The ultimate in family hang-outs, the 16,000 square-foot **Shed Clubhouse** is a central gathering place for fun and casual family dining. The award-winning architecture was inspired by Park City's rich history in silver mining and features: a fireside lobby with board games, an art silo studio, billiards & retro arcade games, a 50-seat movie theatre, a two-lane bowling alley, an indoor basketball arena, the Mercantile stocked with local gourmet snacks, wines, and sundries, plus a 500-seat outdoor amphitheater with tiered lawn seating.

Today, Promontory is a collection of 25 different neighborhoods. Residents and investors can buy their own property seamlessly with the new-construction division, Promontory Homes, which has around six neighborhoods that are easy for remote buyers to invest in, including floor plans and unique customizations. The market is segmented with villas starting at \$1.5 million. The remainder of offerings are related to custom estate homes.

The architectural aesthetics at Promontory are a big draw in the community; they are remarkably modern yet rooted deeply in nature, with rustic-looking materials in earth tones like stone and wood. Promontory works with award-winning architects, designers and builders who have an understanding of the community's vision. Unforgettable buildings such as the Nicklaus Clubhouse and the Shed Clubhouse, designed by Frank Lloyd Wright Taliesin-trained architect John Sather of Swaback Partners in Scottsdale, Arizona, are iconic game-changers in the community.



**Nicklaus Clubhouse**



## studio BLUE design

460 S 38th Street, Boulder, CO 80305 | 303.818.5331 | [StudioBlueDesign.biz](http://StudioBlueDesign.biz)

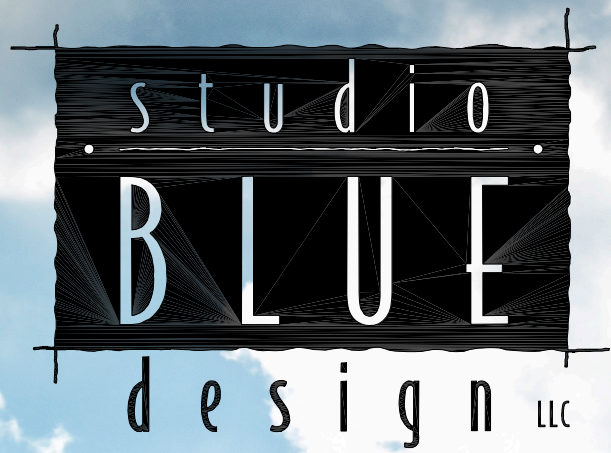
**S**tudio Blue Design was founded in 2004 out of a passion for creating beautiful and thoughtfully designed custom homes that match each client's individual needs and desires. I believe the home should be an environment that provides comfort while connecting with one's personal values and aesthetics. It brings me great satisfaction to be part of creating that environment with my clients. Much of the joy in my work comes from building and sustaining relationships with each client. Creativity paired with keen listening skills, attention to detail, clear communication and over 25 years of experience help form a mutual understanding of the design goals. Once those goals have been determined, I help each client envision their dreams, thoughts and ideas and, working together as a team, we turn those dreams into a reality.

A large part of my work is at Promontory Club in Park City, UT. It's a very special place with a unique vision



that brings generations together. The community promotes the highest level of design in a spectacular setting with unmatched amenities. I was fortunate enough to build a relationship with Promontory while working at another firm on the design team for the original 'Ranch Club Cabins' neighborhood, a smaller enclave of luxury cabins on the property. While building Studio Blue Design, my relationship with Promontory blossomed and at the same time, I was able to establish myself in the field of luxury, custom residential architecture in Park City, Telluride and Boulder, Colorado. I'm grateful for the strong bond I've maintained with Promontory over the last 15 years. I'm proud to be part of their vision and will continue to uphold and support its mission with the homes I design.





Boulder, Ellerbeck Construction – scott@ellerbeckconstruction.com 303.558.1111

# imagine. design. inhabit.

studio BLUE design, LLC was established in 2004 from a passion for creating beautiful and thoughtfully designed custom homes and remodels. Residential design, our primary focus, is architecture on a human scale as it allows for an opportunity to design comfortable and functional space in a home to meet each client's individual wishes and desires.

## residential architecture, interiors and consulting

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Images courtesy of Summit Sotheby's International Realty

THE ARCHITECTURAL AESTHETICS AT PROMONTORY ARE A BIG DRAW IN THE COMMUNITY; THEY ARE **REMARKABLY MODERN YET ROOTED DEEPLY IN NATURE, WITH RUSTIC-LOOKING MATERIALS IN EARTH TONES** LIKE STONE AND WOOD.

Having been fortunate enough to experience Promontory's unique brand of hospitality while building this story it struck me how family orientated the community is. Walking around the development from the stunning Equestrian Center to the iconic wine wall at the Hearth bar & restaurant, it's abundantly clear members know each other very well! Their children also know each other & play together. Promontory may be near the heart of Park City, but it's clearly able to remain a safe & secure haven for all ages.



With that said it's still far enough away from the city that you can wake up each morning appreciating the stillness & tranquility of nature. During my short 2 day stay ( far too short ) I became well acquainted with local herds of elk and whitetail deer peacefully foraging just outside of my villa, next to The Peak restaurant and Nicklaus Golf Clubhouse. I was residing in a relatively small villa by Promontory standards, but the designs are clean and contemporary while clinging tightly to the natural shades and sustainable materials found all over the valley.

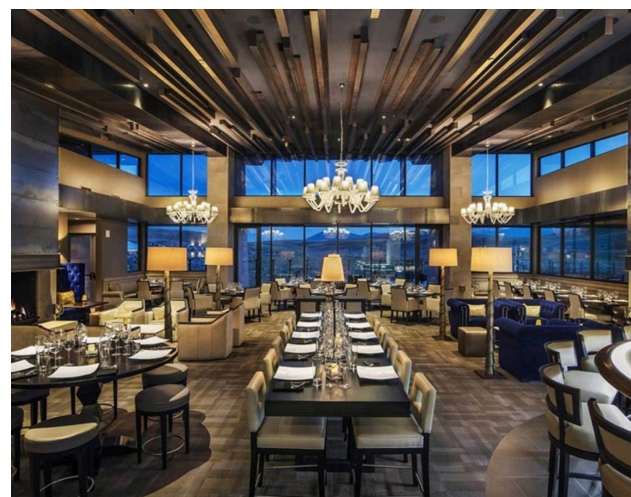
Promontory  
Ridge 33  
\$ 8,650,000  
2.31 Acres  
6 Bedrooms  
8 Bathrooms  
9,415 Sq. Ft.

Michael Upwall  
designed  
mountain  
contemporary  
home with  
great views of  
Park City and  
Deer Valley  
ski resorts.  
Designed for  
entertainment  
with indoor/  
outdoor living.



The elevation at Promontory allows members to enjoy a panoramic vista of white caps from north to south as they drive the slight incline from their homes down to the main road connecting them to Park City and through the undulating foothills to Salt Lake City and the airport.

I can imagine a life at Promontory feeling two parts peace and isolation when you want the escape, but with all the amenities of a 5 star luxury hotel still within walking distance. Despite the silence I was always



aware of the international airport only 35 minutes away which for the business traveler makes Promontory far more accessible than most luxury communities I've visited that boast views with anything close to the wow factor experienced here. I know Promontory won't be a destination I'm able to visit frequently, and that fact does sadden me. The kindness, warmth and hospitality displayed by Robin, Jenna and the whole team at Promontory left me feeling very blessed to have been able to take a slice of what they call home & share it here with our readers.



#### FROM THE EDITOR

We want to extend a special thank you to the Handle Restaurant and High West Distillery in Park City, UT. During our short 2 day visit to Promontory, we tried to explore as much of Park City as possible. These two establishments boasted not only a tremendously eclectic range of great food and craft beverages, but most of all offered us some world-class service and made us feel totally welcome in a town we were experiencing for the first time. We're excited for our next visit to Park City!



AFTER ALL, THAT'S WHAT PROMONTORY IS ALL ABOUT – **STANDING OUT FROM THE CROWD IN THE MOST ELEGANT WAY**, WHILE INTRODUCING JUST THE RIGHT AMOUNT OF INVENTION AND CHANGE, **WITHOUT STEERING AWAY FROM THEIR FAMILY VALUES, TRADITIONS, AND A DEEP COMMITMENT TO NATURE.**

What's next for Promontory? The planning team will soon introduce an exciting new neighborhood named "Pinnacle at Promontory" on a piece of the property that the developer has been saving for almost 20 years. This land has for many years offered some of the most incredible views of the surrounding valley and mountain ranges. This year, Promontory's newest community concept will be different from the rest of their neighborhoods: imagine a retreat within a retreat, which is sure to delight their members and anyone lucky enough to discover the magic of Promontory! P

If you're interested in exploring the Real Estate opportunities at Promontory Club, they offer a **3-day, 2-night Discovery Package** in one of their luxury Villas. Contact the HUB Sales and Information Center for details – **435.333.4600**