

SmokeTree

7101 E. Lincoln Drive
Major SUP Amendment





Development Team

Walton®

WITHEY
MORRIS
BAUGH

Allen + Philp Partners
architects · interiors

CVL
CONSULTANTS

CivTech

HIGH MOUNTAIN CONSULTING

ROSE + ALLYN PR

exp.

About the Site

- SEC Lincoln Drive & Quail Run Road
- 5.36 gross acres
- Zoned SUP-R
- Surrounding Land Uses:
 - **North:** Ritz Carlton Paradise Valley (SUP-R)
 - **East:** Lincoln Plaza Medical Center (SUP-M)
 - **South:** ANdAZ Scottsdale Resort & Bungalows (SUP-R)
 - **West:** Single-Family Residential (R-43)
- Surrounded on three sides by commercial land uses.



SmokeTree History

- Originally constructed in 1954 as the Diamond Lazy K guest ranch, consisting of 25 bungalows, a restaurant, and a beauty salon.
- Purchased by the Williams family in 1966.
- Rezoned SUP-R in 1969, establishing a new Special Use Permit for a resort hotel.
- SUP amended twice in early 1970s (SUP 71-6 and 72-12) for site improvements and renamed SmokeTree Resort.
- The SmokeTree Resort along with The Other Place restaurant, operated continuously before permanently closing in 2020.



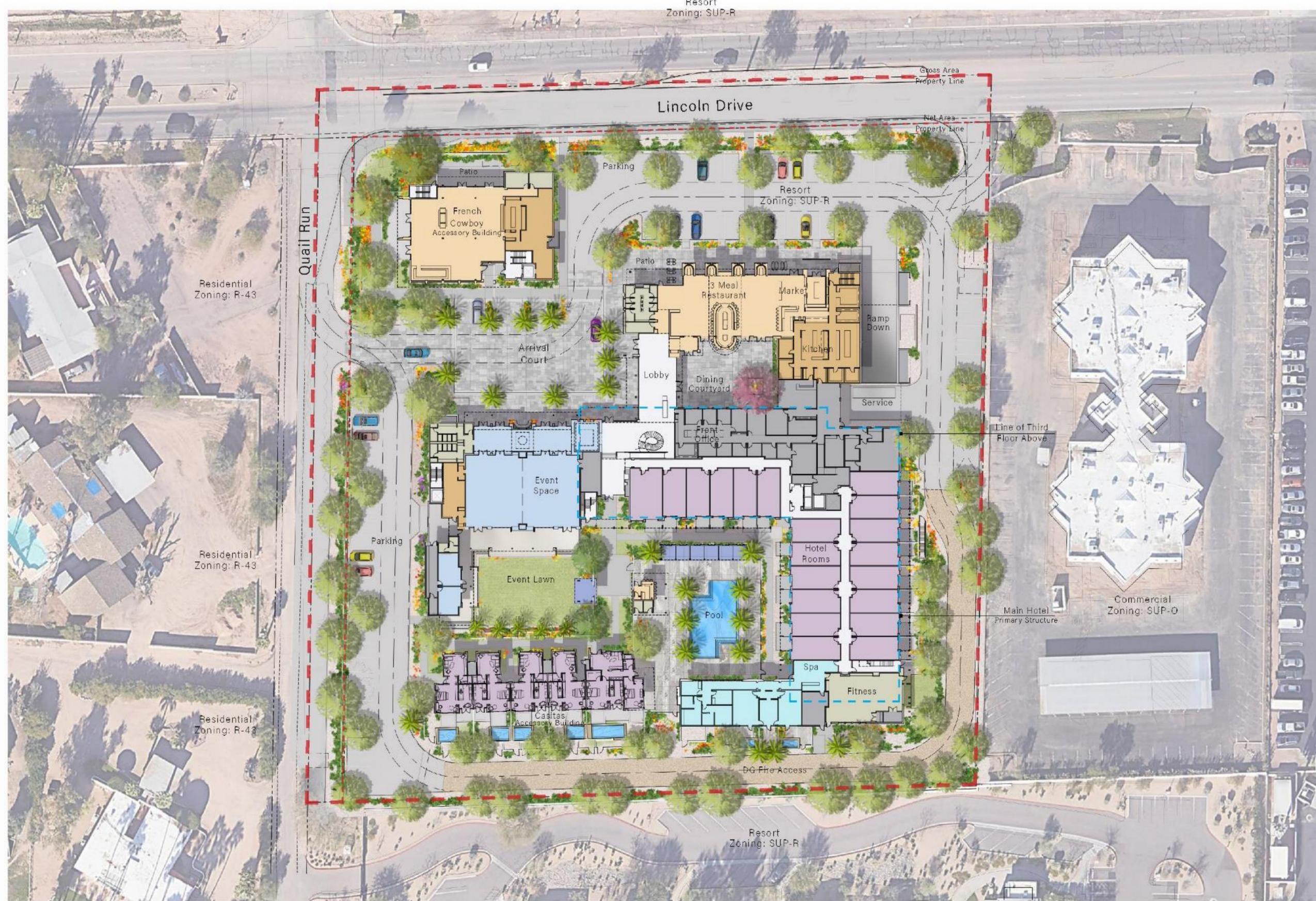
Proposal

The Living Room of Paradise Valley

Overview



- 82-guestroom, culinary-centric boutique luxury resort.
 - 77 guestrooms in main building
 - 5 single-story casitas with private plunge pools
- 4,600 SF event space with adjacent event lawn.
- 5,300 SF resort spa facility.
- Standalone fine-dining restaurant - The French Cowboy.
 - Speakeasy cocktail concept below restaurant.
- All-day restaurant, market, and bar attached to lobby with short-term surface parking and outdoor seating areas.
- Subterranean parking structure.
 - Restaurant back-of-house concealed underneath hotel.



Conceptual Project Data

Gross Site Area: 5.363 ac
 233,630 sf
 Net Site Area: 5.007 ac
 218,096 sf

Gross Area
 Level B1: 51,010 sf
 First Floor: 64,350 sf
 Second Floor: 26,120 sf
 Third Floor: 26,100 sf

Total Gross Area:
 167,580 sf

Total Gross Area Above
 Grade: 116,570 sf

Lot Coverage: (Gross Area)
 Allowable: 25% 58,408 sf
 Proposed: 27.5% 64,350 sf

Open Space: (Gross Area)
 Required Min 40%: 93,452 sf
 Provided: 41.2% 96,271 sf

Impervious Surfaces:
 Allowable: 60% 140,178sf
 Proposed: 58.8% 137,360sf

Room Count
 First Floor: 20 keys
 Second Floor: 32 keys
 Third Floor: 25 keys
 Casitas: 5 keys

Total Project Keys : 82 keys

Parking
 Level B1: 74 spaces
 First Floor: 69 spaces

Total Spaces Provided:
 143 spaces
 1.74 spaces per key

Color Key

- RESTROOMS
- FOOD & BEVERAGE
- KITCHEN
- BOH CIRCULATION
- BOH
- LOBBY/FOH CIRCULATION
- GUEST ROOMS
- BALLROOM
- SPA / FITNESS



Arrival Experience

- Primary entrance on Quail Run Road.
- Open, airy, palm tree-lined auto court flanked by The French Cowboy to the left (north) and event space to the right (south).
- Valet service for hotel guests, dining guests at French Cowboy, and event space visitors.
 - Subterranean parking area primarily for valet use.
- Limited surface parking available around west, north, and east perimeter.
- Secondary access/primary exit on Lincoln Drive utilizing shared access driveway with Lincoln Medical Plaza.





Lobby Restaurant, Market, and Bar

- All-day restaurant/café, market, and bar attached to lobby, oriented toward Lincoln Drive.
 - Three-meal restaurant
 - Cocktail bar/lounge
 - Market bistro with takeaway food options, wine, and café.
- North-facing patio and outdoor seating area and fireplace.
- Interior dining courtyard with outdoor bar seating.
- Convenient surface parking for short-duration visits.



The French Cowboy

- Fine dining, dinner-only restaurant concept developed by local chef/restaurantier Matt Carter (The Mission, Zinc Bistro, The Fat Ox).
- Prominently featured at the hard southeast corner of Lincoln Drive and Quail Run Road.
- Limited outdoor seating with patio oriented toward Lincoln Drive.
- Speakeasy cocktail bar concept underneath restaurant.

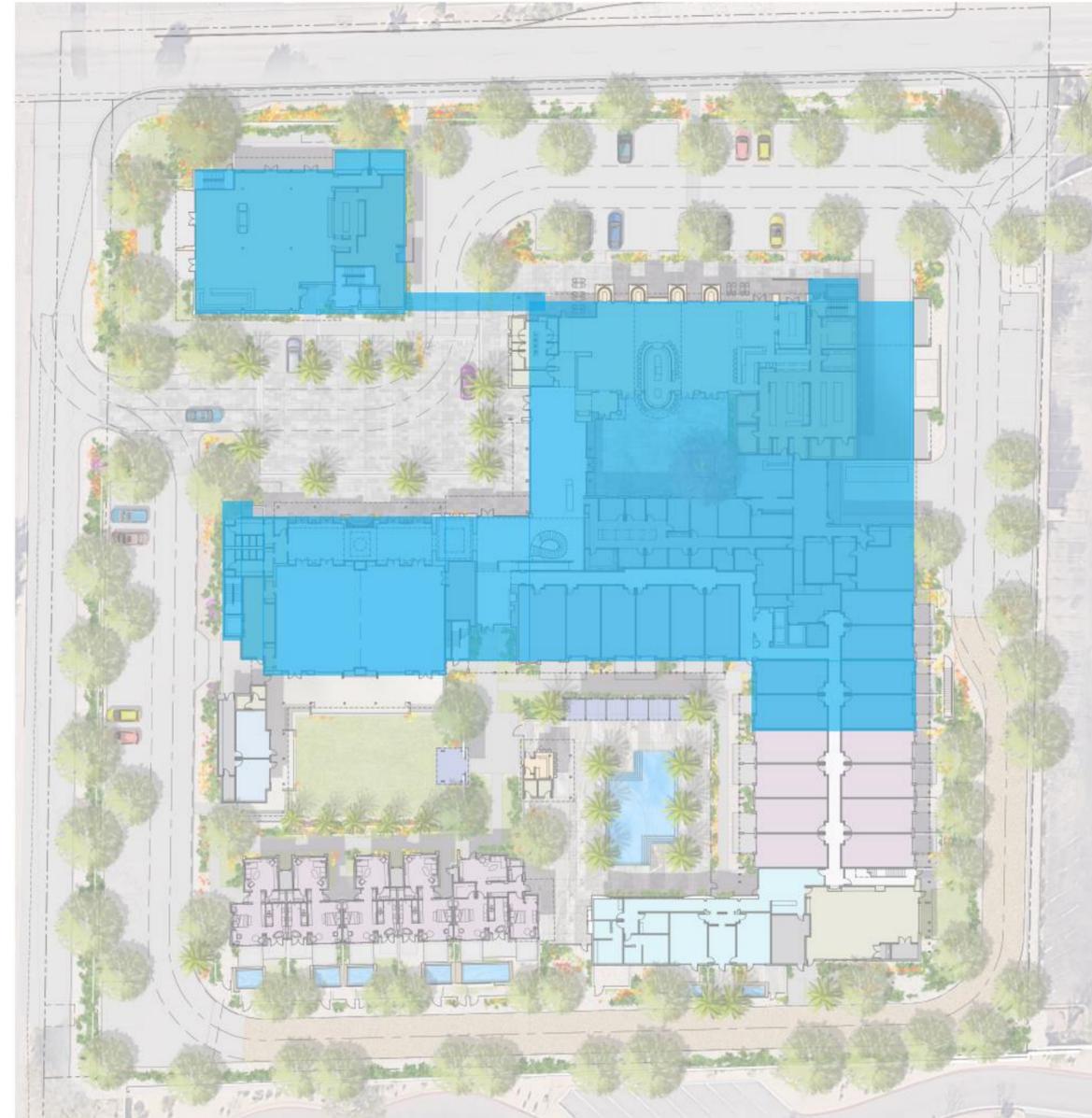
Main Building/Guest Accommodations

- Three-story main guestroom building with 77 keys, configured around guest pool area and outdoor event lawn.
- Five (5) single-story casitas with private plunge pools in southwest corner.
- Main guestroom building, resort spa, casitas, and event space encircle pool area and event lawn, screening the surrounding areas from resort activity and noise.

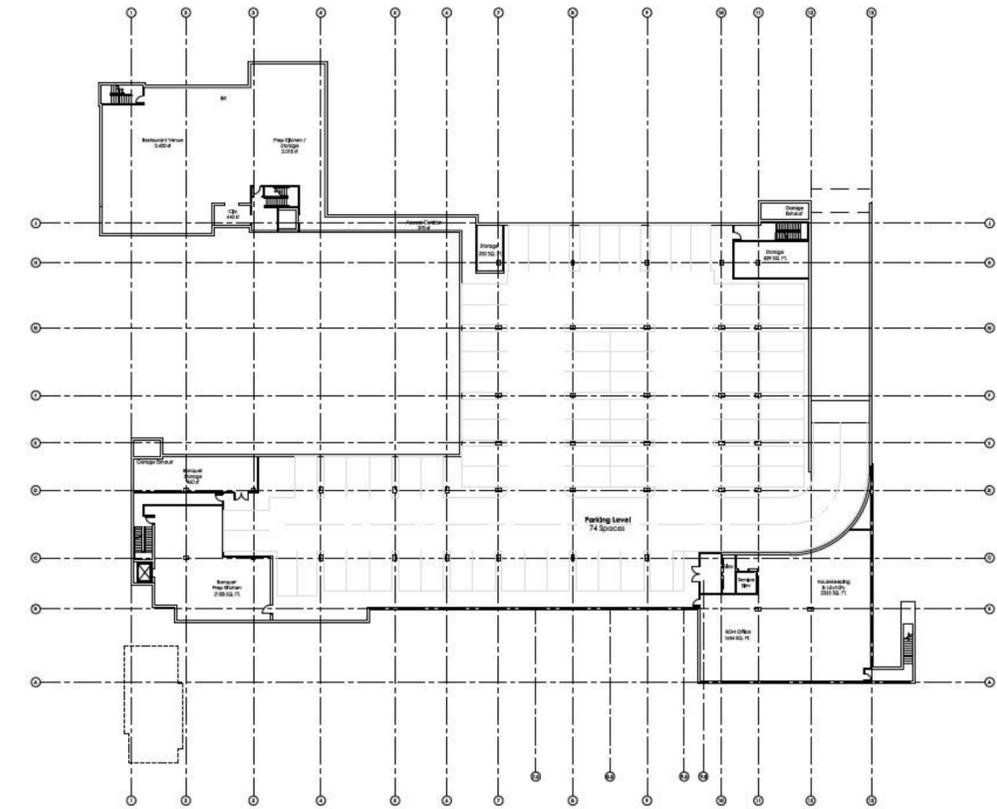


Parking

- Single-level subterranean parking structure underneath northern half of site.
 - Accessed via ramp adjacent to service bay on east end of site.
 - 74 total parking spaces, primarily for guest valet.
 - Back-of-house for restaurant operations.
- 69 surface parking spaces distributed along west, north, and east perimeter.



Below Grade Location Plan Conceptual Level B1



Level B1
Gross Area: 50,950 sf
Parking Spaces: 74 spaces

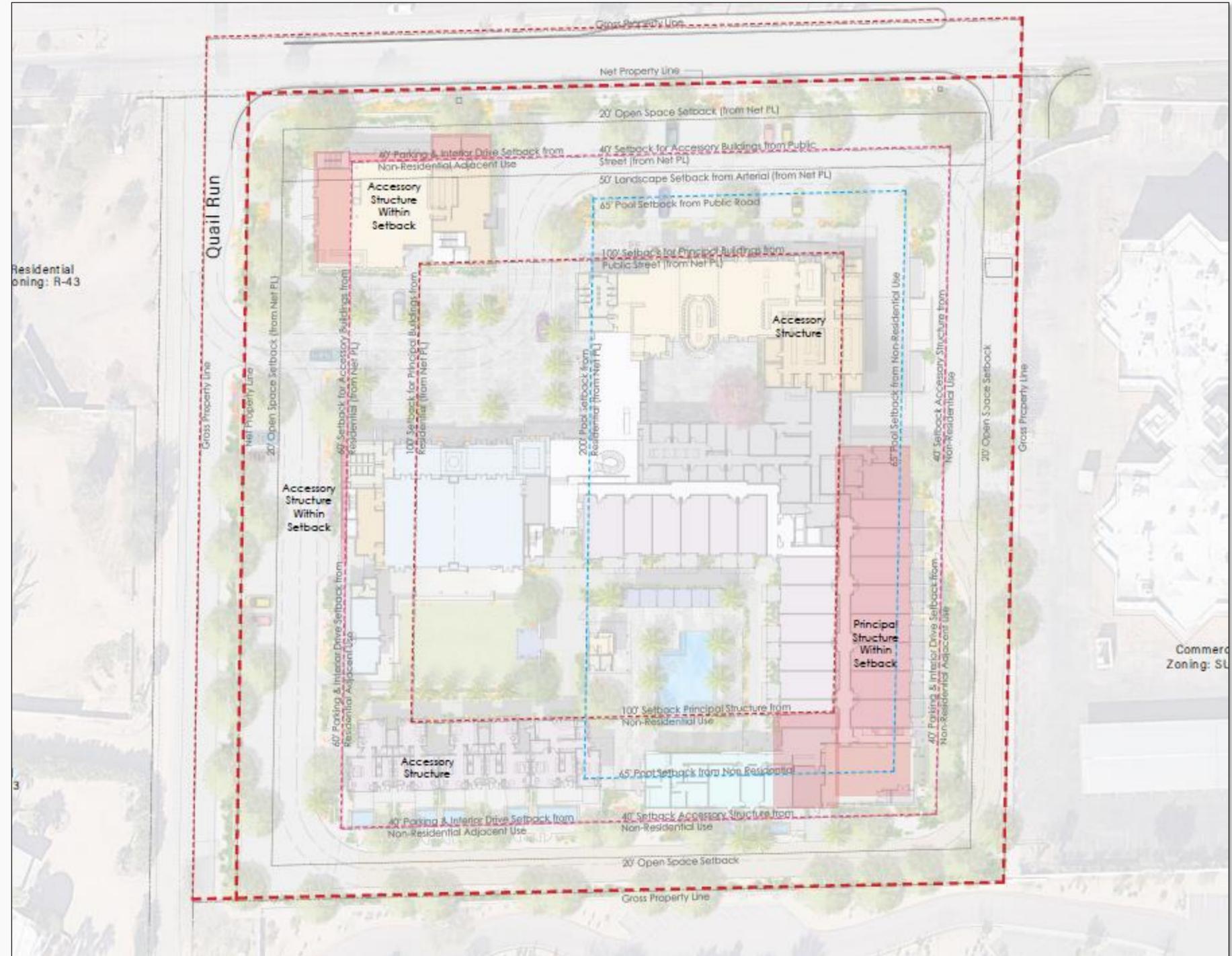
Building Height

- Project conforms to SUP Guidelines resort height maximum of 36 feet.
- All structures on-site limited to one story in height (14' to 22') with exception of main guestroom building.
 - Three-story, 36-foot-tall elements located in southeast corner of site.
 - Away from streets/residential and adjacent to other commercial development.
- Three-story element adjacent to ANdAZ resort stepped back with deep, landscaped balconies.



Setbacks/Open Space Criteria

- SUP Guidelines intended for minimum 20-acre resort site.
- Strict application of setbacks and Open Space Criteria to 5.36-acre site renders site practically undevelopable.
- Targeted relief from setbacks and Open Space Criteria necessary for a viable development:
 - Accessory structure setback relief for the French Cowboy.
 - Open Space Criteria step-back relief for third story of guestroom building in southeast corner.



Guestroom Density

- SUP Guideline of 1 guestroom/4,000 SF intended for minimum 20-acre site.
 - 10.89 guestrooms/acre.
- Strict application of SUP guidelines would limit site to 58 guestrooms.
 - Does not meet minimum viable keys for modern luxury resort/hotel operators.
- Proposed density consistent with other recent hotel development along Lincoln Corridor.
 - Appropriate level of density/intensity for site adjacent to other commercial/lodging development and in close proximity to Scottsdale Road.



Property	Hotel Acreage	Hotel Keys	Keys/Acre
Ritz-Carlton Hotel	19.09	215	11.35
SmokeTree (proposed)	5.36	82	15.30
Montelucia Hotel	19	293	15.42
Mountain Shadows Hotel	6.82	183/217	26.83/31.81

Summary

- Redevelopment of SmokeTree resort site with 82-guestroom luxury boutique resort on 5.36 gross acres.
- Designed for visitors, guests, and residents alike - the Living Room of Paradise Valley
- Culinary-centric design with fine dining concept, all-day restaurant/bar, and market bistro/café.
- Subterranean parking structure to improve open space and maximize efficiency of site.
- Thoughtful, contextually appropriate, targeted relief from SUP Guidelines mitigated by design.



QUESTIONS



WITHEY MORRIS BAUGH