



October 10, 2019

Taylor Robinson  
Geneva Holdings, LLC  
3620 East Campbell Ave, Suite B  
Phoenix, AZ 85018



**RE: *Parking Study for Smoketree Resort – Paradise Valley, Arizona***

Dear Mr. Robinson:

CivTech has been retained to prepare a parking study for Smoketree Resort which will be redeveloped. The site is located at 7101 E. Lincoln Drive, Scottsdale, AZ 85253; south of Lincoln Drive and east of Quail Run Road. The project is the first step in revitalizing the resort, which is currently operating in its existing condition.

The project is submitting for a Special Use Permit (SUP) within The Town of Paradise Valley. This SUP anticipates the preparation of a parking study prepared and sealed by a licensed engineer that will consider, among other things, internal capture and time-of-day usage. The information herein provides the parking requirements for the Smoketree Resort during its peak operations on a weekday and on a weekend. Peak operations are defined as the number of parking spaces required during the peak season when all of the resort uses are at full occupancy.

CivTech has completed a parking study to clarify any disparity between the number of spaces required and the number of spaces provided including a shared parking analysis. The results of this analysis are documented in this memorandum.

**PROPOSED DEVELOPMENT**

The proposed project will consist of a resort hotel with 122 dedicated resort hotel rooms. The 122 dedicated hotel rooms will be considered "hotel keys" under the Special Use Permit. The project also includes a standalone retail market restaurant and the resort hotel will include fitness and event/meeting amenities. The proposed development land uses and quantities are summarized within **Table 1**. The proposed project will provide 170 traditional parking spaces. An exhibit illustrating the provided parking is attached to the letter statement.

The project is proposed with 170 parking spaces available. When necessary, the resort will operate using a valet only scenario which provides 195 parking spaces.

**Table 1: Proposed Land Uses and Quantities**

(2) SUP	Land Use	Quantities
i.	Hotel Key	122 Keys
vi	Executive Office	250 SF
vi	HR/Accounting Office	250 SF
vi	Sales Office	250 SF
	(3) Front Desk	250 SF
vi	Misc Office	250 SF
iv.	(2) Pavilion	1,800 SF
iv.	(2) Event Lawn	4,000 SF
	(3) Valet/Bag+Bell	4,200 SF
	(3) Housekeeping	600 SF
iii.	Stand Alone Food and Beverage – Restaurant	2,100 SF
iii.	Guest Oriented Retail/Coffee – Restaurant	500 SF
v.	Guest Oriented Retail/Coffee – Retail	2,000 SF
vi.	Fitness	2,000 SF

(1) See Table 2 for category description.

(2) Pavilion not used simultaneously with the Event Lawn; therefore, the land use with the higher SF was used within the analysis.

(3) Areas considered back of house were not included in the parking generation.

### PARADISE VALLEY PARKING REQUIREMENTS

The Town of Paradise Valley provides for parking ratios in their Special Use Permit Guidelines. **Table 2** summarizes the parking ratio requirements for each component of a resort hotel.

**Table 2: Parking Requirements per the Town SUP Guidelines**

SUP	Category	Parking Requirement
i.	Each Hotel Key	1.2 spaces
iii.	Restaurant	1 space per 50 SF of net dining area
iv.	Meeting Rooms/Auditoriums/Group Assembly	1 space per two seats of public area (assumed to be 50 square feet)
v.	Retail	1 space per 300 SF of net sales area
vi.	Office/Service Establishment/Spa/Fitness/Sales Establishments	1 space per 300 SF of net occupied space

### INTERNAL CAPTURE – PARKING UTILIZATION

The determination of parking requirements for a resort should also consider the utilization of many uses within the resort by the same patron staying in the resort. To consider this, parking required for each use is prorated by assigning a percentage indicating the overlap from guests already staying within the resort (“onsite demand”) vs. drawing new trips (vehicles) from non-guests (“offsite demand”). All parking for guest rooms and employees were determined to be completely “off-site”. Parking generated by all other uses was assumed to be used by Resort occupants (“on-site”) and non-Resort occupants (“off-site”). Therefore, overlap percentages were applied to these uses to account for the “on-site” occupants who will already be parked as

part of the resort guest room rate or within the Smoketree Resort Residential units. This occurrence is known as internal capture. **Table 3** summarizes the internal capture reduction for each use based on conversation with the developer and internal capture rates applied at other resorts within the Town.

**Table 3: Internal Capture Reduction**

SUP	Category	Internal Capture Reduction
i.	Guest unit	0%
ii.	Restaurant-Stand Alone	60%
iii.	Restaurant- Guest Oriented	50%
iv.	*Meeting Rooms	50%
v.	Retail - Guest Oriented	50%
vi-a.	Office/Service Area-Employee	0%
vi-b.	Office/Service Area-Public	100%
vi-c.	Office/Service Area-Fitness	90%

*\* Pavilion not used simultaneously with the Event Lawn; therefore, the land use with the higher SF was used within the analysis.*

A detailed summary of the parking demand based on the requirements within the Town’s Special Use Permit Guidelines and the applied internal capture for each use is shown in the Attachments. **Table 4** summarizes the parking demand per land use.

**Table 4: Parking Demand Summary per Town of PV SUP Guidelines**

Category	Parking Demand with Internal Capture Reduction	Parking Demand with Internal Capture Reduction Rounded Up <sup>(1)</sup>
Resort Keys	146.40	147
Resort Employee Office	3.33	4
Resort Meeting/Banquet Space	42.00	42
Resort Food & Beverage	16.80	17
Resort Fitness	0.67	1
Resort Retail	8.33	9
<b>TOTAL</b>	-	<b>220</b>

*(1) Each calculated value should be rounded up to a full parking space because there cannot be part of a required space for a vehicle to park.*

Per Paradise Valley’s SUP Guidelines and applied reductions using the internal capture established with the Town on previous resort projects, the proposed Smoketree resort has a total parking demand of 220 parking spaces. This parking demand does not account for shared parking. A shared parking analysis has been conducted and is described in the following section.

**SHARED PARKING ANALYSIS**

For projects with a variety of land uses, the parking demand for each land use would peak at different hours. Therefore, the actual number of spaces needed at a given hour is less than cumulative parking demand. *Shared Parking* Urban Land Institute [ULI] describes shared

“Shared parking is defined as a parking space that can be used to serve two or more individual land uses without conflict or encroachment. The opportunity to implement shared parking is the result of two conditions:

- Variations in the peak accumulation of parked vehicles as the result of different activity patterns of adjacent or nearby land uses (by hour, by day, by season)
- Relationships among land use activities that result in people’s attraction to two or more land uses on a single auto trip to a given area or development”

Parking hourly percentages have been established for the weekday and weekend for the different land uses within the proposed Smoketree Resort project. *ITE Parking Generation* manual is the primary source for the hourly percentages. Hourly percentages from *ITE Parking Generation, 4<sup>th</sup> Edition* were utilized when available. Assumptions were utilized to reference percentage provided by ITE for the resort employee/office space. To help clarify how the hotel resort office will be operating, information was obtained by the developer suggesting the office will be occupied from 9AM to 3PM. Hourly percentages from *ITE Parking Generation, 4<sup>th</sup> Edition* ITE Code 701 (Office, Weekday) have been utilized in previously approved parking study’s for other resorts in Paradise Valley. However, to satisfy the concern of office occupancy outside of the typical percentage provided by ITE, the hourly percentages were adjusted to park 100% during the employee operation hours and while ensuring some office spaces would be available after hours. The sources utilized for the hourly percentages in the shared parking model are summarized in **Table 5**.

**Table 5: Hourly Percentages utilized for the Shared Parking Model**

Land Use	Source for Hourly Percentages
Resort Guest Rooms	Hourly percentages are from <i>ITE Parking Generation, 4<sup>th</sup> Edition</i> for ITE Code 310 (Hotel, Suburban).
Resort Employee/ Office	<i>ITE Parking Generation, 4<sup>th</sup> Edition</i> ITE Code 701 (Office, Weekday) modified to ensure at least 1 available space after typical work hours.
Off-site Restaurant	Hourly percentages are from <i>ITE Parking Generation, 4<sup>th</sup> Edition</i> for ITE Code 932 (High-Turnover Sit-Down Restaurant, Family Restaurant)
Resort Meetings/Conference	<i>ITE Parking Generation, 4<sup>th</sup> Edition</i> does not provide hourly percentages for conference/meeting space. Hourly percentages from <i>Urban Land Institute's Shared Parking, 2<sup>nd</sup> Edition</i> for Hotel Conference/Banquet were utilized.
Resort Fitness	Hourly percentages are from <i>ITE Parking Generation, 4<sup>th</sup> Edition</i> for ITE Code 492 (Health/Fitness Club).

Detailed worksheets with the shared parking analyses for the weekday and weekend are included as attachments to this letter statement.

To help validate the increased parking due to valet only operations, a valet plan was provided by Epic Valet. Their valet provided on a previous plan with 160 total spaces plan indicated the

ability to park 189 spaces including the 6 ADA spaces, validating that 15 percent increase to the available parking is achievable. This suggests that the 15 percent increase for valet can be applied to the new site plan as well. With the increase of 15 percent applied to the current plan, estimating the number of valet spaces that could be provided, increases the available parking to 195 parking spaces [(170) x 1.15].

During the peak demand, the resort will operate in a valet only scenario which provides 195 parking spaces. Per the analysis, the peak parking demand on a weekday is estimated to be 184 spaces at 9:00 PM, resulting in a surplus of 11 parking spaces. The peak parking demand on the weekend is estimated to be 182 spaces at 12:00 PM, resulting in a surplus of 13 parking space.

While the current plan indicates there will be 195 parking spaces available when operating in a valet only mode, there is also an option to share parking with other adjacent uses that may not need parking when the resort reaches its peak demand. The shared parking results are summarized within **Table 6**.

**Table 6: Peak Shared Parking Results**

Scenario	Weekday Peak Time	Excess Weekday Spaces	Weekend Peak Time	Excess Weekend Spaces
Non-valet	9:00 PM	-14	12:00 AM	-12
Valet-only	9:00 PM	11	12:00 AM	13

**HOTEL OCCUPANCY HISTORY**

Data compiled from Smith Research Travel for Paradise Valley hotels include historical occupancy rates from 2009 to May 2015. A table with the data is included as an attachment. Per the table, the maximum occupancy occurred in March 2013 and was 92.7%. March is historically the highest month with an average of 86.9% over the 7 years of data. The data also include average occupancy rates per the day of week. February and March are the only months that had a day of week average occupancy greater than 90%. In February, it was only on Wednesday (91%). March had average occupancies of 91.6%, 94.0%, and 92.0% on Wednesday, Thursday and Saturday respectively. Therefore, the occupancy on the remaining days of the year is expected to be less than 90% with a 61% average occupancy during the summer months (June through September). The shared parking analysis is based on 100% occupancy, and therefore represents the worst-case scenario.

**PARKING TRENDS – DRIVE IN RATE**

Many travelers to resorts are opting to use ride services such as Uber and Lyft in addition to Taxi’s. Ride hailing services have become more predictable and easier to use. As a greater shift in personal travel is switching to ride hailing, the need for parking spaces at retail, hotel, and other venues is decreasing. While there is no specific rate for the number of travelers which choose ride hailing, most resorts suggest that it could be as high as 30-40 percent. Data collected at the Biltmore Resort suggests that 40 percent of their patrons arrive via ride hailing services. Just over 25 percent of the patrons of the Phoenician Resort arrive via ride hailing services. While the long-term trend indicates that fewer patrons will drive and park, opting for other ride hailing services, it is difficult to predict the percentage reduction in parking. To be conservative, a reduction to the parking rate will not be considered within this study.

## CONCLUSIONS

- The proposed project will consist of a resort hotel with 122 keys (unit), a restaurant in a standalone building and a retail/coffee area in a standalone building. The resort hotel will include fitness and event/meeting amenities.
- The Pavilion will not be used simultaneously with the Event Lawn; therefore, the land use with the higher SF was used within the analysis.
- On-site parking will provide 170 parking spaces excluding ADA required parking spaces. An exhibit illustrating the provided parking is attached.
- A valet plan prepared for the previous Smoketree Resort site plan showing 160 parking spaces indicates the ability to park 189 spaces including the 6 ADA spaces, validating that 15 percent increase to the available parking is achievable. This suggests that the 15 percent increase for valet can be applied to the new site plan as well. With the increase of 15 percent applied to the current plan, the number of valet spaces that could be provided is 195 parking spaces  $[(170) \times 1.15]$ .
- Per Paradise Valley's SUP Guidelines with internal capture reductions and the shared parking analysis, the peak parking demand on a weekday is estimated to be 184 spaces at 9:00 PM, resulting in a surplus of 11 parking spaces in the valet only scenario. The peak parking demand on the weekend is estimated to be 182 at 12:00 PM, resulting in a surplus of 13 parking spaces in the valet only scenario.
- A valet service is required during the peak event to meet the parking demand. The peak event assumes full occupancy of the hotel. During non-event/non-peak times, the resort will provide sufficient parking to meet its demand. The hotel will know in advance when it will be at full occupancy and transition into valet only 24 hours before.
- Using a valet only operation to meet peak demand will allow the Smoketree Resort to respond to the anticipated change in parking rates over time without overbuilding parking. Parking rates for all uses are declining and are predicted to continue to decline with rideshare options such as Uber and Lyft.
- The typical monthly and daily occupancies will not necessitate a 100% valet operation.
- While the long-term trend indicates that fewer patrons will drive and park, opting for other ride hailing services, it is difficult to predict the percentage reduction in parking from these users. To be conservative, a reduction to the parking rate for ride hail services was not be considered within this study.

Should you wish to discuss this information further, please contact me at (480) 659-4250.

Sincerely,

**CivTech**



Dawn D. Cartier, P.E., PTOE  
Project Engineer

Attachments:

Parking Demand  
Shared Parking Analysis  
Valet Parking Exhibit  
Occupancy Data  
ITE Parking Generation Rate - Hotel

**Table 1 (excerpted from Town of Paradise Valley SUP Guidelines & ITE Parking Generation, 4th Ed.)**

SUP	Category	Parking Requirement
i.	Each Hotel Key**	1.20 spaces
iii.	Restaurant	1 space per 50 SF of net dining area
iv.	Meeting Rooms/Auditoriums/Group Assembly	1 space per two seats of public area (assumed to be 50 square feet)
v.	Retail	1 space per 300 SF of net sales area
vi.	Office/Service Establishment /Spa/Fitness/Sales Establishments	1 space per 300 SF of net occupied space

*\*A dwelling unit is any Resort Unit that is not a Hotel Key.*

*\*\* Revised parking rate providing 0.8 guest spaces/key and 0.25 employee spaces/key*

**Table 2 (excerpted from similar resorts in the Town of Paradise Valley)**

SUP	Category	Internal Capture Reduction
i.	Guest unit	0%
ii.	Restaurant-stand alone	60%
iii.	Restaurant-separate building	50%
iv.	Meeting Rooms	50%
v.	Retail - guest	50%
vi-a.	Office/Service Area-Employee	0%
vi-b.	Office/Service Area-Public	100%
vi-c.	Office/Service Area-Spa/Fitness	90%

SUP	CATEGORY	Parking Requirement <sup>(1)</sup>		Keys/Units	NET INTERIOR (SF)	Internal Capture <sup>(2)</sup>	Net Parking Spaces after Internal Capture Reduction
<b>Hotel</b>							
i	Guestrooms	1.20 spaces per	1 Unit	122		0%	146.40
<b>Total</b>				<b>122</b>			<b>147.00</b>
<b>Administrative</b>							
vi-a	Executive Office	1 spaces per	300 SF	-	250	0%	0.83
vi-a	HR/Accounting Office	1 spaces per	300 SF	-	250	0%	0.83
vi-a	Sales Office	1 spaces per	300 SF	-	250	0%	0.83
	Front Desk	1 spaces per	300 SF	-	250	100%	0.00
vi-a	Misc Office	1 spaces per	300 SF	-	250	0%	0.83
<b>Total</b>				<b>0</b>	<b>1,250</b>		<b>4.00</b>
<b>Lobby/Public Areas</b>							
	Lobby	0 spaces per	0 SF	-	1,800	0%	0.00
<b>Total</b>				<b>0</b>	<b>1,800</b>		<b>0.00</b>
<b>Meeting Space</b>							
iv	Pavilion	1 spaces per	50 SF	-	4,000	100%	0.00
<b>Total</b>				<b>0</b>	<b>4,000</b>		<b>0.00</b>
<b>Outdoor Event Space (100% capture rate, since it's used in conjunction with meeting space)</b>							
iv	Event Lawn - Venue 1	1 spaces per	50 SF	-	4,200	50%	42.00
<b>Total</b>				<b>0</b>	<b>4,200</b>		<b>42.00</b>
<b>Back of House</b>							
	Valet/Bag+Bell	0 spaces per	0 SF	-	600	0%	0.00
	Housekeeping	0 spaces per	0 SF	-	2,300	0%	0.00
<b>Total</b>				<b>0</b>	<b>2,900</b>		<b>0.00</b>
<b>Guest Oriented Food and Beverage</b>							
iii	Restaurant	1 spaces per	50 SF	-	2,100	60%	16.80
<b>Total</b>				<b>0</b>	<b>2,100</b>		<b>17.00</b>
<b>Stand Alone Retail/Coffee</b>							
iii	Restaurant	1 spaces per	50 SF	-	500	50%	5.00
v	Retail	1 spaces per	300 SF	-	2,000	50%	3.33
<b>Total</b>				<b>0</b>	<b>2,500</b>		<b>9.00</b>
<b>Fitness</b>							
vi	Fitness	1 spaces per	300 SF	-	2,000	90%	0.67
<b>Total</b>				<b>0</b>	<b>2,000</b>		<b>1.00</b>
<b>GRAND TOTAL</b>							<b>220</b>

1. Parking Ratios from Table 1 of Town of Paradise Valley Ordinance & Revised rates per ITE Parking Generation

2. Internal Capture Percentages from other similar operating resorts

18-0550

PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY

Land Use	Hotel Guest Rooms <sup>(1)</sup>		Hotel Restaurant <sup>(2)</sup>		Hotel Employee/ Office <sup>(3)</sup>		Stand Alone Restaurant <sup>(4)</sup>		Stand Alone Retail <sup>(5)</sup>		Event Space (Wedding Lawn & Event Deck) <sup>(6)</sup>		Hotel Fitness <sup>(6)</sup>		NET Parking Demand	Parking available at full occupancy and peak events (no valet)	Parking Surplus/ Shortage at full occupancy (no valet)	Parking available at full occupancy and peak events with Valet (170*1.15=195 spaces including valet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
	Parking Demand	147.00	17.00		4.00		5.00		4.00		42.00		1.00		220				
Time of Day	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	PEAK Parking Demand				
6:00 AM	100%	147.00	0%	0.00	25%	1.00	26%	1.30	0%	0.00	0%	0.00	20%	0.20	150	170	20	195	45
7:00 AM	96%	141.12	10%	1.70	50%	2.00	44%	2.20	4%	0.16	0%	0.00	20%	0.20	148	170	22	195	47
8:00 AM	90%	132.30	30%	5.10	75%	3.00	57%	2.85	20%	0.80	30%	12.60	20%	0.20	157	170	13	195	38
9:00 AM	87%	127.89	10%	1.70	100%	4.00	76%	3.80	53%	2.12	60%	25.20	26%	0.26	163	170	7	195	32
10:00 AM	82%	120.54	10%	1.70	100%	4.00	85%	4.25	55%	2.20	60%	25.20	51%	0.51	157	170	13	195	38
11:00 AM	77%	113.19	5%	0.85	100%	4.00	92%	4.60	56%	2.24	60%	25.20	48%	0.48	149	170	21	195	46
12:00 PM	77%	113.19	100%	17.00	100%	4.00	100%	5.00	67%	2.68	65%	27.30	42%	0.42	167	170	3	195	28
1:00 PM	75%	110.25	100%	17.00	100%	4.00	90%	4.50	69%	2.76	65%	27.30	47%	0.47	164	170	6	195	31
2:00 PM	73%	107.31	33%	5.61	100%	4.00	53%	2.65	80%	3.20	65%	27.30	38%	0.38	148	170	22	195	47
3:00 PM	70%	102.90	10%	1.70	100%	4.00	42%	2.10	67%	2.68	65%	27.30	41%	0.41	139	170	31	195	56
4:00 PM	71%	104.37	10%	1.70	75%	3.00	42%	2.10	68%	2.72	65%	27.30	61%	0.61	140	170	30	195	55
5:00 PM	70%	102.90	30%	5.10	50%	2.00	76%	3.80	100%	4.00	65%	27.30	84%	0.84	142	170	28	195	53
6:00 PM	74%	108.78	55%	9.35	50%	2.00	83%	4.15	87%	3.48	100%	42.00	91%	0.91	168	170	2	195	27
7:00 PM	75%	110.25	60%	10.20	50%	2.00	63%	3.15	48%	1.92	100%	42.00	100%	1.00	169	170	1	195	26
8:00 PM	79%	116.13	70%	11.90	50%	2.00	66%	3.30	37%	1.48	100%	42.00	50%	0.50	176	170	-6	195	19
<b>9:00 PM</b>	<b>85%</b>	<b>124.95</b>	<b>67%</b>	<b>11.39</b>	<b>50%</b>	<b>2.00</b>	<b>63%</b>	<b>3.15</b>	<b>29%</b>	<b>1.16</b>	<b>100%</b>	<b>42.00</b>	<b>0%</b>	<b>0.00</b>	<b>184</b>	<b>170</b>	<b>-14</b>	<b>195</b>	<b>11</b>
10:00 PM	87%	127.89	60%	10.20	25%	1.00	48%	2.40	10%	0.40	50%	21.00	0%	0.00	163	170	7	195	32
11:00 PM	97%	142.59	40%	6.80	25%	1.00	44%	2.20	0%	0.00	0%	0.00	0%	0.00	153	170	17	195	42
MIDNIGHT	100%	147.00	30%	5.10	25%	1.00	0%	0.00	0%	0.00	0%	0.00	0%	0.00	154	170	16	195	41

184.00 -14.00 11.00

- ITE Parking Generation, 4th Edition does not provide hourly percentages for a Hotel Restaurant. Hourly percentages from Urban Land Institute's Shared Parking, 2nd Edition for Hotel Restaurant/Lounge were utilized.
- Hourly percentages are assumed based on an estimate the developer provided regarding operation hours for the employees.
- Hourly percentages are from ITE Parking Generation, 4th Edition for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekday at a Family Restaurant)
- Hourly percentages are from ITE Parking Generation, 4th Edition for ITE Code 814 (Variety Store)
- Hourly percentages are from ITE Parking Generation, 4th Edition for ITE Code 492 (Health/Fitness Club, Weekday).
- Hourly percentages from Urban Land Institute's Shared Parking, 2nd Edition for Hotel Employees were utilized.
- 30 spaces are allotted for employees from 8-5 resulting in 150 spaces available (180-30=150). 18 spaces are allotted the other hours, resulting in 162 spaces available (180-18=162). Employees peak during the day on a weekday.

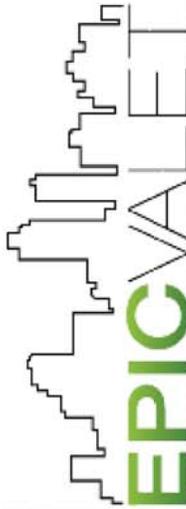
18-0550

PEAK USE SHARED PARKING CALCULATIONS-WEEKEND

Land Use	Hotel Guest Rooms <sup>(1)</sup>		Hotel Restaurant <sup>(2)</sup>		Hotel Employee/ Office <sup>(3)</sup>		Stand Alone Restaurant <sup>(4)</sup>		Stand Alone Retail <sup>(5)</sup>		Event Space (Wedding Lawn & Event Deck) <sup>(6)</sup>		Hotel Fitness <sup>(6)</sup>		NET Parking Demand	Parking available at full occupancy and peak events (no valet)	Parking Surplus/ Shortage at full occupancy (no valet)	Parking available at full occupancy and peak events with Valet (170*1.15=195 spaces including valet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
	Parking Demand	147.00	17.00	4.00	5.00	4.00	42.00	1.00	220										
Time of Day	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	% of Peak	# of Spaces	PEAK Parking Demand				
6:00 AM	100%	147.00	0%	0.00	25%	1.00	20%	1.00	0%	0.00	0%	0.00	0%	0.00	149	170	21	195	46
7:00 AM	96%	141.12	10%	1.70	50%	2.00	30%	1.50	4%	0.16	0%	0.00	0%	0.00	147	170	23	195	48
8:00 AM	90%	132.30	30%	5.10	75%	3.00	51%	2.55	20%	0.80	50%	21.00	76%	0.76	165	170	5	195	30
9:00 AM	87%	127.89	10%	1.70	100%	4.00	73%	3.65	53%	2.12	100%	42.00	94%	0.94	181	170	-11	195	14
10:00 AM	82%	120.54	10%	1.70	100%	4.00	94%	4.70	55%	2.20	100%	42.00	95%	0.95	174	170	-4	195	21
11:00 AM	77%	113.19	5%	0.85	100%	4.00	100%	5.00	56%	2.24	100%	42.00	100%	1.00	167	170	3	195	28
<b>12:00 PM</b>	<b>77%</b>	<b>113.19</b>	<b>100%</b>	<b>17.00</b>	<b>100%</b>	<b>4.00</b>	<b>93%</b>	<b>4.65</b>	<b>67%</b>	<b>2.68</b>	<b>100%</b>	<b>42.00</b>	<b>87%</b>	<b>0.87</b>	<b>182</b>	<b>170</b>	<b>-12</b>	<b>195</b>	<b>13</b>
1:00 PM	75%	110.25	100%	17.00	100%	4.00	84%	4.20	69%	2.76	100%	42.00	82%	0.82	179	170	-9	195	16
2:00 PM	73%	107.31	33%	5.61	100%	4.00	63%	3.15	80%	3.20	100%	42.00	78%	0.78	163	170	7	195	32
3:00 PM	70%	102.90	10%	1.70	100%	4.00	39%	1.95	67%	2.68	100%	42.00	73%	0.73	154	170	16	195	41
4:00 PM	71%	104.37	10%	1.70	75%	3.00	48%	2.40	68%	2.72	100%	42.00	77%	0.77	155	170	15	195	40
5:00 PM	70%	102.90	30%	5.10	50%	2.00	55%	2.75	100%	4.00	80%	33.60	72%	0.72	148	170	22	195	47
6:00 PM	74%	108.78	55%	9.35	50%	2.00	63%	3.15	87%	3.48	80%	33.60	68%	0.68	158	170	12	195	37
7:00 PM	75%	110.25	60%	10.20	50%	2.00	74%	3.70	48%	1.92	80%	33.60	94%	0.94	161	170	9	195	34
8:00 PM	79%	116.13	70%	11.90	50%	2.00	55%	2.75	37%	1.48	80%	33.60	0%	0.00	167	170	3	195	28
9:00 PM	85%	124.95	67%	11.39	50%	2.00	39%	1.95	29%	1.16	80%	33.60	0%	0.00	174	170	-4	195	21
10:00 PM	87%	127.89	60%	10.20	25%	1.00	40%	2.00	10%	0.40	25%	10.50	0%	0.00	152	170	18	195	43
11:00 PM	97%	142.59	40%	6.80	25%	1.00	53%	2.65	0%	0.00	0%	0.00	0%	0.00	154	170	16	195	41
MIDNIGHT	100%	147.00	30%	5.10	25%	1.00	0%	0.00	0%	0.00	0%	0.00	0%	0.00	154	170	16	195	41

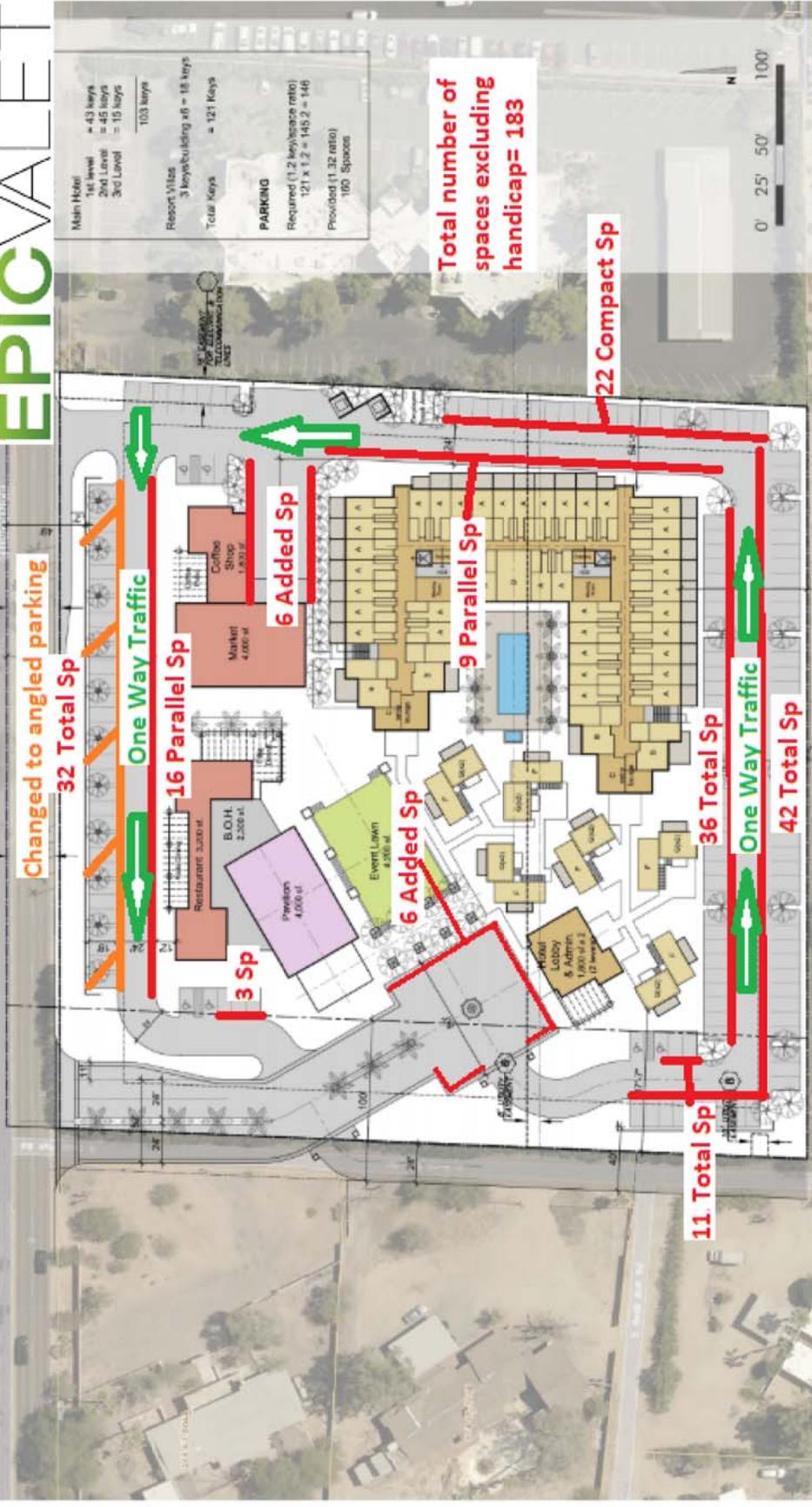
182.00 -12.00 13.00

- Hourly percentages are from *ITE Parking Generation, 4th Edition* for ITE Code 310 (Hotel, Weekday Suburban. Weekend data)
- ITE Parking Generation, 4th Edition* does not provide hourly percentages for a Hotel Restaurant. Hourly percentages from *Urban Land Institute's Shared Parking, 2nd Edition* for Hotel Restaurant/Lounge were utilized.
- Hourly percentages are from *ITE Parking Generation, 4th Edition* for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekday at a Family Restaurant)
- Hourly percentages are from *ITE Parking Generation, 4th Edition* for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekend at a Family Restaurant)
- Hourly percentages are from *ITE Parking Generation, 4th Edition* for ITE Code 814 (Variety Store)
- Hourly percentages are from *ITE Parking Generation, 4th Edition* for ITE Code 492 (Health/Fitness Club, Weekend).
- Hourly percentages from *Urban Land Institute's Shared Parking, 2nd Edition* for Hotel Employees were utilized.
- 30 spaces are allotted for employees from 8-5 resulting in 150 spaces available (180-30=150). 18 spaces are allotted the other hours, resulting in 162 spaces available (180-18=162). Employees peak during the day on a weekday.



<b>Main Hotel</b>	43 keys
1st Level	45 keys
2nd Level	15 keys
3rd Level	103 keys
<b>Resort Villas</b>	3 key/building x 6 = 18 keys
<b>Total Keys</b>	= 121 Keys
<b>PARKING</b>	
Required (1.2 key/lease ratio)	121 x 1.2 = 145.2 = 146
Provided (1.32 ratio)	160 Spaces

**Total number of spaces excluding handicap= 183**



Smoketree Resort  
Occupancy by Month and Day of Week

Occupancy (%) -- Paradise Valley Resorts per Smith Travel Research												
	January	February	March	April	May	June	July	August	September	October	November	December
2009	59.2	66.0	77.9	67.6	70.8	57.7	52.1	54.5	58.7	69.3	68.4	58.6
2010	74.4	80.9	88.0	79.3	71.4	66.4	51.6	53.8	61.4	74.9	75.3	54.2
2011	74.0	81.6	89.0	82.7	70.5	65.5	59.0	56.8	61.4	68.0	72.8	56.6
2012	74.2	82.7	90.2	75.6	69.6	68.0	54.2	70.2	61.6	74.2	67.6	56.7
2013	79.8	83.4	92.7	84.4	73.2	69.8	58.2	61.1	64.1	74.2	74.2	63.2
2014	69.1	82.0	83.0	76.8	72.7	65.9	63.0	66.8	65.8	73.8	69.3	60.7
2015	73.9	82.6	87.7	80.8	73.2							
<b>Avg</b>	72.1	79.9	86.9	78.2	71.7	65.5	56.4	60.6	62.2	72.4	71.3	58.3

Resort Parking	January	February	March	April	May	June	July	August	September	October	November	December
@ 100% Occupancy	220	220	220	220	220	220	220	220	220	220	220	220
w/ Driver Rate @ 50%	110	110	110	110	110	110	110	110	110	110	110	110
@ Avg. Occupancy	158	175	191	172	157	144	124	133	137	159	156	128
w/ Driver Rate @ 50%*	79	88	95	86	79	72	62	66	68	80	78	64

Occupancy (%) -- Paradise Valley Resorts per Smith Travel Research								
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Jun - 14	47.0	63.1	75.7	73.3	65.2	69.6	72.7	65.9
Jul - 14	46.1	59.3	64.5	62.2	61.6	70.9	76.1	63.0
Aug - 14	54.9	63.5	69.1	66.2	61.3	70.9	80.1	66.8
Sep - 14	55.6	65.5	70.9	69.5	65.5	63.1	68.9	65.8
Oct - 14	55.4	77.1	82.8	77.0	71.8	73.9	78.1	73.8
Nov - 14	48.5	63.3	68.5	79.3	78.7	79.3	72.1	69.3
Dec - 14	54.5	55.1	59.3	66.9	60.8	60.8	67.9	60.7
Jan - 15	55.4	70.3	81.7	87.5	80.0	72.1	70.0	73.9
Feb - 15	78.6	76.7	86.8	91.0	86.4	80.9	77.5	82.6
Mar - 15	79.1	84.0	88.7	91.6	94.0	87.3	92.1	87.7
Apr - 15	61.6	83.2	88.7	86.3	83.3	78.1	82.2	80.8
May - 15	64.9	69.8	77.3	72.5	67.9	77.7	81.1	73.2
<b>Total Year</b>	<b>58.5</b>	<b>69.1</b>	<b>75.8</b>	<b>76.7</b>	<b>73.1</b>	<b>73.7</b>	<b>76.5</b>	<b>71.9</b>

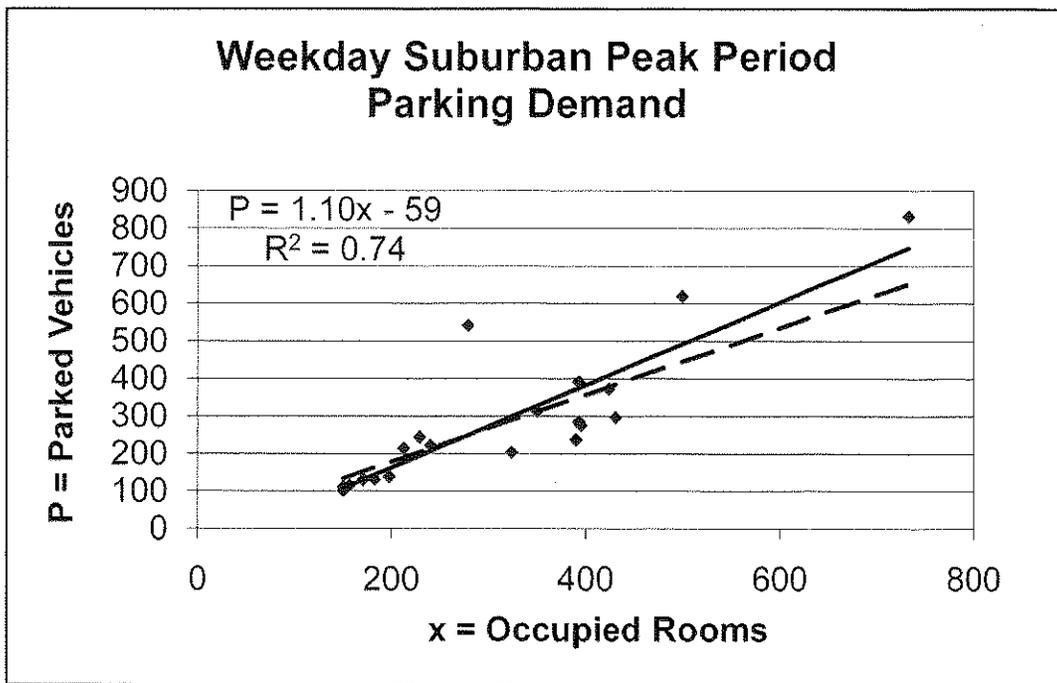
Resort Parking	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
@ 100% Occupancy	220	220	220	220	220	220	220	220
w/ Driver Rate @ 50%	110	110	110	110	110	110	110	110
@ Avg. Occupancy	128	152	166	168	161	162	168	158
w/ Driver Rate @ 50%*	64	76	83	84	80	81	84	79

\* The Sanctuary averages a 50% drive-in rate of occupied rooms.

# Land Use: 310 Hotel

**Average Peak Period Parking Demand vs. Occupied Rooms**  
**On a: Weekday**  
**Location: Suburban**

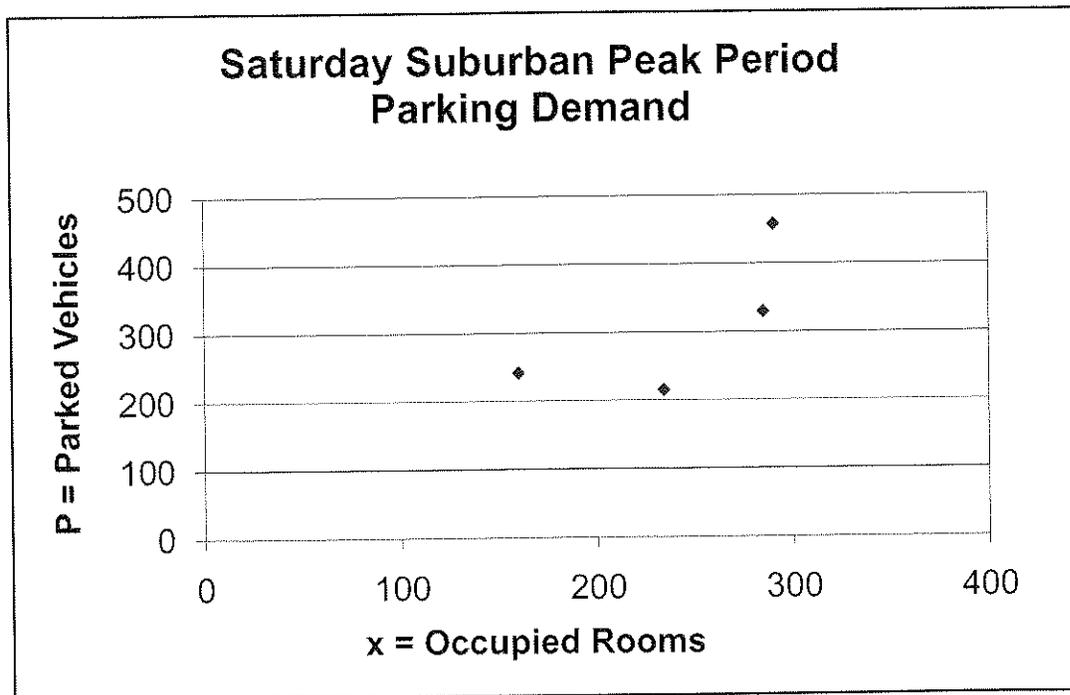
Statistic	Peak Period Demand
Peak Period	12:00–1:00 p.m.; 7:00–10:00 p.m.; 11:00 p.m.–5:00 a.m.
Number of Study Sites	20
Average Size of Study Sites	315 occupied rooms
Average Peak Period Parking Demand	0.89 vehicles per occupied room
Standard Deviation	0.31
Coefficient of Variation	35%
95% Confidence Interval	0.75–1.02 vehicles per occupied room
Range	0.61–1.94 vehicles per occupied room
85th Percentile	1.08 vehicles per occupied room
33rd Percentile	0.72 vehicles per occupied room



# Land Use: 310 Hotel

**Average Peak Period Parking Demand vs. Occupied Rooms  
On a: Saturday  
Location: Suburban**

Statistic	Peak Period Demand
Peak Period	7:00–8:00 p.m.; 9:00–10:00 p.m.
Number of Study Sites	4
Average Size of Study Sites	242 occupied rooms
Average Peak Period Parking Demand	1.20 vehicles per occupied room
Standard Deviation	0.31
Coefficient of Variation	26%
Range	0.92–1.57 vehicles per occupied room
85th Percentile	1.54 vehicles per occupied room
33rd Percentile	1.15 vehicles per occupied room



◆ Actual Data Points