



May 22, 2020

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.

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 determine the number of spaces required compared to the number of spaces provided at the resort. The results of this analysis are documented herein.

In addition, this parking study was reviewed by Walker Parking to determine if the internal capture and shared parking methodology applied met the industry standard of care and standard practice of application. The review indicates that Walker Parking's calculations result in slightly less parking demand than shown herein. It also states that "Based on our review of the January 2020 Parking Study, we have determined that the materials were prepared in a professional manner and follow (sic) applicable standards of care. The proposed parking supply is projected to exceed the Project's parking needs based on ITE and ULI methodologies and standards. The operational recommendations provided within the report are sound and follow industry best practices." Significantly, the peer review specifically concluded that the methodology used in the CivTech analysis was correct and indeed even somewhat conservative.

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 resort hotel also includes a stand-alone retail, market, restaurant, and coffee shop. The resorts hotel will include fitness and event/meeting amenities within the primary resort building. 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 provided in **Attachment A**.

When necessary, the resort will operate using a valet only scenario which provides up to 199 parking spaces including the area in front of the garbage dumpsters. The analysis will consider a minimum of 196 valet spaces with as many as 199 valet spaces with the potential to park in front of the dumpsters.

Table 1: Proposed Land Uses and Quantities

(1) 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
	Lobby	1,800 SF
iv.	(2) Pavilion	4,000 SF
iv.	(2) Event Lawn	4,200 SF
	(3) Valet/Bag+Bell	600 SF
	(3) Housekeeping	2,300 SF
iii.	(4) Stand-Alone Food and Beverage – Restaurant	(6) 2,100 SF
iii.	(4) Guest Oriented Retail/Coffee – Restaurant	(7) 500 SF
v.	(5) Guest Oriented Retail/Coffee – Retail	(8) 2,000 SF
vi.	Fitness	2,000 SF

(1) See Table 2 for category description.

(2) Pavilion not used simultaneously with the Event Lawn due to parking supply limitations; 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.

(4) Restaurant seating area square footage excluding storage, kitchen, restrooms, etc.

(5) Usable area square footage of retail space.

(6) The gross square footage for the Stand-Alone Food and Beverage – Restaurant is 3,200 square feet.

(7) The gross square footage for the Guest Oriented Retail/Coffee – Restaurant is 1,800 square feet.

(8) The gross square footage for the Guest Oriented Retail/Coffee – Retail is 4,000 square feet.

PARADISE VALLEY PARKING REQUIREMENTS

The Town of Paradise Valley provides 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 (“on-site demand”) vs. drawing new trips (vehicles) from outside the resort (“off-site 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 patrons already staying at the resort (“on-site”) and non-Resort occupants (“off-site”). Therefore, 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. This occurrence is known as internal capture. **Table 3** summarizes the internal capture reduction for each use based on conversation with the developer about the resort operation and internal capture rates applied at other resorts within the Town. As requested by the Town, the internal capture percentages applied at other resorts within the Town are summarized in **Attachment B**.

Table 3: Internal Capture Reduction

SUP	Category	Internal Capture Reduction
i.	Guest Unit	0%
ii.	Restaurant: Stand-Alone	50%
iii.	Restaurant: Guest Oriented	60%
iv.	*Meeting Rooms	50%
v.	Retail: Guest Oriented	65%
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.*

The internal capture percentages are based on the operation of the Smoketree resort shown in **Table 3** above and are supported by internal capture percentages applied to previous approved

resorts in the Paradise Valley area. 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 **Attachment C. Table 4** summarizes the parking demand per land use.

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

Category	Parking Demand without Internal Capture Reduction	Internal Capture Reduction Percentages	Parking Demand with Internal Capture Reduction	Parking Demand with Internal Capture Reduction Rounded Up ⁽¹⁾
Resort Keys	147.00	0%	146.40	147
Resort Employee Office	5.00	0%	4.15	5
Resort Meeting/Banquet Space ⁽²⁾	84.00	50%	42.00	42
Resort Food & Beverage (Stand-Alone)	42.00	50%	21.00	21
Resort Food & Beverage (Guest Oriented)	10.00	60%	4.00	4
Resort Fitness	7.00	90%	0.67	1
Resort Retail	7.00	65%	2.33	3
TOTAL	302	-	-	223

(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.

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

Per Paradise Valley’s SUP Guidelines and applied reductions, the proposed Smoketree resort has a total parking demand of 223 parking spaces before consideration of shared parking by time of day. A shared parking analysis evaluating the hourly parking demand on a weekday and a weekend day 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] states, “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. *ITE Parking Generation* manual is the primary source for the hourly percentages. Hourly percentages from *ITE Parking Generation, 5th Edition* were utilized when available. 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	Averaged hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 310 (Hotel, Suburban) & ITE Code 330 (Resort Hotel).
Resort Employee/ Office	ITE Parking Generation, 5th Edition ITE Code 710 (Office, Weekday) modified to ensure at least 1 available space after typical work hours.
Stand-Alone Restaurant	Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 936 (Coffee/Donut Shop without Drive-through Window, Weekday).
Guest Oriented Restaurant	Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekday Family Breakfast, lunch, and dinner).
Guest Oriented Retail	Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 814 (Variety Store, Weekday).
Resort Meetings/Conference	ITE Parking Generation, 5th Edition does not provide hourly percentages for conference/meeting space. Hourly percentages from Urban Land Institute's Shared Parking, 2nd Edition for Hotel Conference/Banquet were utilized.
Resort Fitness	Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 492 (Health/Fitness Club, Weekday).

Detailed worksheets with the shared parking analyses for the weekday and weekend are included as **Attachment D**.

To help validate the increased amount of parking available due to valet only operations, a valet plan was provided by Epic Valet. The valet plan prepared utilizing the current Smoketree Resort site plan showing 170 parking spaces indicates the ability to park 193 spaces excluding the 6 ADA spaces. The valet plan is provided in **Attachment E**.

During the peak demand, the resort will operate in a valet only scenario which provides as few as 196 and as many as 199 parking spaces. Per the analysis, the peak parking demand on a weekday is estimated to be 196 spaces at 9:00 AM, resulting in a surplus of 3 parking spaces. The peak parking demand on the weekend is estimated to be 199 spaces at 9:00 PM, resulting in full utilization of parking. The shared parking results are summarized within **Table 6**.

While the current plan indicates there will be as few as 196 and as many as 199 parking spaces available when operating in a valet only mode and which is more than sufficient to meet the

resort's needs as validated by the Walker Peer Review, there is also an option to share parking with other adjacent uses that may not need parking when the resort reaches its peak demand.

Table 6: Peak Shared Parking Results

Scenario	Weekday Peak Time	Excess Weekday Spaces	Weekend Peak Time	Excess Weekend Spaces
Non-valet	9:00 AM	-26	9:00 PM	-29
Valet-only	9:00 AM	3	9:00 PM	0

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 **Attachment F**. 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 has not been considered within this study.

CONCLUSIONS

- A peer review of this study was completed by Walker Parking which validated the parking demand and supply recommendations noted herein.
- The proposed project will consist of a resort hotel with 122 keys (unit), a restaurant in a stand-alone building and a retail/coffee area in a stand-alone building. The principal resort hotel building 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.
- 170 parking spaces are provided on-site, including ADA required parking spaces.
- A valet plan prepared for the Smoketree Resort site plan showing 170 parking spaces indicates the ability to park 193 spaces excluding the 6 ADA spaces. This provides as few as 196 and as many as 199 parking spaces in the valet only scenario with the use of space in front of the dumpsters if needed.
- Per Paradise Valley's SUP Guidelines and applied reductions using the internal capture established with the Town as well as industry standard practices and the shared parking analysis, the peak parking demand on a weekday is estimated to be 196 spaces at 9:00 AM, resulting in a surplus of 3 parking spaces in the valet only scenario. The peak parking demand on the weekend is estimated to be 199 spaces at 9:00 PM, resulting in full utilization of the parking 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 parking 24 hours before.
- Should a peak event occur, offsite parking for employees could be secured, or ride hailing for employees could be provided, as a precaution if there is a concern that the parking demand could exceed the parking supply. This could provide in excess of 30 additional spaces available for guests on-site.
- The total parking supply available at the Smoketree Resort includes 170 parking spaces, as few as 26 to as many as 29 valet spaces, 25 spaces shared from the adjacent Lincoln Medical Center and 30 spaces secured offsite for employees if needed. This results in a total parking supply of 251 spaces. Ride hailing could also be utilized for employees to increase available parking supply should and offsite location not be available.
- 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 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:

- Attachment A - Site Plan
- Attachment B – Internal Capture
- Attachment C - Parking Demand
- Attachment D - Shared Parking Analysis
- Attachment E - Valet Parking Exhibit
- Attachment F – Comment Responses
- Attachment G – Walker Parking Peer Review of January 2020 Smoketree Resort Parking Study



PROGRAM:

- A. Pedestrian entry
- B. Resort Reception Entry Plaza and Valet
- C. Resort Reception and Lobby
- D. Pavilion
- E. Event Lawn
- F. Shade Trellis
- G. Restaurant
- H. Market
- I. Coffee Shop
- J. Outdoor Patio
- K. Resort Pool
- L. Pool Lounge
- M. Entry Lounge
- N. Resort Suites (guest rooms)
- O. Meeting Room
- P. Luxury Suites (guest rooms)
- Q. Signage
- R. Surface Parking
- S. Quail Run Road Access Point
- T. Garbage Bins
- U. Delivery Location
- V. Employee Break Area
- W. Back of House
- AB. Sight Visibility Triangle - 33' x 33'
- AC. APS Utility Box

RESORT UNITS - 122 KEYS

Main Hotel	
1st Level	= 42 keys
2nd Level	= 45 keys
3rd Level	= 15 keys
	102 keys
Luxury Suites (guest rooms)	
4 villas with 3 keys	= 12 keys
2 villas with 4 keys	= 8 keys
	20 keys
Total Keys	= 122 keys
Total Self-Park Spaces	= 170
Dimensions:	9' x 18' + 2' overhang

PHX
ARCHITECTURE

GREEY|PICKETT

BEUS
GILBERT

CREATIVE DESIGNS
IN LIGHTING

CVL
CONSULTANTS



PROPOSED SITE PLAN - GROUND LEVEL



7101 E LINCOLN DR, PARADISE VALLEY, AZ 85253
SPECIAL USE PERMIT | MAJOR AMENDMENT APPLICATION

A8

SEP 6, 2019
11 x 17 format
REVISED
MAY 5, 2020



PROGRAM:

- C. Resort Reception and Lobby
- N. Resort Suites (guest rooms)
- O. Meeting Room
- P. Luxury Suites (guest rooms)
- AA. Balconies



GREY|PICKETT

BEUS
GILBERT



CREATIVE DESIGNS
IN LIGHTING



PROPOSED SITE PLAN - SECOND LEVEL

the
smoke tree resort

7101 E LINCOLN DR, PARADISE VALLEY, AZ 85253
SPECIAL USE PERMIT | MAJOR AMENDMENT APPLICATION

A9

SEP 6, 2019
11 x 17 format
REVISED
MAY 5, 2020



- PROGRAM:**
- N. Resort Suites (guest rooms)
 - O. Meeting Room
 - X. Lounge
 - AA. Balconies

PHX
ARCHITECTURE

GREEY|PICKETT
BEUS
GILBERT

CREATIVE DESIGNS
IN LIGHTING

CVL
CONSULTANTS

GH

PROPOSED SITE PLAN - THIRD LEVEL

the smoke tree resort

7101 E LINCOLN DR, PARADISE VALLEY, AZ 85253
SPECIAL USE PERMIT | MAJOR AMENDMENT APPLICATION

ATTACHMENT B – INTERNAL CAPTURE PERCENTAGE DATA

This summation has been prepared to document the reasoning for internal capture percentages presented as part of the Smoketree Resort parking study. Several parking studies for resorts in the Town of Paradise Valley have been prepared; many at existing locations where actual data was provided. The procedure for internal capture at many of the resorts was a result of negotiation with the Town's Planning Commission which was documented as the approved percentages within each of the previous parking studies however, there is not formal documentation of how the percentages were developed.

The Smoketree Resort internal capture percentages represent the likely operations of the hotel once it is constructed. While there is not a hotel operator selected, the size and scale of the hotel limit the potential operators and suggests a boutique resort can be assumed. Discussions with the developer to understand their vision for the resort help guide the research and application of internal capture. These internal capture rates are then compared to rates that have been applied at other resorts within the Town with similar characteristics to verify if the assumption is reasonable.

Discussions with the developer and a comparison to other similar resorts suggests that the internal restaurant will be less likely to attract non-guests while the external restaurant would be more likely to attract non-guests. The rates chosen are similar to Mountain Shadows and provide for more utilization by off-site patrons than Ritz Carlton or the Sanctuary. The guest-oriented retail internal capture percentage was discussed during a meeting on Monday, January 13th, 2020 with the Town of Paradise Valley. Based on the meeting a guest-oriented retail internal capture of 65% has been utilized within the TIA and also applied within the parking study.

The parking study for the Ritz Carlton Resort evaluated 200 hotel keys, 120 villa units, and 151,000 square feet of retail/restaurant. The percentages applied to the uses were originally determined from data provided by Marriott International for their resort at Camelback Inn and a verification by The Ritz Carlton Hotel Company, LLC. In subsequent parking evaluations within the Town of Paradise Valley, the assumptions have been refined to reflect the character and demographics of a typical resort user.

The parking study for the Mountain Shadows Resort evaluated a hotel with 183 key units, a condominium hotel building with 45 owned units, golf course, fitness center, and event/meeting space. The internal capture percentages were assumed for this development based upon previous studies and operations at other resorts within the Town of Paradise Valley.

A parking study was prepared for the Sanctuary Resort in February 2012 when they proposed an expansion of 20 additional guest rooms and 1,350 SF of spa area. The Sanctuary Resort is slightly different from the other resorts in the sense that has a large spa that attracts guests not staying at the resort. The internal capture percentages utilized for their February 2012 parking study were provided by the Sanctuary, using data from the daily operations of the existing resort.

A parking study was prepared for the Hermosa Inn Resort in June 2018. Hermosa Inn is proposing to reallocate approved event space with some new construction while not exceeding the existing approved square footage. With a 49-room boutique resort hotel, 2,177 square feet of net indoor dining area, 3,800 square feet of outdoor patios for the Last Drop Bar and Lon's, 4,424 square feet of exclusive use meeting space, and 2,000 square feet of spa. The internal capture percentages utilized were based upon their daily operations of the existing resort.

Please refer the table below summarizing interaction at Smoketree Resort and at other resorts.

	Internal Capture Percentages							
	Restaurant (Guest Oriented)	Restaurant (Stand Alone)	Retail (Guest Oriented)	Retail (Stand Alone)	Spa	Fitness	Meeting Space	Event Space
Smoketree	50%	60%	65%	-	90%	90%	50%	50%
Ritz Carlton	75%	75%	-	90%	90%	100%	75%	75%
Mountain Shadows	60%	50%	100%	50%	90%	90%	50%	75%
Sanctuary	75%	75%	60%	75%	60%	-	10%	10%
Hermosa Inn	25%	25%	-	-	90%	90%	75%	75%

Attachment C - Parking Requirements

18-0550

9/5/2019

SUP	CATEGORY	Parking Requirement ⁽¹⁾		Keys/Units	NET INTERIOR (SF)	Internal Capture ⁽²⁾	Net Parking Spaces after Internal Capture Reduction
Hotel							
i	Guestrooms	1.20 spaces per	1 Unit	122		0%	146.40
Total				122			147.00
Administrative							
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
vi-a	Front Desk	1 spaces per	300 SF	-	250	0%	0.83
vi-a	Misc Office	1 spaces per	300 SF	-	250	0%	0.83
Total				0	1,250		5.00
Lobby/Public Areas							
vi-b	Lobby	0 spaces per	50 SF	-	1,800	100%	0.00
Total				0	1,800		0.00
Meeting Space							
iv	Pavilion	1 spaces per	50 SF	-	4,000	100%	0.00
Total				0	4,000		0.00
Outdoor Event Space (100% capture rate, since it's used in conjunction with meeting space)							
iv	Event Lawn - Venue 1	1 spaces per	50 SF	-	4,200	50%	42.00
Total				0	4,200		42.00
Back of House							
	Valet/Bag+Bell	0 spaces per	0 SF	-	600	0%	0.00
	Housekeeping	0 spaces per	0 SF	-	2,300	0%	0.00
Total				0	2,900		0.00
Stand Alone Food and Beverage							
iii	Restaurant	1 spaces per	50 SF	-	2,100	50%	21.00
Total				0	2,100		21.00
Guest Oriented Retail/Coffee							
iii	Restaurant	1 spaces per	50 SF	-	500	60%	4.00
v	Retail	1 spaces per	300 SF	-	2,000	65%	2.33
Total				0	2,500		7.00
Fitness							
vi-c	Fitness	1 spaces per	300 SF	-	2,000	90%	0.67
Total				0	2,000		1.00
GRAND TOTAL							223

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

ATTACHMENT D – SHARED PARKING

18-0550

PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY

Land Use	Hotel Guest Rooms ⁽¹⁾		Administrative ⁽²⁾		Guest Oriented Restaurant ⁽³⁾		Stand Alone Restaurant ⁽⁴⁾		Guest Oriented Retail ⁽⁵⁾		Event Space (Wedding Lawn & Event Deck) ⁽⁶⁾		Hotel Fitness ⁽⁷⁾		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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Parking Demand	147.00		5.00		4.00		21.00		3.00		42.00		1.00		223				
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	81%	119.07	11%	0.55	1%	0.04	10%	2.10	0%	0.00	0%	0.00	0%	0.00	122	170	48	199	77
7:00 AM	82%	120.54	13%	0.65	73%	2.92	25%	5.25	4%	0.12	0%	0.00	0%	0.00	130	170	41	199	70
8:00 AM	89%	130.83	48%	2.40	100%	4.00	68%	14.28	20%	0.60	30%	12.60	0%	0.00	165	170	5	199	34
9:00 AM	100%	147.00	88%	4.40	63%	2.52	72%	15.12	53%	1.59	60%	25.20	20%	0.20	196	170	-26	199	3
10:00 AM	97%	142.59	100%	5.00	57%	2.28	77%	16.17	55%	1.65	60%	25.20	62%	0.62	194	170	-24	199	5
11:00 AM	91%	133.77	100%	5.00	42%	1.68	83%	17.43	56%	1.68	60%	25.20	55%	0.55	185	170	-15	199	14
12:00 PM	86%	126.42	85%	4.25	39%	1.56	100%	21.00	67%	2.01	65%	27.30	44%	0.44	183	170	-13	199	16
1:00 PM	81%	119.07	84%	4.20	27%	1.08	91%	19.11	69%	2.07	65%	27.30	41%	0.41	173	170	-3	199	26
2:00 PM	83%	122.01	93%	4.65	27%	1.08	56%	11.76	80%	2.40	65%	27.30	36%	0.36	170	170	0	199	29
3:00 PM	79%	116.13	94%	4.70	27%	1.08	42%	8.82	67%	2.01	65%	27.30	41%	0.41	161	170	10	199	39
4:00 PM	81%	119.07	85%	4.25	27%	1.08	42%	8.82	68%	2.04	65%	27.30	69%	0.69	163	170	7	199	36
5:00 PM	75%	110.25	56%	2.80	27%	1.08	64%	13.44	100%	3.00	65%	27.30	96%	0.96	159	170	11	199	40
6:00 PM	73%	107.31	20%	1.00	27%	1.08	87%	18.27	87%	2.61	100%	42.00	100%	1.00	173	170	-3	199	26
7:00 PM	75%	110.25	11%	0.55	27%	1.08	79%	16.59	48%	1.44	100%	42.00	85%	0.85	173	170	-3	199	26
8:00 PM	87%	127.89	11%	0.55	27%	1.08	65%	13.65	37%	1.11	100%	42.00	50%	0.50	187	170	-17	199	12
9:00 PM	90%	132.30	11%	0.55	27%	1.08	42%	8.82	29%	0.87	100%	42.00	0%	0.00	186	170	-16	199	13
10:00 PM	95%	139.65	11%	0.55	10%	0.40	21%	4.41	10%	0.30	50%	21.00	0%	0.00	166	170	4	199	33
11:00 PM	96%	141.12	11%	0.55	1%	0.04	21%	4.41	0%	0.00	0%	0.00	0%	0.00	146	170	24	199	53
MIDNIGHT	95%	139.65	11%	0.55	1%	0.04	10%	2.10	0%	0.00	0%	0.00	0%	0.00	142	170	28	199	57
																196.00	-26.00	3.00	

1. Averaged hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 310 (Hotel, Suburban) & ITE Code 330 (Resort Hotel) .

2. ITE Parking Generation, 5th Edition ITE Code 710 (Office, Weekday) modified to ensure at least 1 available space after typical work hours.

3. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 936 (Coffee/Donut Shop without Drive-through Window, Weekday)

4. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekday Family Breakfast, lunch, and dinner)

5. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 814 (Variety Store, Weekday)

6. ITE Parking Generation, 5th Edition does not provide hourly percentages for conference/meeting space. Hourly percentages from Urban Land Institute's Shared Parking, 2nd Edition for Hotel Conference/Banquet were utilized.

7. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 492 (Health/Fitness Club, Weekday).

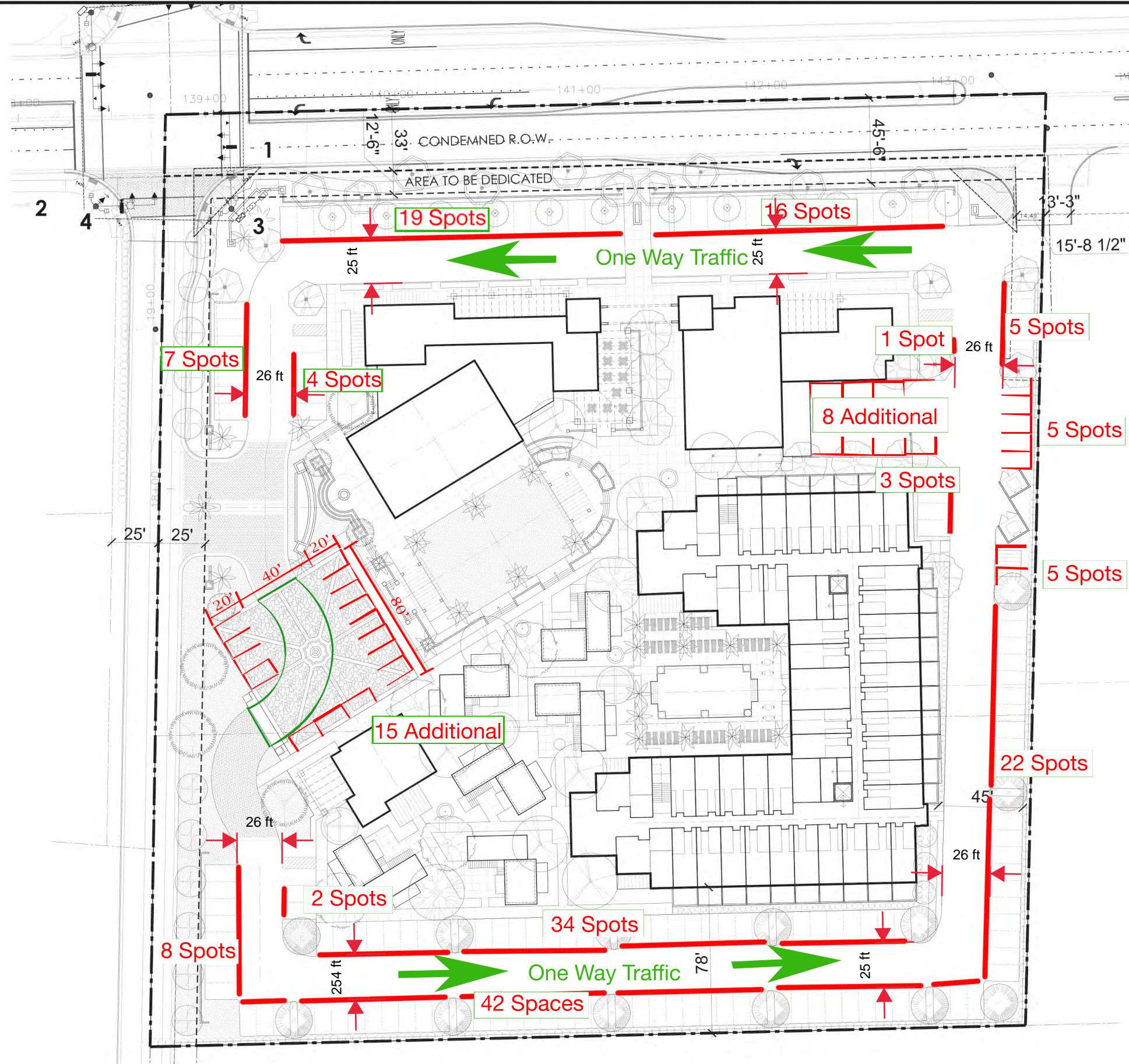
ATTACHMENT D – SHARED PARKING

18-0550

PEAK USE SHARED PARKING CALCULATIONS-WEEKEND

Land Use	Hotel Guest Rooms ⁽¹⁾		Administrative ⁽²⁾		Guest Oriented Restaurant ⁽³⁾		Stand Alone Restaurant ⁽⁴⁾		Guest Oriented Retail ⁽⁵⁾		Event Space (Wedding Lawn & Event Deck) ⁽⁶⁾		Hotel Fitness ⁽⁷⁾		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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Parking Demand	147.00		5.00		4.00		21.00		3.00		42.00		1.00		223				
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	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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
6:00 AM	60%	88.20	11%	0.55	1%	0.04	15%	3.15	0%	0.00	0%	0.00	0%	0.00	92				
7:00 AM	60%	88.20	13%	0.65	100%	4.00	28%	5.88	4%	0.12	30%	12.60	0%	0.00	112	170	59	199	88
8:00 AM	68%	99.96	48%	2.40	90%	3.60	52%	10.92	20%	0.60	60%	25.20	80%	0.80	144	170	27	199	56
9:00 AM	70%	102.90	88%	4.40	80%	3.20	75%	15.75	53%	1.59	60%	25.20	100%	1.00	154	170	16	199	45
10:00 AM	68%	99.96	100%	5.00	65%	2.60	91%	19.11	55%	1.65	60%	25.20	100%	1.00	155	170	15	199	44
11:00 AM	69%	101.43	100%	5.00	62%	2.48	100%	21.00	56%	1.68	65%	27.30	97%	0.97	160	170	10	199	39
12:00 PM	69%	101.43	85%	4.25	40%	1.60	90%	18.90	67%	2.01	65%	27.30	79%	0.79	156	170	14	199	43
1:00 PM	64%	94.08	84%	4.20	32%	1.28	80%	16.80	69%	2.07	65%	27.30	81%	0.81	147	170	23	199	52
2:00 PM	59%	86.73	93%	4.65	32%	1.28	67%	14.07	80%	2.40	65%	27.30	73%	0.73	137	170	33	199	62
3:00 PM	57%	83.79	94%	4.70	32%	1.28	45%	9.45	67%	2.01	65%	27.30	71%	0.71	129	170	41	199	70
4:00 PM	61%	89.67	85%	4.25	32%	1.28	39%	8.19	68%	2.04	65%	27.30	70%	0.70	134	170	37	199	66
5:00 PM	63%	92.61	56%	2.80	32%	1.28	40%	8.40	100%	3.00	100%	42.00	65%	0.65	151	170	19	199	48
6:00 PM	73%	107.31	20%	1.00	32%	1.28	40%	8.40	87%	2.61	100%	42.00	62%	0.62	163	170	7	199	36
7:00 PM	86%	126.42	11%	0.55	32%	1.28	58%	12.18	48%	1.44	100%	42.00	30%	0.30	184	170	-14	199	15
8:00 PM	96%	141.12	11%	0.55	32%	1.28	40%	8.40	37%	1.11	100%	42.00	0%	0.00	195	170	-25	199	5
9:00 PM	100%	147.00	11%	0.55	32%	1.28	35%	7.35	29%	0.87	100%	42.00	0%	0.00	199	170	-29	199	0
10:00 PM	96%	141.12	11%	0.55	32%	1.28	33%	6.93	10%	0.30	50%	21.00	0%	0.00	171	170	-1	199	28
11:00 PM	88%	129.36	11%	0.55	1%	0.04	15%	3.15	0%	0.00	0%	0.00	0%	0.00	133	170	37	199	66
MIDNIGHT	79%	116.13	11%	0.55	1%	0.04	15%	3.15	0%	0.00	0%	0.00	0%	0.00	120	170	50	199	79
															199.00		-29.00		0.00

1. Averaged hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 310 (Hotel, Suburban) & ITE Code 330 (Resort Hotel) .
2. ITE Parking Generation, 5th Edition ITE Code 710 (Office, Weekday) modified to ensure at least 1 available space after typical work hours.
3. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 936 (Coffee/Donut Shop without Drive-through Window, Weekend)
4. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 932 (High-Turnover Sit-Down Restaurant, Weekend Family Breakfast, lunch, and dinner)
5. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 814 (Variety Store,Weekday because there is no Weekend)
6. ITE Parking Generation, 5th Edition does not provide hourly percentages for conference/meeting space. Hourly percentages from Urban Land Institute's Shared Parking, 2nd Edition for Hotel Conference/Banquet were utilized.
7. Hourly percentages are from ITE Parking Generation, 5th Edition for ITE Code 492 (Health/Fitness Club, Weekend).



Legend

1. Electric Box
2. Proposed Electric Box Location
3. Traffic Control
4. Proposed Traffic Control



Total Number of
Spots Excluding
Handicap = 193

Main Level Floor Plan
esc. 1" = 120'

JANUARY 13, 2020 MEETING COMMENT – PARKING COMPARISON AT ADJACENT RESORTS IN PARADISE VALLEY

A comparison of parking provided at other Resorts within the Town of Paradise Valley was required during a meeting with Town of Staff on January 13, 2020. The results of this analysis are provided in the table below. Parking at resorts within Paradise Valley vary widely and some were calculated using standards which were in effect prior to the Town's 2005 SUP Guidelines. The results of the comparison show that the parking calculated for Smoketree exceeds the Renaissance Scottsdale Resort and Scottsdale Plaza.

The Smoketree Resort has some different characteristics than other resorts can offer based on its location. Smoketree is immediately adjacent to commercial uses and is walking distance to several restaurants. It is also walking distance to the new Ritz Carlton Resort that is being constructed adjacent to the Smoketree Resort across Lincoln Drive. With these location characteristics, Smoketree may justify a lower rate with more guests utilizing alternative modes and walking to the near by commercial, restaurant, and resort uses.

Comparison of Parking Provided at Town Resorts

Resort	Size (Acres)	Guest Units	Other Facilities	Parking Provided	Spaces per Key
Hermosa Inn	6.4	35	Restaurant & Meeting Space	111	3.17
Sanctuary	53	125	Restaurant, Meeting Space, Spa, & Tennis Courts	369	2.95
Camelback Inn	117	453	Restaurant, Conference, & Spa	1157	2.55
Ritz Carlton (Proposed)	110	225	Restaurant, Ballroom/Banquet, & Meeting Space	480	2.13
Montelucia	28	293	Retail & Restaurant	610	2.08
Doubletree Paradise Valley	20	378	Retail, Restaurant, Ballroom, & Meeting Space	559 on-site 45 off-site	1.60
Smoketree Resort	5	122	Event/Meeting space, Restaurant, & Retail	170	1.39
Renaissance Scottsdale Resort	22.75	171	Restaurant, Meeting/Banquet, & Tennis Courts	230	1.35
Scottsdale Plaza	36.5	404	Restaurant, Ballroom/Banquet, & Meeting Space	403	1.00
Average for Other Resorts	46.7	234	-	448	1.91

Smoke Tree Resort Parking Study

CivTech, Inc.

Review Comments & Responses**4th Submittal**

Disposition Codes: (1) Will Comply (2) Will Evaluate (3) Delete Comment (4) Defer to Consultant/Owner

Reviewer Name, Agency: **Paul Mood, Town of Paradise Valley**

Item	Review Comment	(Code) & Response
Town of Paradise Valley		
a.	Provide written responses to Kimley Horn comments dated February 7, 2020.	Written responses to Kimley Horn comments dated February 7, 2020 can be found below.
b.	Reorganize "Comparison of Parking Provided at Town Resorts" Table from high to low and insert the Smoke Tree Resort Spaces per Key quantity in the appropriate row.	The comparison of parking provided at "Comparison of Parking Provided at Town Resorts" Table has been reorganized from highest to lowest with Smoketree in the appropriate location. This is provided as a separate attachment from the Parking Study.
c.	Add "Coffee Shop" to Proposed Development section of the cover letter.	Coffee shop has been added to the Proposed Development section of the cover letter.
d.	Table 1 – Proposed Land Use Quantities: Confirm square foot assumptions for resort uses with developer. These square foot quantities should be consistent throughout all SUP documents. All Provide table showing proposed land use, quantities, parking requirement and total parking required.	The square footage for the Smoketree project uses have been confirmed with the developer.
e.	Table 4: Show required parking, percent reduction for internal capture rates in table.	The percent reduction for internal capture rates are shown in Table 3 and applied in Table 4 within the parking study. They can also be seen in the parking calculation provided in the Appendix.
f.	Table 5: is the Market and Coffee Shop included in this table?	The market is referred to as guest oriented retail and the coffee shop is referred to as guest oriented restaurant.
g.	Internal Capture – Parking Utilization: Clarify statement that "All parking for guestrooms 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).	The internal capture section has been discussed more clearly. It states "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 ("on-site demand") vs. drawing new trips (vehicles) from non-guests ("off-site demand"). All parking for guest rooms and employees were determined to be completely "off-site demand" meaning that there was no internal capture reduction taken. Parking generated by all other uses was assumed to be used by Resort occupants ("on-site demand") and non-Resort occupants ("off-site demand"). 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.



Smoke Tree Resort Parking Study

CivTech, Inc.

Review Comments & Responses**4th Submittal**

Disposition Codes: (1) Will Comply (2) Will Evaluate (3) Delete Comment (4) Defer to Consultant/Owner

Reviewer Name, Agency: **Paul Mood, Town of Paradise Valley**

Item	Review Comment	(Code) & Response
Town of Paradise Valley		
h.	The last paragraph on page 5 of 7 states that "there is also an option to share parking with other adjacent uses that may not need parking when the resort reaches its peak demand". Please provide more information on proposed shared parking location and peak demand times when the shared parking may be subject to contract directly concrete contract directly with him or without utilized.	25 spaces have been secured with the adjacent Lincoln Medical Center on an as-needed basis. Peak times are typically related to events which tend to occur on nights and weekends (as noted in the guidance provided by both ITE and ULI). As noted in both Walker Parking Review and the CivTech Parking Study, there is sufficient parking without the need for supplemental spaces through a shared parking agreement.
i.	Table 4: Show required parking, percent reduction for internal capture rates in table.	Addressed in comment e.
j.	Valet Plan: Show drive isle widths. Plan does not show isle widths to maintain 24'.	Fire drive aisle is now depicted in the valet plan.
k.	Valet Plan: The 5 valet parking spaces near the northeast corner of the property may be in conflict with the shared entrance/drive isle needed for the Lincoln Medical Center.	Fire drive aisle at the shared access is now depicted in the valet plan. The 5 valet parking spaces near the northeast corner of the property do not conflict with the 24' fire drive aisle.
Kimley-Horn Comments		
1.	The included site plan provides 163 traditional parking spaces. The report utilizes 170 traditional parking spaces in the analysis. Which number is correct?	The most recent site plan obtained by CivTech indicates 170 traditional parking spaces which include 164 non-ADA spaces and 6 ADA spaces. Both types of spaces are considered to be traditional as long as they can be used by a personal vehicles without being impeded by other vehicles requiring special coordination such as valet and tandem. While valet parking and tandem parking increase the parking yield, they are considered to be non-traditional within the definition of this report.
2.	Per previous review comments, please show how fire access is maintained with the valet parking exhibit. Provide a typical section or dimension that shows that the 24-foot fire lane/emergency access is provided between the 13 parallel spots and standard parking stalls/landscape median. Please show how 8 additional spaces can be provided at the resort reception entry plaza while maintaining an appropriate turning path for fire.	The 24' drive aisle is not impeded by the valet parking.



Smoke Tree Resort Parking Study

CivTech, Inc.

Review Comments & Responses

4th Submittal

Disposition Codes: (1) Will Comply (2) Will Evaluate (3) Delete Comment (4) Defer to Consultant/Owner

Reviewer Name, Agency: **Paul Mood, Town of Paradise Valley**

Item	Review Comment	(Code) & Response
Town of Paradise Valley		
3.	Attachment B shows the meeting space internal interaction assumption. However, the meeting rooms are not included in the parking calculation. Please include the meeting rooms in the parking calculations.	In the site plan there are areas designated 'O' within the lobby and labeled as meeting. This/these area(s) are not intended to facilitate formal meetings and are open space that will not be available to anyone other than guests. Other event areas are within the Smoketree PUD; Smoketree will propose a stipulation that the meeting space (Event Lawn and Pavilion) will never be used at the same time. To be conservative, the larger of the two meeting spaces was used to calculate the parking required and the other was 100% internally captured.
4.	Document how internal capture rates versus external utilization rates were determined for the event space, standalone restaurant, coffee shop, and retail market facilities.	This was determined by discussing the operations of the resort with Smoketree and applying the appropriate factors. The table presented in the comment responses has been attached to the report with a discussion about each use and the type of activity anticipated and what the developer envisions as the end use or user to help document how these rates were applied. A peer review of this study completed by Walker Parking (and using information published in conjunction with Kimley Horn) further validates the results of the anticipated parking demand.
o Observations:		
	The parking requirement prior to taking reductions and without considering meeting rooms is 302 parking spaces, which would be a 44% parking reduction request. Refer to attached calculation based on information provided within the Parking Study for reference.	This is correct and as can be seen by using the ratio of parking spaces to the number of rooms as used in the table ranking other resorts in the Town, this would result in a large overage of parking spaces at 2.48 spaces per room. This would put Smoketree at the top of the table with one of the largest ratio's and yet a resort with one of the smallest amounts of meeting space. The same over parking results were noted when preparing the Mountain Shadows Resort parking analysis with OZ Architects. That is when the methodology that is now applied was developed with a previous Planning Commissioner. The Town had prepared their own parking rates within the SUP Guidelines using the largest ratios obtained from surrounding area agencies. This methodology was given much consideration as the Town, Developer and CivTech evaluated various options. After the time spent evaluating a methodology that would allow the SUP Guidelines to stay in place, this same type of calculation was used for the other area resorts as they redeveloped. A peer review of this study completed by Walker Parking (and using information published in conjunction with Kimley Horn) further validates the results of the anticipated parking demand.
	The Comparison of Parking Provided at Town Resorts table that was included with the comment responses indicates that the proposed parking provided is well below the average of parking provided at other resorts within the Town. The table is attached for reference.	Yes, and because of the lower parking availability, the Smoketree resort is not able to utilize one of their event areas simultaneously with their meeting space. This type of restriction HAS NOT been applied at any other resort in the Town. The restriction of the event space allows the parking supply to meet the parking demand noted in the study without requiring the utilization of off site parking or overflow parking.



Smoke Tree Resort Parking Study**CivTech, Inc.****Review Comments & Responses****4th Submittal**

Disposition Codes: (1) Will Comply (2) Will Evaluate (3) Delete Comment (4) Defer to Consultant/Owner

Reviewer Name, Agency: **Paul Mood, Town of Paradise Valley**

Item	Review Comment	(Code) & Response
Town of Paradise Valley		
5.	Use the current edition of ITE Parking Generation. ITE Parking Generation 4th Edition was used within the Parking Study. Please use ITE Parking Generation 5th Edition, which was published in January 2019.	The ITE Parking Generation 5th Edition is now used in the Parking Study.
6.	It appears that the internal capture percentages for guest-oriented restaurant and standalone restaurant were switched in the Appendix B summary and Attachment C. Table 3, within the study, provides different percentages. Please update for consistency and confirm the correct percentages were utilized in the analysis.	This has been revised.
7.	Per previous Parking Study review comment regarding the shared parking calculations, please provide data to support the hourly percentages for administrative employees. Hotel employees generally hold office positions consistently throughout the day.	The ITE Parking Generation, 5th Edition ITE Code 710 (Office, Weekday) was utilized and modified where data was not given to ensure at least 1 available space after typical work hours.
8.	Page 7 of the Parking Study talked about potential off-site parking for employees that would provide in excess of 30 additional spaces available for guests on-site. Is an agreement in place for off-site parking?	30 spaces could be procured for employees if needed. Because employees could be transported via bus or van, the proximity to the resort is not critical. If these spaces are ever needed (both the CivTech and Walker parking studies suggest they will not be needed, this is instead addressing questions that have arisen through comments to the study), and cannot be procured, Smoketree Resort could use ride hailing services to provide transportation to their employees without creating parking demand.





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April 23, 2020

Mr. Taylor Robinson
Project Manager
Geneva Holdings, LLC
3620 East Campbell Avenue, Suite B
Phoenix, AZ 85018

Re: *Parking Study Peer Review*
Parking Study for SmokeTree Resort – Paradise Valley, AZ

Dear Mr. Robinson:

Walker Consultants has completed a review of CivTech's *Parking Study for SmokeTree Resort – Paradise Valley, AZ* dated January 20, 2020 in support of the proposed renovation of the SmokeTree Resort located at 7101 East Lincoln Drive in Paradise Valley, Arizona (hereafter referred to as the "Resort" or the "Project").

Based on Walker's review of the January 2020 Parking Study, review of the proposed uses at the renovated SmokeTree Resort, and work with and experience in preparing parking needs analyses for hotels of all types across the county, it is our opinion that the proposed striped parking supply of 170 parking spaces, and stacked parking supply of 196 spaces, are projected to exceed the Resort's parking needs.

At the behest of the Town of Paradise Valley's (the "Town") third-party reviewer, Kimley-Horn and Associates, the analysis was prepared using the Institute of Traffic Engineers (ITE) *Parking Generation* publication. This is an acceptable methodology to determine potential parking needs for the Project, though not the industry standard methodology for parking needs analysis, which would be to utilize the Urban Land Institute's (ULI) *Shared Parking* publication and Shared Parking Model. This analysis relies on data from the Institute of Transportation Engineer's *Parking Generation* publication for parking generation rates and time of day factors, which is typically viewed as an acceptable backup data source if data is not available in *Shared Parking*. Again, the method utilized is still considered a valid method to use within the analysis.

The parking analysis utilizes several assumptions that can be construed as conservative, thus overstating parking needs for the Resort, including the following:

- **No mode choice reductions were taken within the analysis for the resort hotel rooms or meeting/banquet/event facilities.** Referred to as "on-site demand" in this analysis (or "drive ratio" in *Shared Parking*), it reflects users arriving via different modes than a single occupancy vehicle. As stated in the analysis, no reduction from a 100% drive ratio was taken. The recommended drive ratio in *Shared Parking* is 59% on weekdays and 69% on weekends for suburban business hotels and 50% for resort hotels, before accounting for additional drive ratio reductions attributable to the use of ride-hailing services (Uber, Lyft, et. al.) in certain markets. Similarly, the recommended drive ratio for hotel meeting/banquet/event facilities is 68% before accounting for further reductions that may be attributable to the use of ride hailing.

- **Providing analysis of hotel employee parking demand separately from the hotel rooms, utilizing office parking generation ratios.** The data reported in ITE's *Parking Generation* for hotels includes parking demand from all user groups including hotel employees, meaning the calculation of a separate employee parking demand number is a double counting of employee parking generation.
- **There is no resort in the Town that provides a similar breakdown of uses which renders that comparative data inapplicable when looking at the needs of the SmokeTree Resort.**
In general, other resorts in the area have many more hotel rooms, and a greater amount of ancillary activities such as meeting/banquet room space, day spas, and recreational opportunities such as tennis courts.
- **ITE's Parking Generation publication was utilized instead of ULI's Shared Parking Model.** The 3rd Edition of the Urban Land Institute's *Shared Parking* publication and 3rd Edition Shared Parking Model was released in February 2020. The new publication, whose main author is Mary Smith of Walker Consultants and the new shared parking model workbook, which was developed by Kimley-Horn and Associates, Inc. with input and final testing by Walker Consultants, represents the latest data and parking planning practices endorsed by leaders throughout the parking industry. Adopted by cities throughout the U.S., and codified in zoning ordinances as an accepted practice, shared parking is endorsed by the Urban Land Institute (ULI), the American Planning Association (APA), the National Parking Association (NPA), and International Council of Shopping Centers (ICSC), as an acceptable method of parking planning and management.

Within the new Shared Parking publication there is an extensive discussion of hotel land use, and its ancillary uses, including:

- Discussion of changes to meeting/banquet/event parking ratios, since newer data showed that too much parking was being recommended for these uses.
- Discussion of the impacts of Transportation Network Companies (TNC's), such as Uber and Lyft, on hotel parking demand in particular. The impact of TNCs has been a reduction in parking demand at hotels which is expected to continue and intensify with greater acceptance of TNCs and also the eventual introduction of autonomous vehicles.
- In the 3rd Edition of the Shared Parking Model, the hotel restaurant and hotel meeting/banquet uses have had their base ratios split into employee and patron ratios for greater clarity.

Again, the ITE Parking Generation publication method used for the parking analysis is valid. After Walker reviewed that methodology and analysis results, we input the proposed program data for the SmokeTree Resort into the 3rd Edition Shared Parking model as a comparison - utilizing conservative assumptions such as classifying the hotel as a suburban business hotel instead of a resort hotel, and taking no additional drive ratio reduction for TNCs and no drive ratio reduction for employees. The recommended parking supply for the SmokeTree Resort in this scenario is 170 parking spaces, which is in line with the proposed parking supply before the added capacity of valet stacking is accounted for.

Walker researched United States Census Journey to Work data for the area around the SmokeTree Resort. The drive ratio, when driving alone and carpooling is combined is 91%, indicating that a small drive ratio reduction for employee parking needs would be justified, though this was not taken in the comparison model Walker created. The project site has a walk score of 58 (somewhat walkable) and a bike score of 58 (somewhat bikeable). There are nearby retail and fine dining opportunities well within acceptable walking distance to the SmokeTree Resort, which is additional justification for drive ratio reduction for the hotel rooms as guests can arrive without a vehicle and still enjoy nearby shopping, dining, and recreational opportunities.

Based on our review of the January 2020 Parking Study, we have determined that the methods and information utilized for the parking analysis followed generally accepted industry practices and if anything, presented a conservative analysis of the parking needs for the SmokeTree Resort.

The proposed parking supply meets and potentially exceeds the parking supply recommended using best practice espoused by ITE and the ULI, the most current and accepted methodologies for determining a recommended parking supply.

Walker also reviewed the operational recommendations contained within the Parking Study. Following are our comments on the review of these recommendations:

Review of Operational Recommendations from Parking Study:

- Walker reviewed the valet plan prepared by Epic Valet and agree that the information and recommendations provided within the valet plan are acceptable based on the plans provided.
- The proposed use of valet during peak periods is a standard parking industry practice in environments where parking can be somewhat constrained. The use of parking offsite for valet vehicles— in this case at the adjacent Lincoln Medical Center- allows for guest and visitor parking to be accommodated, while allowing for valet parking within close proximity to the resort. As the need for these additional parking spaces is not constant and will only occur during some peak periods, it would be considered best practice to pursue an agreement with Lincoln Medical Center allowing for the use of their parking spaces on evenings and weekends/holidays only on an as needed basis. Activating the valet on this as needed basis, based on information from hotel occupancy trends and upcoming events, is common practice and using the spaces only during certain peak periods/events, and paying for that as needed use, is an operationally and financially sound practice that is in line with parking industry best practices.
- Securing off-site parking for employees during peak events is also a common parking industry practice that could help with parking demand during peak periods.
- Walker agrees with the recommendation that the Pavilion should not be used simultaneously with the Event Lawn for events based on the potential parking demand caused by use of two event venues at the same time. This type of recommendation – only using a certain amount of event space at a time as a means to manage parking demand- is a recommendation that Walker has provided to, as well as seen in use by, our clients.
- As stated in the previous section, we believe that not including TNC usage within the model provides for a conservative approach in relation to potential parking needs.

In addition to the above recommendations that are already contained within the Parking Study, the following recommendations could also be considered. However, even without the following recommendations, Walker believes that the projected parking supply is adequate to meet the Project's needs.

Further Potential Operational Recommendations:

Potential Operations Recommendations:

- Incorporate communications to guests regarding alternative modes of transportation available to and from the airport and available during their stay at the resort. In an effort reduce the use of vehicles and

the need for parking, communicate with guests their alternative transportation options to and from the airport and for local destinations, including: TNC's shuttles, taxis, town car services, public bus service, and any shuttle service the Resort might offer (if applicable). Additionally, providing information on shared bicycle programs and location of bike lanes as well as walkability with suggested routes may help alleviate some of the need for guest parking.

- The type of communications stated above should also be provided to event attendees as a means to reduce the potential need for parking for events.

In an effort to assure the Town that the Project can adequately meet their parking needs, the following monitoring recommendations could be considered:

Potential Monitoring Recommendations:

- As a means to help assure the Town that the planned parking supply is indeed sufficient to cover the Resort's operational needs, the Resort could submit to the Town a monitoring report, prepared by a qualified professional, after the first and second year following the certificate of occupancy for the building. During the first two years following the certificate of occupancy for the building, the Resort could track parking-related complaints, and evaluate parking including the needs for event parking, valet parking, and use of parking at Lincoln Medical Center.
- To ensure parking is indeed sufficient for the first two years, based on the results of the monitoring reports, the Town and the resort could work in partnership to modify the parking plan as needed.

Conclusion:

Based on our review of the January 2020 Parking Study, we have determined that the materials were prepared in a professional manner and following applicable standards of care. The proposed parking supply is projected to exceed the Project's parking needs based on both ITE and ULI methodologies and standards. The operational recommendations provided within the report are sound and follow industry best practices. The additional potential recommendations provided could be considered by the SmokeTree Resort but are not necessary to meet the parking needs stated in the report.

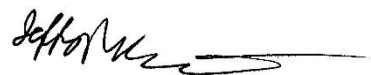
We appreciate the opportunity to work with you on the SmokeTree Resort Peer Review Project. Please let us know if you have any questions or comments.

Sincerely,

WALKER CONSULTANTS



Sue Thompson
Consultant



Jeff Weckstein
Consultant

PARKING AGREEMENT

7125 E. Lincoln Drive, Paradise Valley, AZ

This Parking Agreement ("Parking Agreement") is entered into this 12 day of May, 2020, between JAMEL GREENWAY, LLC, an Arizona limited liability company, ("Landlord") and GENTREE LLC, an Arizona limited liability company ("Tenant").

WHEREAS, Landlord desires to lease to Tenant and Tenant desires to lease from Landlord, for Tenant's use during designated hours, certain parking spaces for its employees and valet parking for its customers in certain areas of the parking lot of the building located at 7125 E. Lincoln Drive, Paradise Valley, Arizona, 85253 (the "LPMC Property") as designated by Landlord.

NOW THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Landlord and Tenant hereby agree as follows:

1. Parking Space Usage: Tenant shall have the right to use the parking spaces assigned by Landlord to Tenant for employee parking and valet customer parking under the terms of this Parking Agreement. Tenant shall provide Landlord with a plan showing the planned parking space usage prior to the Commencement Date and in the case of valet parking, the valet circulation plan. Landlord will identify the location of the assigned spaces (the "Parking Area") which can be changed by Landlord from time to time at its discretion. Tenant shall be responsible for identifying the valet parking area during the designated hours of use and providing adequate safety conditions. All identification signs and materials must be removed during non-designated hours of use and cannot be stored at the LPMC Property. The assigned parking spaces will not be made available to any outside parties during the designated hours of use.
2. Parking Space Number: The number of parking spaces assigned to Tenant shall be as designated by Landlord from time to time. The initial number of assigned parking spaces shall be 25. Landlord shall give Tenant ten (10) days' advance written notice of changes in the number and location of assigned parking spaces. Such notice shall be by mail and email to Tenant's designated representative(s) as provided to Landlord by Tenant.

3. Parking Space Designated Hours of Use: The assigned parking spaces shall be available for Tenant's use at the following times: (a) 5:30 pm through 4:30 am Monday through Thursday, and (b) 5:30 pm Friday through 4:30 am Monday of each week.

4. Term: The term of this Agreement shall be month-to-month commencing on September 1, 2022 (the "Commencement Date"). Landlord and Tenant shall each have the right to terminate this Agreement upon thirty (30) days' written notice to the other party.

5. Rent: Tenant shall pay to Landlord on the first day of each month, the sum of Forty and No/100 Dollars (\$40.00) per parking space assigned to Tenant during the previous month plus applicable transaction privilege tax. In the event the Commencement Date shall commence on a day other than the first day of a month, the Rent for the first month shall be prorated accordingly using actual days. In the event the number of parking spaces available to Tenant is changed effective on a date other than the first day of the month, the amount due will be prorated accordingly using actual days. This is a gross lease and Tenant shall have no obligation to reimburse Landlord any amounts for maintenance, taxes, insurance or other financial obligations incurred by Landlord except as further identified in Paragraph 6 of this Agreement.

6. Maintenance and Responsibilities:

- A. Landlord shall maintain the Parking Area and access thereto from Lincoln Drive in good condition and repair at Landlord's sole cost and expense. Upon the construction of a shared access drive utilized by Landlord and Tenant, the maintenance responsibilities for the drive from Lincoln Drive and the costs for this maintenance shall be dictated by the shared access agreement between Landlord and Tenant.
- B. Landlord shall ensure that the Parking Area is illuminated from dusk to 5:00 a.m. daily at its sole cost and expense.
- C. Tenant shall be responsible to ensure the Parking Area is not damaged and remains in the same condition existing prior to its use each day, including the following: (i) Prior to 7:00 a.m. each day, Tenant shall remove all trash which has accumulated in the Parking Area during Tenant's designated hours of use. (ii) Tenant shall repair, at its sole cost and expense, any damage to the

Parking Area caused by Tenant's employees, vendors or customers within three (3) business days of written notice by Landlord to Tenant of such damage. Tenant will report to Landlord any damage reported to Tenant by its employees, customers and vendors within forty-eight (48) hours of notification of such incident. (iii) Prior to 6:00 a.m. each day or as soon as possible after notification from Landlord, Tenant shall remove vehicles left by Tenant's employees, customers or vendors ("Abandoned Vehicles").

- D. Landlord shall have the right to remove Abandoned Vehicles left in the Parking Area after 6:00 a.m.
- E. The Parking Area shall not be utilized by Tenant's employees, customers or vendors for overnight parking. Any vehicles left overnight shall be considered Abandoned Vehicles
- F. Tenant acknowledges that the LPMC Property and the Parking Area are not monitored by Landlord and Landlord does not provide security services in the Parking Area. Tenant acknowledges and agrees to advise its employees, customers and vendors that the Landlord is not responsible for any damage to vehicles or incidents related to security which may occur in the LPMC Building or the Parking Area.
- G. In the event that Tenant's use of the Parking Area results in security issues at the LPMC Building, Landlord shall have the right to require Tenant to provide security services during its designated hours of use at Tenant's sole cost and expense.
- H. Tenant acknowledges that outside vendors providing maintenance, repair, and cleaning services for the LPMC Property will be accessing the Parking Area and the LPMC Property during the designated hours of use. Tenant agrees to cooperate with such vendors when necessary for the vendors to perform their duties, such as, but not limited to ensuring trash collection vehicles have access to the trash enclosure.
- I. Landlord and Tenant shall perform an inspection prior to the Commencement Date to establish the condition of the Parking Area.

5. Insurance: Tenant shall provide to Landlord a certificate of insurance providing general liability coverage in the amount of Five Million and No/100 Dollars (\$5,000,000.00) on the Parking Area and listing Landlord as an additional insured on the certificate of insurance.

6. Notices: Notices and demands required, or permitted, to be sent to those listed hereunder shall be sent by certified mail, return receipt requested, postage prepaid, or by FedEx or other reputable overnight courier service and shall be deemed to have been delivered on the date that is (a) one (1) business day following deposit with FedEx or other reputable overnight courier service, or (b) three (3) days following deposit in the United States Mail if sent by certified mail, to address shown below:

LANDLORD:

Jamel Greenway, LLC
Attn: James Shough
4771 N. 20th Street, Suite B22
Phoenix, AZ 85016
Email: jmscapital@aol.com
CC: lynn@tandcshops.com

TENANT:

Gentree, LLC
Attn: Taylor Robinson
3620 E. Campbell Ave.,
Suite B
Phoenix, AZ 85018
Email: taylor@gentreeaz.com

7. Indemnification:

A. Tenant hereby indemnifies and holds Landlord harmless from and against any and all claims, demands, liabilities, and expenses, including attorney's fees, arising from any breach or default by Tenant of this Agreement, or the negligent or willful misconduct of Tenant or its agents, employees or contractors in or about the Parking Area, except to the extent caused by Landlord's negligence or willful misconduct. In the event any action or proceeding shall be brought against Landlord by reason of any such claim, Tenant shall defend the same at Tenant's expense by counsel reasonably satisfactory to Landlord.

B. Landlord hereby indemnifies and holds Tenant harmless from and against any and all claims, demands, liabilities, and expenses, including attorney's fees, arising from any breach or default by Landlord of this Agreement, or the use, operation or maintenance of the Parking Area, except to the extent caused by the willful misconduct or negligence of Tenant occurring at the Parking Area. In the event any action or proceeding shall be brought against Tenant by reason of any such claim, Landlord shall defend the same at Landlord's expense by counsel reasonably satisfactory to Tenant.

8. Assignment and Subletting: Tenant shall not have the right to assign or sublet its interest in this Parking Agreement to any assignee, subtenant or transferee without Landlord's consent.

9. Entire Agreement. This Parking Agreement contains all of the agreements of the parties hereto with respect to matters covered or mentioned herein and no prior agreement, letters, representations, warranties, promises, or understandings pertaining to any such matters shall be effective for any such purpose. This Agreement may be amended or added to only by an agreement in writing signed by the parties hereto or their respective successors in interest.

IN WITNESS WHEREOF, the parties hereto have executed this Parking Agreement on the day and year first mentioned, the corporate party or parties by its or their proper officers thereto duly authorized.

TENANT:

GENTREE, LLC
an Arizona limited liability company

By: 
Name: *Taylor Robinson*
Authorized Agent

LANDLORD:

JAMEL GREENWAY, LLC,
an Arizona limited liability company


By: 
James M. Shough,
Authorized Signer

EXHIBIT A

