

Parking Management Plan prepared by CivTech  
Dated September 28, 2020



September 28, 2020

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



**RE: PARKING MANAGEMENT PLAN FOR THE SMOKE TREE RESORT PROJECT – PARADISE VALLEY, ARIZONA**

Dear Mr. Robinson:

Thank you for retaining CivTech to provide a Parking Management Plan for Smoke Tree Resort ("Project"). The Project is located at 7101 E. Lincoln Drive, Scottsdale, AZ 85253; south of Lincoln Drive and east of Quail Run Road in Paradise Valley, Arizona and will redevelop the existing resort.

**PROJECT UNDERSTANDING AND PURPOSE**

The purpose for a parking management plan is to provide guidance on the number of parking spaces required for the Project during its peak operations on a weekday and weekend during the peak season given fluctuations in resort occupancy and the event non-captive ratio. The resort uses will be considered at different occupancy rates and varying non-captive rates to indicate when valet operations would be triggered within each combination. A parking study prepared by Walker Consultants indicated a peak parking demand of 181 spaces. The Town's consultant also prepared a parking model which indicated a peak parking demand of 187 spaces. Both calculated peak demands are lower than the total on-site parking available at the Smoke Tree Resort, 199 spaces when considering valet. The parking management plan reflects the rates and recommendations within the Walker Consultants study.

**PROPOSED PROJECT**

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 an event space, retail, market, restaurant, and coffee shop uses. **Figure 1** shows the location of the project at 7101 E. Lincoln Drive, Scottsdale, AZ 85253; south of Lincoln Drive and east of Quail Run Road in Paradise Valley, Arizona.



**FIGURE 1 – PROJECT LOCATION MAP**

The resorts hotel will include fitness and amenities within the primary resort building. These uses will be available to guests only and therefore do not impact the parking requirements of the Smoke Tree Resort. 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**. It should be noted, once the site plan with additional information is approved the plan in Attachment A can be swapped out.

**TABLE 1 – PROPOSED LAND USES AND QUANTITIES**

Land Use	Quantities
Hotel Key	122 Keys
Executive Office	250 SF
HR/Accounting Office	250 SF
Sales Office	250 SF
<sup>(3)</sup> Front Desk	250 SF
Misc Office	250 SF
Lobby	1,800 SF
<sup>(2)</sup> Pavilion	4,000 SF
<sup>(2)</sup> Event Lawn	4,200 SF
<sup>(3)</sup> Valet/Bag+Bell	600 SF
<sup>(3)</sup> Housekeeping	2,300 SF
Stand-Alone Food and Beverage – Restaurant	3,200 SF
Guest Oriented Retail/Coffee – Restaurant	500 SF
Storage Space Adjacent to Retail	1,300 SF
Guest Oriented Retail/Coffee – Retail	2,000 SF
Storage Space Adjacent to Coffee	2,000 SF
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.*

### **ULI 3<sup>RD</sup> EDITION PARKING GUIDELINES**

The ULI 3<sup>rd</sup> Edition provides parking ratios for each of the proposed land uses. **Table 2** summarizes the parking ratio guidelines for each component of a resort hotel.



**TABLE 2 – PARKING GUIDELINES PER THE ULI 3<sup>RD</sup> EDITION**

Category	Parking Guideline
Each Hotel Key	1.0 spaces per Key
Employees	0.15 spaces per Key
Fine/Casual Dinning	13.25 spaces per 1,000 SF
Employees	2.25 spaces per 1,000 SF
Fast Casual/Fast Food (Coffee Shop)	12.40 spaces per 1,000 SF
Employees	2.0 spaces per 1,000 SF
Meeting/Banquet (20-50 SF/Key)	25.19 spaces per 1,000 SF
Employees	1.76 spaces per 1,000 SF
Retail (<400 KSF)	2.90 spaces per 1,000 SF
Employees	0.7 spaces per 1,000 SF
Fitness	6.60 spaces per 1,000 SF
Employees	0.40 spaces per 1,000 SF

## **PROJECT PARKING GENERATION ANALYSIS**

### PARKING NEED PER ULI 3<sup>RD</sup> EDITION

The ULI 3<sup>rd</sup> Edition parking ratio guidelines have been applied to the proposed land uses to determine the maximum parking demand for each use within the resort without the consideration of shared parking by time of day and without the consideration of internal capture (captive market). **Table 3** provides a summary of the projected parking demand per the ULI 3<sup>rd</sup> Edition shared parking methodology and includes reductions used in the Walker Consultants parking study.

The reductions applied were the same as in the Walker Consultants parking study including the driving ratio adjustment, non-captive ratio adjustment, monthly adjustment, and peak hour adjustment. The drive ratio adjustment is the percentage of patrons/employees that are projected to drive to the site in a personal vehicle excluding all non-driving modes of transportation including public transportation, walking, bicycling, taxi, ride-hailing (Lyft/Uber), and carpooling passengers. The non-captive ratio adjustment is the percentage of patrons/employees that are projected to use multiple of the uses within the resort that do not create additional parking demand. The monthly adjustment is the percentage of patrons that will be utilizing the resort during the month with the highest demand. The peak hour adjustment is the percent of patrons utilizing the resort during the hour with the most demand.

Per ULI 3<sup>rd</sup> Edition, the proposed Project has a total parking demand of 181 parking spaces after consideration of drive, non-captive ratio, monthly, and daily adjustments.

**TABLE 3 – PROJECT PARKING DEMAND PER THE ULI 3RD EDITION**

Land Use	Land Use Quantities	ULI 3 <sup>rd</sup> Edition Parking Guideline	Driving Adjustment	Non-Captive Ratio	Parking Demand After Ratio Reductions	Monthly Adjustment	Daily Adjustment	Parking Demand After Month Reductions
Resort Keys	122 Keys	1.0 spaces per Key 0.15 spaces per Key	75% 90%	100% 100%	0.75 spaces per Key 0.14 spaces per Key	100% 100%	95% 20%	87.40 3.20
Resort Food & Beverage (Stand-alone)	3,200 SF	13.25 spaces per 1,000 SF 2.25 spaces per 1,000 SF	100% 90%	73% 100%	9.67 spaces per 1,000 SF 2.03 spaces per 1,000 SF	98% 100%	100% 100%	30.00 7.00
Resort Food & Beverage (Guest Oriented)	500 SF	12.40 spaces per 1,000 SF 2.0 spaces per 1,000 SF	100% 90%	10% 100%	1.24 spaces per 1,000 SF 1.80 spaces per 1,000 SF	97% 100%	30% 40%	0.30 0.40
Resort Meeting/Banquet Space <sup>(2)</sup>	4,200 SF	25.19 spaces per 1,000 SF 1.76 spaces per 1,000 SF	75% 90%	60% 100%	11.34 spaces per 1,000 SF 1.58 spaces per 1,000 SF	100% 100%	100% 20%	48.00 1.40
Resort Retail	2,000SF	2.90 spaces per 1,000 SF 0.70 spaces per 1,000 SF	100% 90%	67% 100%	1.95 spaces per 1,000 SF 0.63 spaces per 1,000 SF	70% 79%	45% 60%	1.35 0.60
Resort Fitness	2,000 SF	6.60 spaces per 1,000 SF 0.40 spaces per 1,000 SF	100% 90%	10% 100%	0.66 spaces per 1,000 SF 0.36 spaces per 1,000 SF	85% 95%	70% 20%	0.70 0.20
<b>Total Parking Recommended per the ULI 3<sup>rd</sup> Edition <sup>(1)</sup></b>								<b>181</b>

- (1) The calculated total 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.

COMPARISON OF PARKING RATES AND AMENITY INVENTORY

A comparison of parking calculated at other Resorts within the Town of Paradise Valley was requested during a meeting with Town of Staff on January 13, 2020. The results of this analysis are provided in **Table 4**. 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. While the standard of comparing the amount of parking provided on a per key basis is often applied, it does not fit the context of resort hotel properties within the Town of Paradise Valley which neither limit themselves to business uses or provide a consistent application of amenities per room. Assessing the parking supply on a comparative per key basis would grossly over predict the amount of parking necessary to support the Smoke Tree Resort due to the limited amenities and meeting space available to the public. **Table 4** also compares parking per square feet of amenity use as other resorts as shown within their parking studies. Actual amenity rates likely exceed what is shown in Table 4 except for that shown for Smoke Tree which matches the current site plan. Thus, the comparison is conservative in its comparison which indicates that Smoke Tree is actually providing more parking on a per square foot of amenity basis than other Town of Paradise Valley Resorts.

**TABLE 4 –PROJECT COMPARISON OF PARKING RATES AND AMENITY INVENTORY<sup>(1)</sup>**

Resort	Size (Acres)	Guest Units	Facilities (SF)							Parking Provided	Spaces per Key	SF Ancillary Uses	SF Ancillary/ Key	Spaces / Ancillary SF
			Restaurant	Meeting/ Event Space	Spa	Tennis Courts	Ballroom/ Banquet	Retail	Fitness					
Hermosa Inn	6.4	35	2,677	4,424	2,000					111	3.17	9,101	260	.012
Sanctuary	53	125	13,254	7,248	12,272	1,000				369	2.95	32,774	262	.011
Camelback Inn	117	453		127,500						1,157	2.55	127,500	281	.009
Ritz Carlton (Proposed)	110	225	5,850	3,320			17,800			480	2.13	26,970	120	.017
Montelucia	28	293	5,100					31,608		610	2.08	36,708	125	.017
Mountain Shadows	8.4	183	6,052	13,214				1,998	4,525	305	1.67	29,175	159	.010
Doubletree Paradise Valley	20	378		18,232			21,075			559 on-site 45 off-site	1.6	39,307	104	.015
<b>Smoke Tree Resort</b>	<b>5</b>	<b>122</b>	<b>3,700</b>	<b>4,000</b>				<b>2,000</b>	<b>2,000</b>	<b>170</b>	<b>1.39</b>	<b>11,700</b>	<b>96</b>	<b>.015</b>
Scottsdale Plaza	36.5	404		50,000			10,000			403	1.00	60,000	149	.007
Andaz Resort	27.5	145	5,500	2,000	7,200	4 courts				145	1.00	14,700	101	.010

Square footage of uses provided at other resorts was applied from parking studies or information provided on their website. This table does not present a full accounting of other resorts but does include all of the uses anticipated at Smoke Tree. If more uses are available at other resorts it would have the net effect of increasing their ancillary use per parking space thus validating the need for less parking at the Smoke Tree Resort due to the limited amount of ancillary space provided.



The results of the comparison show that the parking per square foot of ancillary use for the Smoke Tree Resort is among the highest of those shown within **Table 4**. When reviewing the parking spaces per key, the Project exceeds the Andaz Resort and Scottsdale Plaza. This further indicates that parking cannot be provided on a one size fits all basis. Each resort, with a unique number of keys and amenities, has an individual parking demand since the parking is used differently. Thus, the need for a parking study to help determine the actual parking demand is critical to meet environmental concerns of overparking and neighborhood concern of under-parking the Project. As part of the CivTech parking study, the Smoke Tree Resort has also agreed to restrict simultaneous usage of their two event spaces.

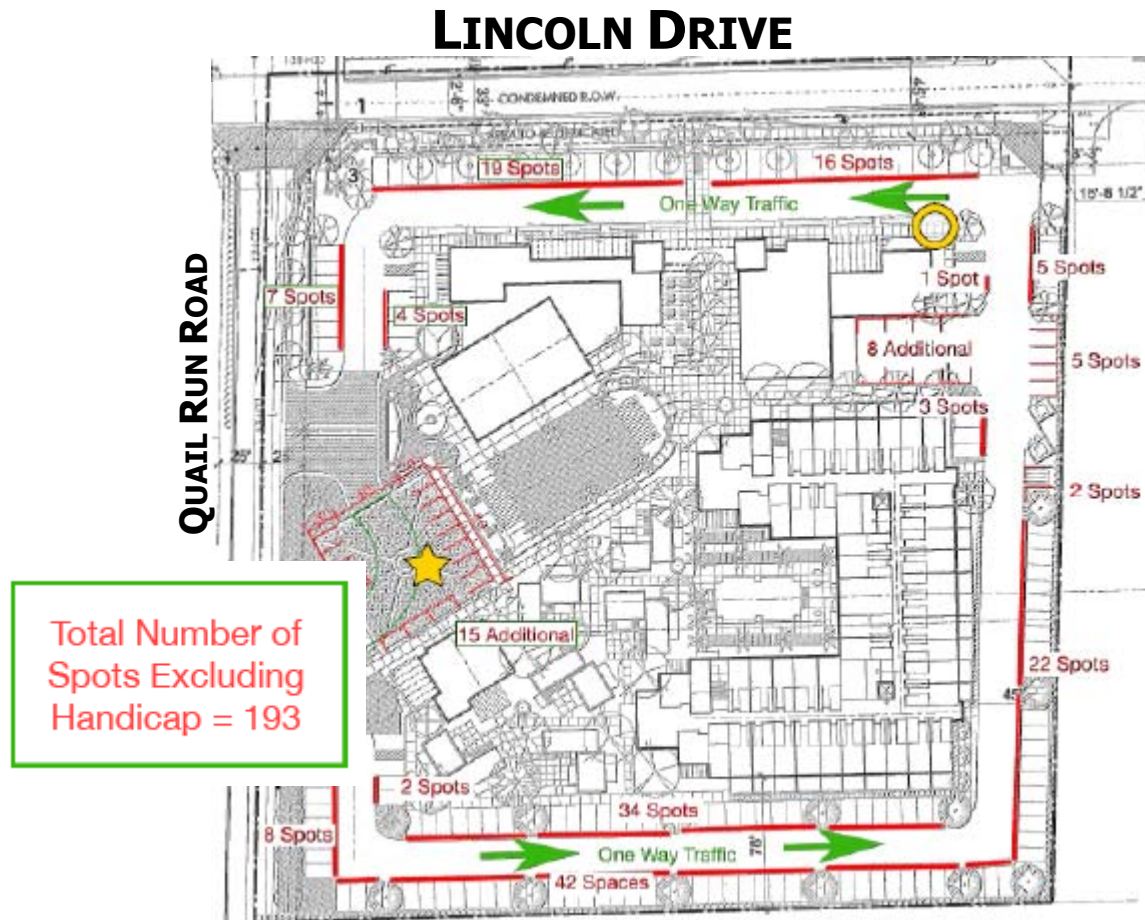
### **VALET PARKING**

The Project provides a specific area designed for drop-off and bell service for convenience of the guests. When necessary, the resort will operate using a valet only scenario that Epic Valet created which provides up to 199 parking spaces. There have been questions about the availability of the 5 spaces near the dumpsters and the 5 spaces near the shared drive. A review of the CAD plan indicates that these are all available and usable spaces for valet. The spaces near the dumpsters will require coordination between the Smoke Tree operators and their chosen waste management provider. The 5 spaces near the shared drive are actual parking spaces being provided in the plan for use in either a self-park or valet only scenario.

The operation in a valet scenario will have guests entering at the Quail Run Road access to drop-off their vehicles at the bell service location where the valet employees will circulate the vehicles in a counter clockwise direction around the site. After picking-up their vehicles they can exit at the secondary access on Quail Run Road south of the valet area. An exhibit illustrating the valet parking operations and parking spaces is provided in **Figure 2** and can be seen in **Attachment B**.

A 200-person event will typically be staffed with 6-9 valets due to the inbound and outbound flow of the event. With an event that guests arrive and leave in a tighter window, staffing with up to 12 attendants to accommodate the flow may be required. The preliminary information provided by Epic Valet states that the time to park a car is approximately 3 to 7 minutes based on the size of the site. Alternative scenarios could occur to prevent queuing offsite such as staffing heavier, and adding a second valet along the north side of the site near the shared driveway with Lincoln Medical Center (or even further to the west if more queuing is needed).

Approximately 162 feet is provided from the entry on Quail Run Road to the valet stand which could accommodate up to 8 vehicles. The Smoke Tree site is smaller in scale and the number of attendants working the valet stand can be increased to control the queue. Should the queue be anticipated to exceed the 8 vehicles stacking distance, the second valet stand near the northern corner of the site should be implemented.



#### REQUIRING VALET TRANSITION

The Smoke Tree Resort will be considered at different occupancy rates and the event space at varying non-captive ratios to indicate when valet operations would be triggered within each combination. The resort will track information about the patrons staying at the Smoke Tree and their utilization of event space. To provide guidance to the operators about the need to switch to a valet only plan, the hotel and event space internal capture rates have been varied while all other uses stay constant as calculated in the parking study. The ULI 3<sup>rd</sup> Edition time-of-day distributions were applied consistently with those shown in the Parking Study. The hotel use occupancy percentage was assumed to start at 60% and increase in 5% increments while the non-captive ratio for the event space starts at 0% and increases in 10% increments. **Table 5** provides the variations between the occupancy of the hotel and the non-captive ratio of the event space indicating in light blue when valet operations would be triggered within each combination. The valet threshold was set at 90% of the total supply of available parking (153 spaces) to provide efficient management of the facility and a pleasant customer experience.

**TABLE 5 – REQUIRED VALET TRANSITION**

Hotel Occupancy	Non-Captive Ratio (Event Space <sup>(1)</sup> )										
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
60%	100	108	116	124	132	140	148	156	163	171	179
65%	103	111	119	127	135	143	151	159	166	174	182
70%	100	116	124	132	140	148	156	164	171	179	187
75%	112	120	128	136	144	152	160	168	175	183	191
80%	115	123	131	139	147	155	163	171	178	186	194
85%	119	127	135	143	151	159	167	175	182	190	198
90%	123	131	139	147	155	163	171	179	186	194	202
95%	128	136	144	152	160	168	176	184	191	199	207
100%	133	141	149	157	165	173	181	189	196	204	212

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

A valet service is required when the combination of hotel occupancy and event internal capture exceeds the proposed 153 spaces. During non-event/non-peak times, the resort will provide sufficient parking to meet its demand. The hotel will not require pre-booking of parking spaces but will know in advance when it will be at full occupancy and transition into valet only parking 24 hours before.

Using a valet only operation to meet peak demand will allow the Smoke Tree 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.

#### EMPLOYEE TRANSPORTATION

Should a peak event occur, 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 35 additional spaces available for guests on-site using the ULI 3<sup>rd</sup> Edition rates for resort employees and time-of-day percentages. ULI provides parking rates for employees of resort hotel uses where ITE remains silent on employee related parking. Therefore, the ULI 3<sup>rd</sup> Edition standards was applied to determine when other transportation options for employees should be considered. Employees will be provided with alternate transportation options once the project requires more than the proposed valet number of 199 spaces. **Table 6** provides the variations between the occupancy of the hotel and the internal capture of the event space indicating in light blue when alternate parking options for employees would be triggered within each combination.

**TABLE 6 – REQUIRED EMPLOYEE TRANSPORTATION PARKING**

Hotel Occupancy	Non-Captive Ratio (Event Space <sup>(1)</sup> )										
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
60%	100	108	116	124	132	140	148	156	163	171	179
65%	103	111	119	127	135	143	151	159	166	174	182
70%	100	116	124	132	140	148	156	164	171	179	187
75%	112	120	128	136	144	152	160	168	175	183	191
80%	115	123	131	139	147	155	163	171	178	186	194
85%	119	127	135	143	151	159	167	175	182	190	198
90%	123	131	139	147	155	163	171	179	186	194	202
95%	128	136	144	152	160	168	176	184	191	199	207
100%	133	141	149	157	165	173	181	189	196	204	212

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

Employees should be notified 24-hours in advance of any employee transportation parking or other transportation options are provided or expected to be utilized. A requirement to adhere to the parking agreement terms within each employee contract will be strictly enforced during peak events when Smoke Tree Resort provides alternate employee transportation. Failure to comply could be grounds for employee dismissal.

#### **LOADING**

General loading activity information was provided by Smoketree Resort. Typical loading activity has been identified, detailing the number of loadings per day, size of trucks, and duration of loading activities. **Table 7** summarizes the typical loading activities that are proposed to occur at the Project.



**TABLE 7 – TYPICAL LOADING ACTIVITY AT SMOKETREE RESORT**

Type of Delivery/Service	Frequency	Loading Location	Duration of Loading Activity	Truck Size
United States Postal Service	M-Sat	Hotel Lobby	<5 mins	Box Truck
Federal Express (FedEx)	2/wk	Hotel Lobby	<5 mins	Box Truck
United Parcel Service (UPS)	4/wk	Hotel Lobby	<5 mins	Box Truck
Grainger	1/mo	Service Entry	10 mins	Van
Vistar	1/mo	Service Entry	15 mins	Van
Office Depot (merged with sysco)	1/mo	Service Entry	<5 mins	Van
HD Supply	1/mo	Service Entry	10 mins	Box Truck
Southern Wine & Spirits	1/wk	Service Entry	20 mins	Box Truck
Ecolab	2/mo	Service Entry	10 mins	Van
Sysco	1/wk	Service Entry	20 mins	27' Trailer Truck
Specialty Food & Other	1/wk	Service Entry	10 mins	Box Truck
Amazon	4/wk	Hotel Lobby	<5 mins	Van

As shown in **Table 7**, most of the daily loading activity will occur at the service entry near the back of house. The only regular daily deliveries involve post and package handling such as USPS, FedEx, UPS, OnTrac, Amazon and DHL deliveries, and approximately six total daily postal/package deliveries occur, six day a week. Loading activity at the service entry is projected to be much less frequent, with approximately 16 deliveries occurring in a month (roughly one every other business day) involving office supplies (Office Depot) and MRO (maintenance, repair and operations) supply deliveries (Grainger, Vistar). The types of deliveries the resort receives are mostly via vans and box trucks.

The Resort Reception Entry Plaza does not have any structure above vehicles providing sufficient clearance for any vehicle. Additionally, the secondary Quail Run Road exit-only driveway will provide sufficient area for a delivery vehicle to exit without using the turnaround. Passenger vehicle and delivery vans are both accommodated by the size of the delivery area. An autoturn analysis indicated that small delivery trucks such as SU-30 and SU-40 vehicles would be required to stop at the delivery area provided on the east side of the site.

#### **LARGE EVENT ATTENDANCE**

A question has been presented about the parking requirements if a large 200-person event is held at the Smoketree Resort. An event of this scale will have an officer from Paradise Valley Police Department manually controlling the signal at Lincoln Drive and Quail Run Road to accommodate the large number of people arriving and departing the event. The answer for the parking demand in a large event situation has been provided in **Tables 5** and **6** within the Parking Management Plan.

The Smoke Tree Resort indicates a parking need of 84 spaces to support the event space should all of the attendees be arriving from off-site and not staying at the resort. The number of parking spaces required during the event is largely dependent on the number of hotel rooms occupied along with

the number of people attending the event that are also staying within the resort (occupying one of the available rooms). The 2009 Federal Highway Administration (FHWA) *National Household Transportation Survey* (NHTS) suggests an average vehicle occupancy of 2.2 persons for social trips. According to the 2017 FHWA NHTS, the average light vehicle occupancy in 2017 remained unchanged. The FHWA Operations Publication *Managing Travel for Special Planned Special Events* suggests a range of 2.2 to 2.8 persons per vehicle; the variance in the range would depend on local factors.

Utilizing 84 spaces as required by the Town Guidelines for the event space with no internal capture and accommodating a 200-person event in the same space would yield a vehicle occupancy of 2.38 persons per vehicle, which is conservatively in line the FHWA and NHTS suggestions.

Both **Table 5** and **Table 6** provide guidance on when operations must be moved from self-park to valet only, and when additional accommodations must also be provided. Resort operators know in advance how many attendees will be at the event, the time of the event, and how many rooms are occupied by the attendees of the event. These tables will allow the operator to facilitate parking under applicable parking scenarios.

## **CONCLUSIONS**

From the above, the following can be concluded:

- The purpose for a parking management plan is to provide operational information to help guide the utilization of parking for the Project during its peak operations on a weekday and weekend during the peak season. The resort uses will be considered at different occupancy rates and varying non-captive ratio to indicate when valet operations would be triggered within each combination.
- The results of the comparison of parking rates and amenity inventory show that the parking calculated for the Project exceeds the Andaz Resort and Scottsdale Plaza.
  - Valet service is required when the combination of hotel occupancy and event internal capture exceeds the 153 spaces. 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.
  - 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.
  - Approximately 162 feet is provided from the entry on Quail Run Road to the valet stand which could accommodate up to 8 vehicles. The Smoke Tree site is smaller in scale and the number of attendants working the valet stand can be increased to control the queue. Should the queue be anticipated to exceed the 8 vehicles stacking distance, the second valet stand along the northern edge of the site should be implemented.
- Should a peak event occur and there is concern that parking demand could exceed parking supply, employees would be required to use ride-hailing as provided by the resort. This could provide in excess of 35 additional spaces available for guests on-site using the ULI 3<sup>rd</sup> Edition rates and time-of-day percentages. Employees will park offsite once the project requires more than the proposed valet number of 199 spaces.
  - Employees should be notified 24-hours in advance of any off-site parking or other transportation options are provided or expected to be utilized.
  - An event of this scale will have an officer from Paradise Valley Police Department manually controlling the signal at Lincoln Drive and Quail Run Road to accommodate the large number of people arriving and departing the event.
  - A requirement to adhere to the parking agreement terms within each employee contract will be strictly enforced during peak events when Smoke Tree Resort provides alternate employee transportation. Failure to comply could be grounds for employee dismissal.

Thank you for allowing CivTech to assist you on this project. Please contact me with any questions you may have on this Traffic Statement.

Sincerely,

# CivTech

*Samuel Hays*

Dawn Cartier, P.E., PTOE  
President

Attachments (3)

- A. Site Plan
- B. Valet Plan
- C. Parking Rates and Amenity Inventory Calculations
- D. Comment Resolution

#####

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## **ATTACHMENT A**

### **SITE PLAN**





## 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. Resort Guest Flex Space
- 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
- AD. 12' Wide Exit Only Driveway

## RESORT UNITS - 122 KEYS

Main Hotel	
1st Level	= 42 keys
2nd Level	= 45 keys
3rd Level	= 15 keys
	<u>102 keys</u>

Luxury Suites (guest rooms)	
4 villas with 3 keys	= 12 keys
2 villas with 4 keys	= 8 keys
	<u>20 keys</u>

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

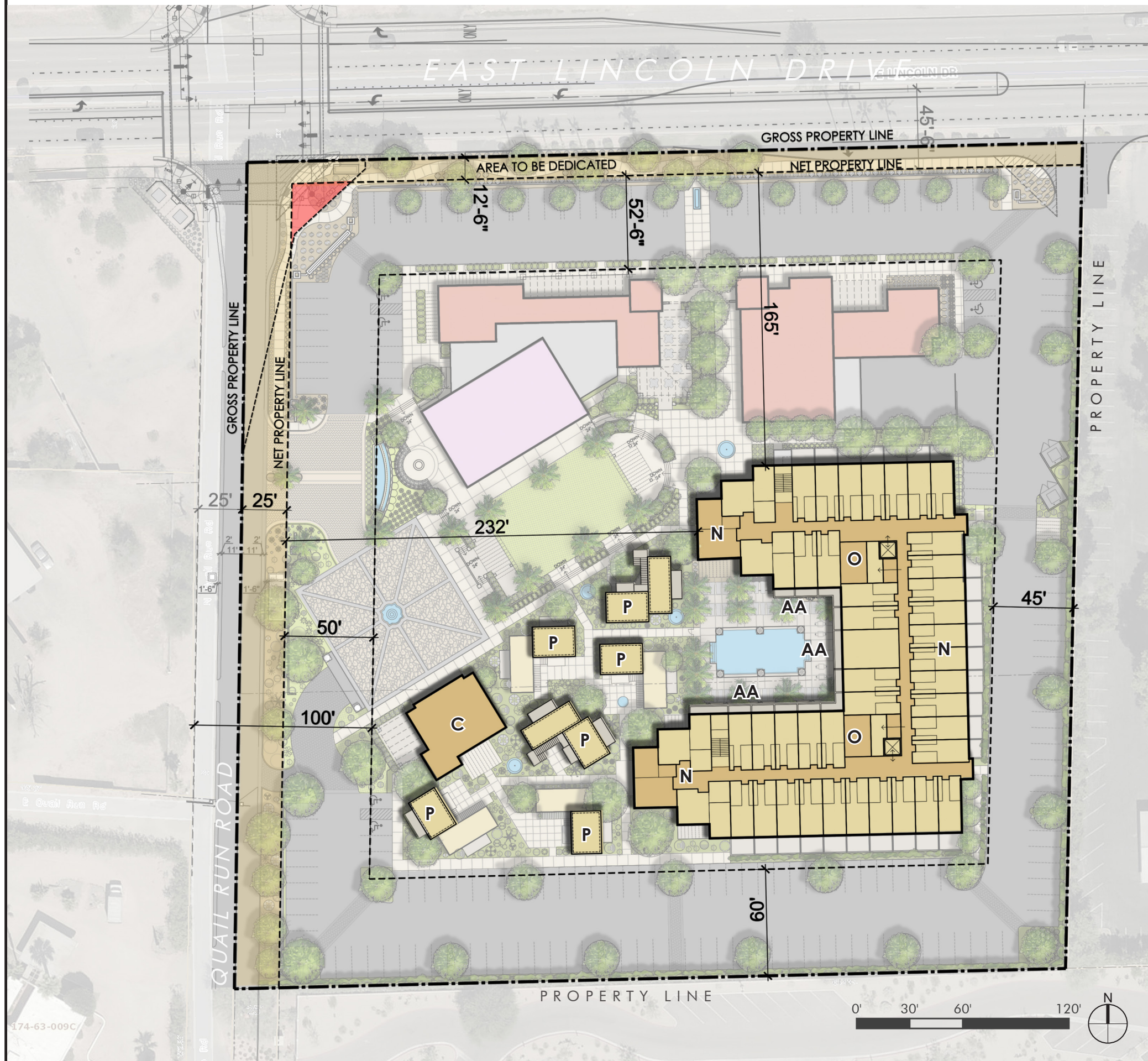
*the* **smoke tree resort**

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

**A8**

SEP 6, 2019  
11 x 17 format  
REVISED  
JULY 20, 2020





## PROGRAM:

- C. Resort Reception and Lobby
- N. Resort Suites (guest rooms)
- O. Resort Guest Flex Space
- P. Luxury Suites (guest rooms)
- AA. Balconies

**PHX**  
ARCHITECTURE

GREEY|PICKETT

**BEUS**  
**GILBERT**



CREATIVE DESIGNS  
IN LIGHTING

**CVL**  
CONSULTANTS

**GH**

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  
JULY 20, 2020

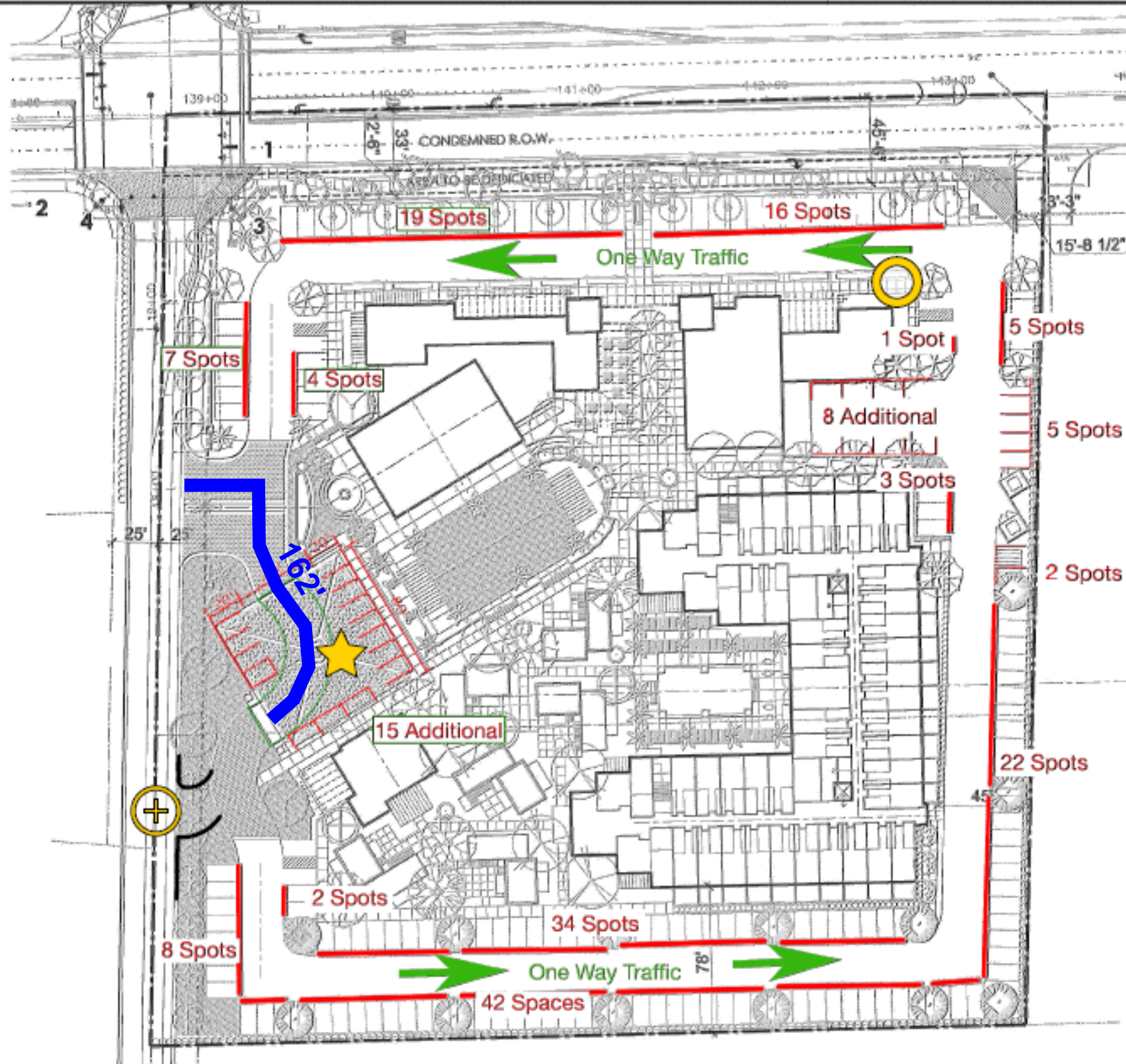






## **ATTACHMENT B**

### **VALET PLAN**



Legend



- 1. Electric Box
- 2. Proposed Electric Box Location
- 3. Traffic Control
- 4. Proposed Traffic Control
- ★ Primary Valet Stand
- Secondary Valet Stand
- ⊕ New exit only driveway to Quail Run Road
- Queue length to valet stand

Total Number of  
Spots Excluding  
Handicap = 193

Main Level Floor Plan  
esc. 1" = 120'

## **ATTACHMENT C**

### **PARKING RATES AND AMENITY INVENTORY CALCULTIONS**

PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY (100% Hotel Occupancy & 30% Event Space Non-Captive Ratio)

Land Use	Hotel Guest Rooms <sup>(1)</sup>			Administrative <sup>(2)</sup>			Guest Oriented Restaurant <sup>(3)</sup>			Guest Oriented Restaurant Employees <sup>(3)</sup>			Stand Alone Restaurant <sup>(4)</sup>			Stand Alone Restaurant Employees <sup>(4)</sup>			Guest Oriented Retail <sup>(5)</sup>			Guest Oriented Retail Employees <sup>(5)</sup>			Event Space (Wedding Lawn & Event Deck)			Event Space (Wedding Lawn & Event Deck) Employees			Hotel Fitness <sup>(6)</sup>			Hotel Fitness Employees <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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Quantities	122 Keys			122 SF			500 SF			500 SF			3,200 SF			3,200 SF			2,000 SF			2,000 SF			4,200 SF			4,200 SF			2,000 SF			2,000 SF							
Parking Rate Driving Adjustment Non-Captive Ratio	1.0	Key Per	1 Spaces	0.15	per	1 Key	12.40	per	1000 SF	2.00	per	1000 SF	13.25	per	1000 SF	2.25	per	1000 SF	2.9	per	1000 SF	0.7	per	1000 SF	25.19	per	1000 SF	1.76	per	1000 SF	6.60	per	1000 SF	0.40	per	1000 SF					
Adjusted Parking Rate Monthly Adjustment Parking Demand After Peak & Month Reductions	0.8	Key Per	1 Spaces	0.1	per	1 Key	1.2	per	1000 SF	1.8	per	1000 SF	9.7	per	1000 SF	2.0	per	1000 SF	1.9	per	1000 SF	0.6	per	1000 SF	5.7	per	1000 SF	1.6	per	1000 SF	0.7	per	1000 SF	0.4	per	1000 SF					
	92 Spaces			16 Spaces			1 Spaces			1 Spaces			30 Spaces			7.00 Spaces			3 Spaces			1 Spaces			24 Spaces			7 Spaces			1 Spaces			1 Spaces			183				
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		% 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	95%	87.40		10%	1.60		5%	0.05		20%	0.20		0%	0.00		0%	0.00		1%	0.03		10%	0.10		0%	0.00		10%	0.70		70%	0.70		75%	0.75		92	170	78	199	107
7:00 AM	95%	87.40		30%	4.80		10%	0.10		20%	0.20		0%	0.00		0%	0.00		5%	0.15		15%	0.15		0%	0.00		10%	0.70		40%	0.40		75%	0.75		95	170	75	199	104
8:00 AM	90%	82.80		100%	16.00		20%	0.20		30%	0.30		0%	0.00		0%	0.00		15%	0.45		25%	0.25		30%	7.20		60%	4.20		40%	0.40		75%	0.75		113	170	57	199	86
9:00 AM	80%	73.60		100%	16.00		30%	0.30		40%	0.40		0%	0.00		0%	0.00		35%	1.05		45%	0.45		60%	14.40		100%	7.00		70%	0.70		75%	0.75		115	170	55	199	84
10:00 AM	70%	64.40		100%	16.00		55%	0.55		75%	0.75		15%	4.50		15%	1.05		60%	1.80		75%	0.75		60%	14.40		100%	7.00		70%	0.70		75%	0.75		113	170	57	199	86
11:00 AM	70%	64.40		100%	16.00		85%	0.85		100%	1.00		40%	12.00		40%	2.80		75%	2.25		95%	0.95		60%	14.40		100%	7.00		80%	0.80		75%	0.75		123	170	47	199	76
12:00 PM	65%	59.80		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	15.60		100%	7.00		60%	0.60		75%	0.75		133	170	37	199	66
1:00 PM	65%	59.80		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	15.60		100%	7.00		70%	0.70		75%	0.75		134	170	36	199	65
2:00 PM	70%	64.40		100%	16.00		90%	0.90		95%	0.95		65%	19.50		65%	4.55		95%	2.85		100%	1.00		65%	15.60		100%	7.00		70%	0.70		75%	0.75		134	170	36	199	65
3:00 PM	70%	64.40		100%	16.00		60%	0.60		70%	0.70		40%	12.00		40%	2.80		85%	2.55		100%	1.00		65%	15.60		100%	7.00		70%	0.70		75%	0.75		124	170	46	199	75
4:00 PM	75%	69.00		70%	11.20		55%	0.55		60%	0.60		50%	15.00		50%	3.50		85%	2.55		100%	1.00		65%	15.60		100%	7.00		80%	0.80		75%	0.75		128	170	42	199	71
5:00 PM	80%	73.60		70%	11.20		60%	0.60		70%	0.70		75%	22.50		75%	5.25		85%	2.55		100%	1.00		65%	15.60		100%	7.00		90%	0.90		100%	1.00		142	170	28	199	57
6:00 PM	85%	78.20		40%	6.40		85%	0.85		90%	0.90		95%	28.50		95%	6.65		90%	2.70		100%	1.00		100%	24.00		60%	4.20		100%	1.00		100%	1.00		155	170	15	199	44
7:00 PM	85%	78.20		20%	3.20		80%	0.80		90%	0.90		100%	30.00		100%	7.00		80%	2.40		100%	1.00		100%	24.00		40%	2.80		90%	0.90		75%	0.75		152	170	18	199	47
8:00 PM	90%	82.80		20%	3.20		50%	0.50		60%	0.60		100%	30.00		100%	7.00		65%	1.95		90%	0.90		100%	24.00		40%	2.80		80%	0.80		50%	0.50		155	170	15	199	44
9:00 PM	95%	87.40		20%	3.20		30%	0.30		40%	0.40		100%	30.00		100%	7.00		45%	1.35		60%	0.60		100%	24.00		20%	1.40		70%	0.70		20%	0.20		157	170	13	199	42
10:00 PM	95%	87.40		20%	3.20		20%	0.20		30%	0.30		95%	28.50		95%	6.65		15%	0.45		40%	0.40		50%	12.00		0%	0.00		35%	0.35		20%	0.20		140	170	30	199	59
11:00 PM	100%	92.00		10%	1.60		10%	0.10		20%	0.20		75%	22.50		75%	5.25		5%	0.15		20%	0.20		0%	0.00		0%	0.00		10%	0.10		20%	0.20		122	170	48	199	77
MIDNIGHT	100%	92.00		5%	0.80		5%	0.05		20%	0.20		25%	7.50		25%	1.75		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		102	170	68	199	97

1. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel Employee  
2. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
3. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Fine/Casual Dining Resaurant Employees  
4. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Retail Employees  
5. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
6. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Health Club Employees









PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY (80% Hotel Occupancy & 50% Event Space Non-Captive Ratio)

Land Use	Hotel Guest Rooms <sup>(1)</sup>			Administrative <sup>(2)</sup>			Guest Oriented Restaurant <sup>(3)</sup>			Guest Oriented Restaurant Employees <sup>(3)</sup>			Stand Alone Restaurant <sup>(4)</sup>			Stand Alone Restaurant Employees <sup>(4)</sup>			Guest Oriented Retail <sup>(5)</sup>			Guest Oriented Retail Employees <sup>(5)</sup>			Event Space (Wedding Lawn & Event Deck)			Event Space (Wedding Lawn & Event Deck) Employees			Hotel Fitness <sup>(6)</sup>			Hotel Fitness Employees <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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet			
Quantities	122 Keys			122 SF			500 SF			500 SF			3,200 SF			3,200 SF			2,000 SF			2,000 SF			4,200 SF			4,200 SF			2,000 SF			2,000 SF										
Parking Rate	1.0	Key Per	1 Spaces	0.15	per	1 Key	12.40	per	1000 SF	2.00	per	1000 SF	13.25	per	1000 SF	2.25	per	1000 SF	2.9	per	1000 SF	0.7	per	1000 SF	0.7	per	1000 SF	25.19	per	1000 SF	1.76	per	1000 SF	6.60	per	1000 SF						0.40	per	1000 SF
Driving Adjustment	75%			90%			100%			90%			100%			90%			100%			75%			50%			75%			100%			100%								100%		
Non-Captive Ratio	80%			100%			10%			100%			73%			100%			67%			100%			50%			100%			10%			100%			95%							
Adjusted Parking Rate	0.6	Key Per	1 Spaces	0.1	per	1 Key	1.2	per	1000 SF	1.8	per	1000 SF	9.7	per	1000 SF	2.0	per	1000 SF	1.9	per	1000 SF	0.6	per	1000 SF	9.4	per	1000 SF	1.6	per	1000 SF	0.7	per	1000 SF	0.4	per	1000 SF								
Monthly Adjustment	100%			100%			97%			100%			98%			100%			70%			79%			100%			100%			85%			95%										
Parking Demand After Peak & Month Reductions	73 Spaces			16 Spaces			1 Spaces			1 Spaces			30 Spaces			7.00 Spaces			3 Spaces			1 Spaces			40 Spaces			7 Spaces			1 Spaces			1 Spaces			180							
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		% 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	95%	69.35		10%	1.60		5%	0.05		20%	0.20		0%	0.00		0%	0.00		1%	0.03		10%	0.10		0%	0.00		10%	0.70		70%	0.70		75%	0.75		73	170	97	199	126			
7:00 AM	95%	69.35		30%	4.80		10%	0.10		20%	0.20		0%	0.00		0%	0.00		5%	0.15		15%	0.15		0%	0.00		10%	0.70		40%	0.40		75%	0.75		77	170	93	199	122			
8:00 AM	90%	65.70		100%	16.00		20%	0.20		30%	0.30		0%	0.00		0%	0.00		15%	0.45		25%	0.25		30%	12.00		60%	4.20		40%	0.40		75%	0.75		100	170	70	199	99			
9:00 AM	80%	58.40		100%	16.00		30%	0.30		40%	0.40		0%	0.00		0%	0.00		35%	1.05		45%	0.45		60%	24.00		100%	7.00		70%	0.70		75%	0.75		109	170	61	199	90			
10:00 AM	70%	51.10		100%	16.00		55%	0.55		75%	0.75		15%	4.50		15%	1.05		60%	1.80		75%	0.75		60%	24.00		100%	7.00		70%	0.70		75%	0.75		109	170	61	199	90			
11:00 AM	70%	51.10		100%	16.00		85%	0.85		100%	1.00		40%	12.00		40%	2.80		75%	2.25		95%	0.95		60%	24.00		100%	7.00		80%	0.80		75%	0.75		119	170	51	199	80			
12:00 PM	65%	47.45		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	26.00		100%	7.00		60%	0.60		75%	0.75		132	170	38	199	67			
1:00 PM	65%	47.45		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	26.00		100%	7.00		70%	0.70		75%	0.75		132	170	38	199	67			
2:00 PM	70%	51.10		100%	16.00		90%	0.90		95%	0.95		65%	19.50		65%	4.55		95%	2.85		100%	1.00		65%	26.00		100%	7.00		70%	0.70		75%	0.75		131	170	39	199	68			
3:00 PM	70%	51.10		100%	16.00		60%	0.60		70%	0.70		40%	12.00		40%	2.80		85%	2.55		100%	1.00		65%	26.00		100%	7.00		70%	0.70		75%	0.75		121	170	49	199	78			
4:00 PM	75%	54.75		70%	11.20		55%	0.55		60%	0.60		50%	15.00		50%	3.50		85%	2.55		100%	1.00		65%	26.00		100%	7.00		80%	0.80		75%	0.75		124	170	46	199	75			
5:00 PM	80%	58.40		70%	11.20		60%	0.60		70%	0.70		75%	22.50		75%	5.25		85%	2.55		100%	1.00		65%	26.00		100%	7.00		90%	0.90		100%	1.00		137	170	33	199	62			
6:00 PM	85%	62.05		40%	6.40		85%	0.85		90%	0.90		95%	28.50		95%	6.65		90%	2.70		100%	1.00		100%	40.00		60%	4.20		100%	1.00		100%	1.00		155	170	15	199	44			
7:00 PM	85%	62.05		20%	3.20		80%	0.80		90%	0.90		100%	30.00		100%	7.00		80%	2.40		100%	1.00		100%	40.00		40%	2.80		90%	0.90		75%	0.75		152	170	18	199	47			
8:00 PM	90%	65.70		20%	3.20		50%	0.50		60%	0.60		100%	30.00		100%	7.00		65%	1.95		90%	0.90		100%	40.00		40%	2.80		80%	0.80		50%	0.50		154	170	16	199	45			
9:00 PM	95%	69.35		20%	3.20		30%	0.30		40%	0.40		100%	30.00		100%	7.00		45%	1.35		60%	0.60		100%	40.00		20%	1.40		70%	0.70		50%	0.20		154	170	16	199	45			
10:00 PM	95%	69.35		20%	3.20		20%	0.20		30%	0.30		95%	28.50		95%	6.65		15%	0.45		40%	0.40		50%	20.00		0%	0.00		35%	0.35		20%	0.20		130	170	40	199	69			
11:00 PM	100%	73.00		10%	1.60		10%	0.10		20%	0.20		75%	22.50		75%	5.25		5%	0.15		20%	0.20		0%	0.00		0%	0.00		10%	0.10		20%	0.20		103	170	67	199	96			
MIDNIGHT	100%	73.00		5%	0.80		5%	0.05		20%	0.20		25%	7.50		25%	1.75		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		83	170	87	199	116			

1. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel Employee  
2. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
3. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Fine/Casual Dining Resaurant Employees  
4. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Retail Employees  
5. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
6. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Health Club Employees



PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY (70% Hotel Occupancy & 60% Event Space Non-Captive Ratio)

Land Use	Hotel Guest Rooms <sup>(1)</sup>			Administrative <sup>(2)</sup>			Guest Oriented Restaurant <sup>(3)</sup>			Guest Oriented Restaurant Employees <sup>(3)</sup>			Stand Alone Restaurant <sup>(4)</sup>			Stand Alone Restaurant Employees <sup>(4)</sup>			Guest Oriented Retail <sup>(5)</sup>			Guest Oriented Retail Employees <sup>(5)</sup>			Event Space (Wedding Lawn & Event Deck)			Event Space (Wedding Lawn & Event Deck) Employees			Hotel Fitness <sup>(6)</sup>			Hotel Fitness Employees <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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Quantities	122 Keys			122 SF			500 SF			500 SF			3,200 SF			3,200 SF			2,000 SF			2,000 SF			4,200 SF			4,200 SF			2,000 SF			2,000 SF							
Parking Rate	1.0	Key Per	1 Spaces	0.15	per	1 Key	12.40	per	1000 SF	2.00	per	1000 SF	13.25	per	1000 SF	2.25	per	1000 SF	2.9	per	1000 SF	0.7	per	1000 SF	25.19	per	1000 SF	1.76	per	1000 SF	6.60	per	1000 SF	0.40	per	1000 SF					
Driving Adjustment	75%			90%			100%			90%			100%			90%			100%			75%			60%			75%			100%			90%							
Non-Captive Ratio	70%			100%			10%			100%			73%			100%			67%			100%			60%			100%			10%			100%							
Adjusted Parking Rate	0.5	Key Per	1 Spaces	0.1	per	1 Key	1.2	per	1000 SF	1.8	per	1000 SF	9.7	per	1000 SF	2.0	per	1000 SF	1.9	per	1000 SF	0.6	per	1000 SF	11.3	per	1000 SF	1.6	per	1000 SF	0.7	per	1000 SF	0.4	per	1000 SF					
Monthly Adjustment	100%			100%			97%			100%			98%			100%			70%			79%			100%			100%			85%			95%							
Parking Demand After Peak & Month Reductions	64 Spaces			16 Spaces			1 Spaces			1 Spaces			30 Spaces			7.00 Spaces			3 Spaces			1 Spaces			48 Spaces			7 Spaces			1 Spaces			1 Spaces			179				
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		% 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	95%	60.80		10%	1.60		5%	0.05		20%	0.20		0%	0.00		0%	0.00		1%	0.03		10%	0.10		0%	0.00		10%	0.70		70%	0.70		75%	0.75		65				
7:00 AM	95%	60.80		30%	4.80		10%	0.10		20%	0.20		0%	0.00		0%	0.00		5%	0.15		15%	0.15		0%	0.00		10%	0.70		40%	0.40		75%	0.75		68				
8:00 AM	90%	57.60		100%	16.00		20%	0.20		30%	0.30		0%	0.00		0%	0.00		15%	0.45		25%	0.25		30%	14.40		60%	4.20		40%	0.40		75%	0.75		95				
9:00 AM	80%	51.20		100%	16.00		30%	0.30		40%	0.40		0%	0.00		0%	0.00		35%	1.05		45%	0.45		60%	28.80		100%	7.00		70%	0.70		75%	0.75		107				
10:00 AM	70%	44.80		100%	16.00		55%	0.55		75%	0.75		15%	4.50		15%	1.05		60%	1.80		75%	0.75		60%	28.80		100%	7.00		70%	0.70		75%	0.75		107				
11:00 AM	70%	44.80		100%	16.00		85%	0.85		100%	1.00		40%	12.00		40%	2.80		75%	2.25		95%	0.95		60%	28.80		100%	7.00		80%	0.80		75%	0.75		118				
12:00 PM	65%	41.60		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	31.20		100%	7.00		60%	0.60		75%	0.75		131				
1:00 PM	65%	41.60		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	31.20		100%	7.00		70%	0.70		75%	0.75		131				
2:00 PM	70%	44.80		100%	16.00		90%	0.90		95%	0.95		65%	19.50		65%	4.55		100%	2.85		100%	1.00		65%	31.20		100%	7.00		70%	0.70		75%	0.75		130				
3:00 PM	70%	44.80		100%	16.00		60%	0.60		70%	0.70		40%	12.00		40%	2.80		85%	2.55		100%	1.00		65%	31.20		100%	7.00		70%	0.70		75%	0.75		120				
4:00 PM	75%	48.00		70%	11.20		55%	0.55		60%	0.60		50%	15.00		50%	3.50		100%	2.55		100%	1.00		65%	31.20		100%	7.00		80%	0.80		75%	0.75		122				
5:00 PM	80%	51.20		70%	11.20		60%	0.60		70%	0.70		75%	22.50		75%	5.25		85%	2.55		100%	1.00		65%	31.20		100%	7.00		90%	0.90		100%	1.00		135				
6:00 PM	85%	54.40		40%	6.40		85%	0.85		90%	0.90		95%	28.50		95%	6.65		90%	2.70		100%	1.00		100%	48.00		60%	4.20		100%	1.00		100%	1.00		156				
7:00 PM	85%	54.40		20%	3.20		80%	0.80		90%	0.90		100%	30.00		100%	7.00		80%	2.40		100%	1.00		100%	48.00		40%	2.80		90%	0.90		75%	0.75		152				
8:00 PM	90%	57.60		20%	3.20		50%	0.50		60%	0.60		100%	30.00		100%	7.00		65%	1.95		90%	0.90		100%	48.00		40%	2.80		80%	0.80		50%	0.50		154				
9:00 PM	95%	60.80		20%	3.20		30%	0.30		40%	0.40		100%	30.00		100%	7.00		45%	1.35		60%	0.60		100%	48.00		20%	1.40		70%	0.70		20%	0.20		154				
10:00 PM	95%	60.80		20%	3.20		20%	0.20		30%	0.30		95%	28.50		95%	6.65		15%	0.45		40%	0.40		50%	24.00		0%	0.00		35%	0.35		20%	0.20		125				
11:00 PM	100%	64.00		10%	1.60		10%	0.10		20%	0.20		75%	22.50		75%	5.25		20%	0.15		20%	0.20		0%	0.00		0%	0.00		10%	0.10		20%	0.20		94				
MIDNIGHT	100%	64.00		5%	0.80		5%	0.05		20%	0.20		25%	7.50		25%	1.75		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		74				

1. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel Employee  
2. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
3. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Fine/Casual Dining Resaurant Employees  
4. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Retail Employees  
5. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
6. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Health Club Employees



PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY (60% Hotel Occupancy & 70% Event Space Non-Captive Ratio)

Land Use	Hotel Guest Rooms <sup>(1)</sup>			Administrative <sup>(2)</sup>			Guest Oriented Restaurant <sup>(3)</sup>			Guest Oriented Restaurant Employees <sup>(3)</sup>			Stand Alone Restaurant <sup>(4)</sup>			Stand Alone Restaurant Employees <sup>(4)</sup>			Guest Oriented Retail <sup>(5)</sup>			Guest Oriented Retail Employees <sup>(5)</sup>			Event Space (Wedding Lawn & Event Deck)			Event Space (Wedding Lawn & Event Deck) Employees			Hotel Fitness <sup>(6)</sup>			Hotel Fitness Employees <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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Quantities	122 Keys			122 SF			500 SF			500 SF			3,200 SF			3,200 SF			2,000 SF			2,000 SF			4,200 SF			4,200 SF			2,000 SF			2,000 SF							
Parking Rate	1.0	Key Per	1 Spaces	0.15	per	1 Key	12.40	per	1000 SF	2.00	per	1000 SF	13.25	per	1000 SF	2.25	per	1000 SF	2.9	per	1000 SF	0.7	per	1000 SF	25.19	per	1000 SF	1.76	per	1000 SF	6.60	per	1000 SF	0.40	per	1000 SF					
Driving Adjustment	75%			90%			100%			90%			100%			90%			100%			75%			70%			75%			100%			90%							
Non-Captive Ratio	60%			100%			10%			100%			73%			100%			67%			100%			70%			100%			10%			100%							
Adjusted Parking Rate	0.5	Key Per	1 Spaces	0.1	per	1 Key	1.2	per	1000 SF	1.8	per	1000 SF	9.7	per	1000 SF	2.0	per	1000 SF	1.9	per	1000 SF	0.6	per	1000 SF	13.2	per	1000 SF	1.6	per	1000 SF	0.7	per	1000 SF	0.4	per	1000 SF					
Monthly Adjustment	100%			100%			97%			100%			98%			100%			70%			79%			100%			100%			85%			95%							
Parking Demand After Peak & Month Reductions	55 Spaces			16 Spaces			1 Spaces			1 Spaces			30 Spaces			7.00 Spaces			3 Spaces			1 Spaces			56 Spaces			7 Spaces			1 Spaces			1 Spaces							
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		% 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	95%	52.25		10%	1.60		5%	0.05		20%	0.20		0%	0.00		0%	0.00		1%	0.03		10%	0.10		0%	0.00		10%	0.70		70%	0.70		75%	0.75		56	170	114		
7:00 AM	95%	52.25		30%	4.80		10%	0.10		20%	0.20		0%	0.00		5%	0.15		15%	0.15		0%	0.00		30%	16.80		60%	4.20		40%	0.40		75%	0.75		59	170	111		
8:00 AM	90%	49.50		100%	16.00		20%	0.20		30%	0.30		0%	0.00		15%	0.45		25%	0.25		40%	60%		60%	4.20		40%	0.40		75%	0.75		89	170	81					
9:00 AM	80%	44.00		100%	16.00		30%	0.30		40%	0.40		0%	0.00		35%	1.05		45%	0.45		60%	100%		70%	33.60		100%	7.00		70%	0.70		75%	0.75		104	170	66		
10:00 AM	70%	38.50		100%	16.00		55%	0.55		75%	0.75		15%	4.50		60%	1.05		75%	0.75		60%	100%		70%	33.60		100%	7.00		70%	0.70		75%	0.75		106	170	64		
11:00 AM	70%	38.50		100%	16.00		85%	0.85		100%	1.00		40%	12.00		75%	2.25		95%	0.95		60%	100%		80%	33.60		100%	7.00		80%	0.80		75%	0.75		116	170	54		
12:00 PM	65%	35.75		100%	16.00		100%	1.00		100%	1.00		75%	22.50		100%	3.00		100%	1.00		65%	100%		70%	36.40		100%	7.00		60%	0.60		75%	0.75		130	170	40		
1:00 PM	65%	35.75		100%	16.00		100%	1.00		100%	1.00		75%	22.50		100%	3.00		100%	1.00		65%	100%		70%	36.40		100%	7.00		70%	0.70		75%	0.75		130	170	40		
2:00 PM	70%	38.50		100%	16.00		90%	0.90		95%	0.95		65%	19.50		95%	2.85		100%	1.00		65%	100%		70%	36.40		100%	7.00		70%	0.70		75%	0.75		129	170	41		
3:00 PM	70%	38.50		100%	16.00		60%	0.60		70%	0.70		40%	12.00		85%	2.55		100%	1.00		65%	100%		70%	36.40		100%	7.00		70%	0.70		75%	0.75		119	170	51		
4:00 PM	75%	41.25		70%	11.20		55%	0.55		60%	0.60		50%	15.00		85%	3.50		100%	1.00		65%	100%		80%	36.40		100%	7.00		80%	0.80		75%	0.75		121	170	49		
5:00 PM	80%	44.00		70%	11.20		60%	0.60		70%	0.70		75%	22.50		85%	2.55		100%	1.00		65%	100%		70%	36.40		100%	7.00		90%	0.90		100%	1.00		133	170	37		
6:00 PM	85%	46.75		40%	6.40		85%	0.85		90%	0.90		95%	28.50		95%	6.65		100%	1.00		100%	100%		60%	56.00		60%	4.20		100%	1.00		100%	1.00		156	170	14		
7:00 PM	85%	46.75		20%	3.20		80%	0.80		90%	0.90		100%	30.00		100%	7.00		80%	2.40		100%	100%		40%	56.00		40%	2.80		90%	0.90		75%	0.75		152	170	18		
8:00 PM	90%	49.50		20%	3.20		50%	0.50		60%	0.60		100%	30.00		100%	7.00		65%	1.95		90%	100%		40%	56.00		40%	2.80		80%	0.80		50%	0.50		154	170	16		
9:00 PM	95%	52.25		20%	3.20		30%	0.30		40%	0.40		100%	30.00		100%	7.00		45%	1.35		60%	100%		20%	56.00		20%	1.40		70%	0.70		20%	0.20		153	170	17		
10:00 PM	95%	52.25		20%	3.20		20%	0.20		30%	0.30		95%	28.50		95%	6.65		15%	0.45		40%	100%		0%	28.00		0%	0.00		35%	0.35		20%	0.20		120	170	50		
11:00 PM	100%	55.00		10%	1.60		10%	0.10		20%	0.20		75%	22.50		75%	5.25		20%	0.15		20%	100%		0%	0.00		0%	0.00		10%	0.10		20%	0.20		85	170	85		
MIDNIGHT	100%	55.00		5%	0.80		5%	0.05		20%	0.20		25%	7.50		25%	1.75		0%	0.00		0%	100%		0%	0.00		0%	0.00		0%	0.00		0%	0.00		65	170	105		

1. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel Employee  
2. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
3. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Fine/Casual Dining Resaurant Employees  
4. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Retail Employees  
5. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Restaurant/Lounge, Meeting/Boteque, Convention Employee  
6. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Health Club Employees





PEAK USE SHARED PARKING CALCULATIONS-WEEKDAY (95% Hotel Occupancy & 100% Event Space Non-Captive Ratio)

Land Use	Hotel Guest Rooms <sup>(1)</sup>			Administrative <sup>(2)</sup>			Guest Oriented Restaurant <sup>(7)</sup>			Guest Oriented Restaurant Employees <sup>(7)</sup>			Stand Alone Restaurant <sup>(3)</sup>			Stand Alone Restaurant Employees <sup>(3)</sup>			Guest Oriented Retail <sup>(4)</sup>			Guest Oriented Retail Employees <sup>(4)</sup>			Event Space (Wedding Lawn & Event Deck) <sup>(5)</sup>			Event Space (Wedding Lawn & Event Deck) Employees <sup>(5)</sup>			Hotel Fitness <sup>(6)</sup>			Hotel Fitness Employees <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 (196 Spaces Based on EpicValet)	Parking Surplus/ Shortage with Valet for Emp at full occupancy with Valet
Quantities	122 Keys			122 SF			500 SF			500 SF			3,200 SF			3,200 SF			2,000 SF			2,000 SF			4,200 SF			4,200 SF			2,000 SF			2,000 SF							
Parking Rate	1.0	Key Per	1 Spaces	0.15	per	1 Key	12.40	per	1000 SF	2.00	per	1000 SF	13.25	per	1000 SF	2.25	per	1000 SF	2.9	per	1000 SF	0.7	per	1000 SF	25.19	per	1000 SF	1.76	per	1000 SF	6.60	per	1000 SF	0.40	per	1000 SF					
Driving Adjustment		75%			90%			100%			90%		100%		100%		90%		100%		90%		100%		75%		100%		90%		100%		100%		90%						
Non-Captive Ratio		95%			100%			10%		100%		73%		100%		73%		100%		67%		100%		100%		100%		100%		10%		100%		100%							
Adjusted Parking Rate	0.7	Key Per	1 Spaces	0.1	per	1 Key	1.2	per	1000 SF	1.8	per	1000 SF	9.7	per	1000 SF	2.0	per	1000 SF	1.9	per	1000 SF	0.6	per	1000 SF	18.9	per	1000 SF	1.6	per	1000 SF	0.7	per	1000 SF	0.4	per	1000 SF					
Monthly Adjustment		100%			100%			97%		100%		98%		100%		100%		70%		79%		100%		100%		100%		85%		95%		95%									
Parking Demand After Peak & Month Reductions	87 Spaces			16 Spaces			1 Spaces			1 Spaces			30 Spaces			7.00 Spaces			3 Spaces			1 Spaces			79 Spaces			7 Spaces			1 Spaces			1 Spaces							
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		% of Peak	# of Spaces		% of Peak	# of Spaces		% of Peak	# of Spaces		% of Peak	# of Spaces		PEAK Parking Demand							
6:00 AM	95%	82.65		10%	1.60		5%	0.05		20%	0.20		0%	0.00		0%	0.00		1%	0.03		10%	0.10		0%	0.00		10%	0.70		70%	0.70		75%	0.75		87				
7:00 AM	95%	82.65		30%	4.80		10%	0.10		20%	0.20		0%	0.00		0%	0.00		5%	0.15		15%	0.15		0%	0.00		10%	0.70		40%	0.40		75%	0.75		90				
8:00 AM	90%	78.30		100%	16.00		20%	0.20		30%	0.30		0%	0.00		0%	0.00		15%	0.45		25%	0.25		30%	23.70		60%	4.20		40%	0.40		75%	0.75		125				
9:00 AM	80%	69.60		100%	16.00		30%	0.30		40%	0.40		0%	0.00		0%	0.00		35%	1.05		45%	0.45		60%	47.40		100%	7.00		70%	0.70		75%	0.75		144				
10:00 AM	70%	60.90		100%	16.00		55%	0.55		75%	0.75		15%	4.50		15%	1.05		60%	1.80		75%	0.75		60%	47.40		100%	7.00		70%	0.70		75%	0.75		142				
11:00 AM	70%	60.90		100%	16.00		85%	0.85		100%	1.00		40%	12.00		75%	2.25		95%	2.80		95%	0.95		60%	47.40		100%	7.00		80%	0.80		75%	0.75		153				
12:00 PM	65%	56.55		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	51.35		100%	7.00		60%	0.60		75%	0.75		166				
1:00 PM	65%	56.55		100%	16.00		100%	1.00		100%	1.00		75%	22.50		75%	5.25		100%	3.00		100%	1.00		65%	51.35		100%	7.00		70%	0.70		75%	0.75		166				
2:00 PM	70%	60.90		100%	16.00		90%	0.90		95%	0.95		65%	19.50		65%	4.55		100%	2.85		100%	1.00		65%	51.35		100%	7.00		70%	0.70		75%	0.75		166				
3:00 PM	70%	60.90		100%	16.00		60%	0.60		70%	0.70		40%	12.00		40%	2.80		85%	2.55		100%	1.00		65%	51.35		100%	7.00		70%	0.70		75%	0.75		156				
4:00 PM	75%	65.25		70%	11.20		55%	0.55		60%	0.60		50%	15.00		50%	3.50		100%	1.00		65%	1.00		65%	51.35		100%	7.00		80%	0.80		75%	0.75		160				
5:00 PM	80%	69.60		70%	11.20		60%	0.60		70%	0.70		75%	22.50		75%	5.25		85%	2.55		100%	1.00		65%	51.35		100%	7.00		90%	0.90		100%	1.00		174				
6:00 PM	85%	73.95		40%	6.40		85%	0.85		90%	0.90		95%	28.50		95%	6.65		90%	2.70		100%	1.00		100%	79.00		60%	4.20		100%	1.00		100%	1.00		206				
7:00 PM	85%	73.95		20%	3.20		80%	0.80		90%	0.90		100%	30.00		100%	7.00		80%	2.40		100%	1.00		100%	79.00		40%	2.80		90%	0.90		75%	0.75		203				
8:00 PM	90%	78.30		20%	3.20		50%	0.50		60%	0.60		100%	30.00		100%	7.00		65%	1.95		90%	0.90		100%	79.00		40%	2.80		80%	0.80		50%	0.50		206				
9:00 PM	95%	82.65		20%	3.20		30%	0.30		40%	0.40		100%	30.00		100%	7.00		45%	1.35		60%	0.60		100%	79.00		20%	1.40		70%	0.70		20%	0.20		207				
10:00 PM	95%	82.65		20%	3.20		20%	0.20		30%	0.30		95%	28.50		95%	6.65		15%	0.45		40%	0.40		50%	39.50		0%	0.00		35%	0.35		20%	0.20		162				
11:00 PM	100%	87.00		10%	1.60		10%	0.10		20%	0.20		75%	22.50		75%	5.25		5%	0.15		20%	0.20		0%	0.00		0%	0.00		10%	0.10		20%	0.20		117				
MIDNIGHT	100%	87.00		5%	0.80		5%	0.05		20%	0.20		25%	7.50		25%	1.75		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		0%	0.00		97				

1. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel  
2. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel Employee  
3. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Fine/Casual Dining Resaurant & Employees  
4. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Retail & Employees  
5. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Hotel - Meeting/Boteque & Employees  
6. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Health Club & Employees  
7. Urban Land Institute (ULI), Shared Parking 3rd Edition Figure 2-4 Weekday Time-of-Day Adjustment, Casual/Fast Food & Employees



## **ATTACHMENT D**

### **COMMENT RESOLUTION**

## MEMORANDUM

To: Paul Mood, Town Engineer  
Paradise Valley, AZ

From: Kim Carroll, P.E., PTOE  
Sr. Traffic Engineer  
Kimley-Horn and Associates, Inc.

Date: August 20, 2020

Subject: Parking Management Plan for Smoke Tree Resort – Paradise Valley, AZ

Dear Paul:

Below is a summary of our review of the CivTech Parking Management Plan for the Smoke Tree Resort, dated August 6, 2020.

1. Page 4: The last sentence on this sheet states the following:

**Per ULI 3<sup>rd</sup> Edition, the proposed Project has a total parking demand of 181 parking spaces before consideration of shared parking by time of day.**

The resulting 181 spaces is based on using the ULI "Shared Parking Model" and the land use densities. If the shared parking model is not utilized (as suggested in the statement), then the parking demand for weekday and weekend without sharing are 346 spaces and 309 spaces, respectively.

Land Use	Density	Weekday (spaces)	Weekend (spaces)
Retail	1,000 SF	4	5
Fine/Casual Dining	3,200 SF	51	57
Fast Casual/Fast Food	1,500 SF	22	23
Health Club	2,000 SF	15	12
Hotel	122 Keys	140	140
Hotel Meeting Space	4,200 SF	114	72
Total	122 Keys/11,900 SF	346	309

We recommend the statement be updated to indicate that the 181 spaces are based on the ULI "Shared Parking Model".

2. On Page 5: Update Table 3 to contain a column with the land use densities being modeled.
3. Page 9: Figure 2 – Valet Plan: Based on this figure it is unclear where the pick-up and drop-off locations will be provided. The designated pick-up/drop-off area appears to be under the Resort Reception Entry Plaza and Valet; however, the layout of this area is unclear. When the traffic flow is converted to one-way traffic, the area under the Resort Reception Entry Plaza and Valet will be required to provide sufficient space for the pick-up and drop-off of vehicles. Using a one-way traffic flow, vehicles will be returned from the North of the parking lot but will not have an area to turn around at the pick-up/drop-off location. Please provide responses to the following:

- Will drivers be expected to circle around the parking lot to exit?
  - Will a roundabout be provided at the pick-up/drop-off area?
  - Has a queuing analysis been performed to determine the number of vehicles that can be serviced in this pick-up/drop-off area before spilling over into Quail Run Rd.?
  - Has a turning radius analysis been conducted to ensure that vehicles will have enough turning space and avoid other vehicles?
4. Page 10: Table 5 – Required Valet Transition. This analysis states that valet service will only be provided in situations when the lot is expected to be completely full. Based on industry standards, parking occupancy above 85% is expected to result in drivers circling the area for parking. Typically, effective capacity is set at 90% of the total parking supply. This allows for drivers to enter and exit the facility while still providing enough available spaces for driver's to find parking. The Valet threshold is currently set at 100% of the total supply of available parking (170 spaces). The Valet threshold should be set at a minimum of 90% of the total supply of available parking (153 spaces) to provide efficient management of the facility and improve the customer experience.
5. Page 10: Will the hotel require pre-booking of parking spaces to ensure they know the number of vehicles that will be at the facility based on their occupancy rates?
6. Page 10: Off-site Parking: This section discusses employee's use of alternative modes of travel but does not clearly state that employees would be required to take alternative modes or park off-site during peak periods. The driving adjustments made in the shared parking analysis already accounts for the expected percentage of employees willing to use alternative modes. What financial incentives or deterrents will be in place to achieve the additional mode switch from employees?
7. Page 12: First sentence states the following:
- As shown in Table 7, most of the daily loading activity will occur at the front door of the hotel lobby and involves short-term loading/unloading. The only regular daily deliveries involve post and package**
- What is the clearance height for the Resort Reception Entry Plaza? This height should be high enough to provide vertical clearance for box trucks and other delivery vehicles? Additionally, this area should be able to provide the turning radius required for these delivery vehicles.
8. Page 12: Large Event Attendance – The scenario provided by CivTech of 84 spaces being used to address event demand would leave 115 spaces available for non-event related hotel guest, patrons of the restaurant, and employees that drive to the hotel. Parking demand beyond the 199 spaces provided would need off-site parking. The additional spaces provided off-site can help to meet employee parking demand or serve as additional capacity for valet parking.
- How will the 25 parking spaces from the Lincoln Medical Plaza Parking Agreement dated 5/12/2020 be utilized for large events? Please note that these parking spaces have restricted use as follows:
- Month-to-month agreement starting 9/1/2022
  - 25 spaces available, 7 days a week, 5:30pm to 4:30am
  - No employee parking



**Smoke Tree Parking Management Plan**

CivTech, Inc.

**Review Comments & Responses****1st Submittal**

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

Reviewer Name, Agency: **Kim Carroll (Kimely-Horn) on Behalf of Paul Mood (Town of Paradise Valley)**

Item	Review Comment	(Code) & Response																																
<b>Kimley-Horn Comments</b>																																		
1.	<p>Page 4: The last sentence on this sheet states the following:</p> <p>Per ULI 3<sup>rd</sup> Edition, the proposed Project has a total parking demand of 181 parking spaces before consideration of shared parking by time of day.</p> <p>The resulting 181 spaces is based on using the ULI "Shared Parking Model" and the land use densities. If the shared parking model is not utilized (as suggested in the statement), then the parking demand for weekday and weekend without sharing are 346 spaces and 309 spaces, respectively.</p> <table><tr><th>Land Use</th><th>Density</th><th>Weekday (spaces)</th><th>Weekend (spaces)</th></tr><tr><td>Retail</td><td>1,000 SF</td><td>4</td><td>5</td></tr><tr><td>Fine/Casual Dining</td><td>3,200 SF</td><td>51</td><td>57</td></tr><tr><td>Fast Casual/Fast Food</td><td>1,500 SF</td><td>22</td><td>23</td></tr><tr><td>Health Club</td><td>2,000 SF</td><td>15</td><td>12</td></tr><tr><td>Hotel</td><td>122 Keys</td><td>140</td><td>140</td></tr><tr><td>Hotel Meeting Space</td><td>4,200 SF</td><td>114</td><td>72</td></tr><tr><td>Total</td><td>122 Keys/11,900 SF</td><td>346</td><td>309</td></tr></table> <p>We recommend the statement be updated to indicate that the 181 spaces are based on the ULI "Shared Parking Model".</p>	Land Use	Density	Weekday (spaces)	Weekend (spaces)	Retail	1,000 SF	4	5	Fine/Casual Dining	3,200 SF	51	57	Fast Casual/Fast Food	1,500 SF	22	23	Health Club	2,000 SF	15	12	Hotel	122 Keys	140	140	Hotel Meeting Space	4,200 SF	114	72	Total	122 Keys/11,900 SF	346	309	Acknowledged and the language has been revised.
Land Use	Density	Weekday (spaces)	Weekend (spaces)																															
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2.	On Page 5: Update Table 3 to contain a column with the land use densities being modeled.	Acknowledged, a column has been added to the table for land use quantities.																																

# Smoke Tree Parking Management Plan

CivTech, Inc.

## Review Comments & Responses

### 1st Submittal

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

Reviewer Name, Agency: **Kim Carroll (Kimely-Horn) on Behalf of Paul Mood (Town of Paradise Valley)**

Item	Review Comment	(Code) & Response
3.	<p>2 – Valet Plan: Based on this figure it is unclear where the pick-up and drop-off locations will be provided. The designated pick-up/drop-off area appears to be under the Resort Reception Entry Plaza and Valet; however, the layout of this area is unclear. When the traffic flow is converted to one-way traffic, the area under the Resort Reception Entry Plaza and Valet will be required to provide sufficient space for the pick-up and drop-off of vehicles. Using a one-way traffic flow, vehicles will be returned from the North of the parking lot but will not have an area to turn around at the pick-up/drop-off location. Please provide responses to the following:</p> <ul style="list-style-type: none"> <li>• Will drivers be expected to circle around the parking lot to exit?</li> <li>• Will a roundabout be provided at the pick-up/drop-off area?</li> <li>• Has a queuing analysis been performed to determine the number of vehicles that can be serviced in this pickup/drop-off area before spilling over into Quail Run Rd.?</li> <li>• Has a turning radius analysis been conducted to ensure that vehicles will have enough turning space and avoid other vehicles?</li> </ul>	<p>Further information regarding the secondary exit only Quail Run driveway and other detailing valet information has been attached to these comments.</p> <ul style="list-style-type: none"> <li>• Will drivers be expected to circle around the parking lot to exit? Drivers will not be expected to drive around the resort. There will be the main entry on Quail Run and a secondary exit only access that connects to Quail Run on the south side of the entry plaza for guests to leave.</li> <li>• Will a roundabout be provided at the pick-up/drop-off area? <i>A round about will not be provided at the pick-up/drop-off area, although, a secondary access will be provided for direct access to Quail Run Road to exit, and to avoid the need to circulate around the site.</i></li> <li>• Has a queuing analysis been performed to determine the number of vehicles that can be serviced in this pickup/drop-off area before spilling over into Quail Run Rd.? <i>Valet has not done a queuing analysis, although there are alternative scenarios that could occur to prevent queuing offsite such as staffing heavier and providing a second valet stand on the north side of the property towards the shared driveway with Lincoln Medical Center with signage pointing the intended entry to events. Approximately 162 feet is provided from the entry on Quail Run Road to the valet stand which could accommodate up to 8 vehicles simultaneously. The Smoke Tree site is smaller in scale and the number of attendants working the valet stand can be increased to control the queue. Should the queue be anticipated to exceed the 8 vehicles stacking distance, the second valet stand along the northern edge of the site should be implemented. This is discussed in the PMP.</i></li> <li>• Has a turning radius analysis been conducted to ensure that vehicles will have enough turning space and avoid other vehicles? <i>With a secondary exit access onto Quail Run a turn around movement would not need to be made. An autoturn analysis for the site indicated that all deliveries, including small truck deliveries should be made to the delivery area on the east side of the site. This has been added to the PMP.</i></li> </ul>

**Smoke Tree Parking Management Plan**  
**1st Submittal**

**CivTech, Inc.**

**Review Comments & Responses**

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

Reviewer Name, Agency: **Kim Carroll (Kimely-Horn) on Behalf of Paul Mood (Town of Paradise Valley)**

Item	Review Comment	(Code) & Response
4.	Page 10: Table 5 – Required Valet Transition. This analysis states that valet service will only be provided in situations when the lot is expected to be completely full. Based on industry standards, parking occupancy above 85% is expected to result in drivers circling the area for parking. Typically, effective capacity is set at 90% of the total parking supply. This allows for drivers to enter and exit the facility while still providing enough available spaces for driver's to find parking. The Valet threshold is currently set at 100% of the total supply of available parking (170 spaces). The Valet threshold should be set at a minimum of 90% of the total supply of available parking (153 spaces) to provide efficient management of the facility and improve the customer experience.	Acknowledged. The language and analysis has been revised to reflect the transition at 90% of the total supply of available parking.
5.	Page 10: Will the hotel require pre-booking of parking spaces to ensure they know the number of vehicles that will be at the facility based on their occupancy rates?	The hotel will not require pre-booking of parking spaces but 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, ride hailing for employees could be provided as a precaution if there is a concern that the parking demand could exceed the parking supply.
6.	Page 10: Off-site Parking: This section discusses employee's use of alternative modes of travel but does not clearly state that employees would be required to take alternative modes or park off-site during peak periods. The driving adjustments made in the shared parking analysis already accounts for the expected percentage of employees willing to use alternative modes. What financial incentives or deterrents will be in place to achieve the additional mode switch from employees?	Employees will be notified 24-hours in advance of any off-site parking or other transportation options that are provided or expected to be utilized. Within each employees hiring contract they agree to act in accordance with their employee agreement and utilize resort provided transportation when asked. Failure to cooperate may result in employee dismissal.
7.	<p>Page 12: First sentence states the following:</p> <p>As shown in <b>Table 7</b>, most of the daily loading activity will occur at the front door of the hotel lobby and involves short-term loading/unloading. The only regular daily deliveries involve post and package</p> <p>What is the clearance height for the Resort Reception Entry Plaza? This height should be high enough to provide vertical clearance for box trucks and other delivery vehicles? Additionally, this area should be able to provide the turning radius required for these delivery vehicles.</p>	The Resort Reception Entry Plaza does not have any structure above vehicles providing sufficient clearance for any vehicle. Additionally, the secondary Quail Run exit only driveway will provide sufficient area for a delivery vehicle to exit without utilizing the drop-off the turn around.

**Smoke Tree Parking Management Plan****CivTech, Inc.****Review Comments & Responses****1st Submittal**

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

Reviewer Name, Agency: **Kim Carroll (Kimely-Horn) on Behalf of Paul Mood (Town of Paradise Valley)**

Item	Review Comment	(Code) & Response
8.	<p>Page 12: Large Event Attendance – The scenario provided by CivTech of 84 spaces being used to address event demand would leave 115 spaces available for non-event related hotel guest, patrons of the restaurant, and employees that drive to the hotel. Parking demand beyond the 199 spaces provided would need off-site parking. The additional spaces provided off-site can help to meet employee parking demand or serve as additional capacity for valet parking.</p> <p>How will the 25 parking spaces from the Lincoln Medical Plaza Parking Agreement dated 5/12/2020 be utilized for large events? Please note that these parking spaces have restricted use as follows:</p> <ul style="list-style-type: none"><li>• Month-to-month agreement starting 9/1/2022</li><li>• 25 spaces available, 7 days a week, 5:30pm to 4:30am</li><li>• No employee parking</li></ul>	<p>The Lincoln Medical Plaza Parking agreement will be utilized if off-site parking is needed in excess of the valet and alternative transportation for employees, but Smoketree does not foresee a situation that would require this.</p>

**Smoke Tree Parking Management Plan**

CivTech, Inc.

**Review Comments & Responses****2<sup>nd</sup> 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
<b>Town of Paradise Valley</b>		
1.	Page 4 Paragraph 1: CivTech refers to "The ULI 3rd Edition parking ratio Guidelines" but previously calls them parking requirements. Language should be consistent throughout the document and call them guidelines not requirements. ULI is not a regulatory body that requires certain parking ratios.	(1) Acknowledged, All language in the report is consistent stating "ULI 3rd Edition parking ratio Guidelines".
2.	Page 4 Paragraph 1: CivTech states "Table 3 provides a summary of required parking per the SUP Guidelines for the Project excluding any reduction." This is not an accurate statement about Table 3. Suggested alternative: Table 3 provides a summary of the projected parking demand per the ULI 3rd Edition shared parking methodology and includes reductions used in the Walker Consultants parking study."	(1) Acknowledged, language has been revised.
3.	Page 8 Paragraph 1: CivTech mentions a metric of "parking per square foot of ancillary use" in reference to Table 4, however, this metric is not included in Table 4. - If CivTech has a calculated parking space per square foot of ancillary use it should be included in Table 4.	(2) The parking rate per SF of ancillary use has been added to the table.
4.	Appendix A, Site Plan - Show proposed secondary access point on Quail Run Rd.	(1) Acknowledged, the site plan with the exit only drive on Quail Run Road has been added.
5.	Appendix B, Valet Plan - Show 162' Dimension from main valet stand to Quail Run Rd. for vehicle queue	(1) Acknowledged, the approximate distance has been drawn into the valet plan for visual clarity.



Parking Study prepared by CivTech  
Dated May 22, 2020  
with correspondence from Kimley Horn and  
Walker Consultants

## MEMORANDUM

To: Paul Mood, Town Engineer  
Paradise Valley, AZ

From: Kim Carroll, P.E., PTOE  
Sr. Traffic Engineer  
Kimley-Horn and Associates, Inc.

Date: July 29, 2020

Subject: Parking Study for Smoke Tree Resort – Paradise Valley, AZ

## INTRODUCTION

The purpose of this study is to project peak parking demands of the site upon completion based on industry-standard data adjusted to localized conditions and Urban Land Institute (ULI) Shared Parking methodologies, accounting for the multiple land uses and for the ability to share parking throughout the day. Kimley-Horn and Associates, Inc. (Kimley-Horn) utilized the Urban Land Institute, Shared Parking Model, Version 1.1, released March 2020. The site is expected to park itself, meaning all parking demands generated by its uses will park on-site. This memorandum provides a summary of conclusions, methodology used to make these conclusions, detailed parking demand calculations, as well as a discussion of other considerations.

Per a conference call held with the Town of Paradise Valley, CivTech Inc., Geneva Holdings, LLC., and Kimley-Horn on July 28, 2020, the proposed land use densities, captive ratios, and site management assumptions were established, as summarized in Table 1 and Table 2. These baseline assumptions were used to project peak parking demand for the Smoke Tree Resort Hotel. Based on these assumptions, the site is expected to generate a peak demand of 187 parking spaces during its weekday peak at 6 PM in March and 178 parking spaces during its weekend peak at 8 PM in March. Using the revised land use densities and assumptions, the parking supply of 199 spaces under a valet managed parking operation will be sufficient to meet the projected parking demand. The model developed by Kimley-Horn uses the ULI Shared Parking model and provides a conservative approach to projecting future parking supply and demand.

Table 1: Proposed Land Use Densities

Land Use	Density	Site Plan Reference
Hotel	122 Keys	N. Resort Suites & P. Luxury Suites
Hotel Event Space	4,200 SF	E. Event Lawn*
Health Club	2,000 SF	Not Shown on Site Plan
Fast Casual/Fast Food	1,500 SF	H. Market (1,000 SF) & I. Coffee Shop (500 SF)
Fine/Casual Dining	3,200 SF	G. Restaurant
Retail	1,000 SF	H. Market (1,000 SF)

\*Outdoor lawn and pavilion evaluated as meeting/banquet space for the hotel. Area stipulated not be used at the same time as other event area.

Table 2: Assumptions and Management Practices per the July 28, 2020 Conference Call

Stated Management Practices and Assumptions	Impact on Model
Per the Market and Café GLA Exhibit - Smoke Tree Resort (7/23/2020), all square footage labeled as Back of House (B) will be for the exclusive use of storage for the hotel.	All square footage associated with the Back of House area (B) is allocated as an accessory to the Hotel.
Per the Market and Café GLA Exhibit - Smoke Tree Resort (7/23/2020), the Back of House area (B) will not be leased or used, in part or in whole, to any third-party operators.	
Per the Market and Café GLA Exhibit - Smoke Tree Resort (7/23/2020), the Coffee Shop (A) will not use, in part or in whole, the Back of House area (B) for food and beverage preparation, sales, storage, and/or for any other purposed.	Gross Leasable Area reduced from 1,800 SF to 500 SF.
Per the Market and Café GLA Exhibit - Smoke Tree Resort (7/23/2020), the Market (including E, F, G, and H) will not use, in part or in whole, the Back of House area (B) for food and beverage preparation, sales, storage, and/or for any other purposed.	Gross Leasable Area reduce from 4,000 SF to 2,000 SF
Per the Market and Café GLA Exhibit - Smoke Tree Resort (7/23/2020), the Market (including E, F, G, and H) the modeled land use will include retail as well as food and beverage sales.	Land use revised to Retail (1,000 SF) and Fast Casual/Fast Food (1,000 SF)
Per the Elevations A18 – Smoke Tree Resort (7/24/2020) there will be no internal or external signage marketing the Coffee Shop (A) or the Market (including E, F, G, and H) to Lincoln Road.	The non-captive ratio for the Coffee Shop (A) and the Market (including E, F, G, and H) was reduced from 75% to 50%.
At the time of peak parking demand, all vehicles on the site, including visitors to the Coffee Shop and Market will be required to valet their vehicle.	

If the land use densities, captive ratios, and/or management operations vary from the assumptions detailed in Table 1 and Table 2, the projected parking demand is expected to differ from this shared parking study.



## METHODOLOGY

There are two fundamental components of the parking demand model used for this analysis: first is the determination of parking ratios to be applied to generate parking demand estimates, second is the shared parking methodology.

### Parking Ratio Determination

Parking demand is typically calculated separately for each land use within a development. Table 3 shows the parking requirements for each land use in the proposed resort as required by Paradise Valley special use permit parking requirements. Based on localized zoning requirements, the minimum number of parking spaces are shown in Table 3.

Land Use	Subcategory	Density (USF)*	Minimum Ratio	Minimum Spaces
Hotel	Hotel, Keys	122 Keys	1.20 Spaces/Key	147
	Hotel Meeting/Banquet	4,200 SF	20 spaces/1,000 SF	84
Health Club	N/A	2,000 SF	3.33 spaces/1,000 SF	7
Fast Casual/Fast Food (Coffee Shop & Market)	N/A	1,500 SF **	20 spaces/1,000 SF	30
Fine/Casual Dining (Restaurant – Standalone)	N/A	3,200 SF**	20 spaces/1,000 SF	64
Retail	N/A	1,000 SF**	3.33 spaces/1,000 SF	5
Total				337

\*Special Use Permit Parking Requirements use Usable Square Footage (USF) as the density unit.

\*\*USF Density reported by CivTech.

The Paradise Valley zoning requires a minimum of 337 parking spaces for the Smoke Tree Resort development. This shared parking analysis goes into a further level of detail to evaluate the actual conditions of parking on the site where the uses share parking throughout the day. This shared parking analysis uses the ULI's suggested parking ratios as a baseline for determining the projected parking demand. The baseline ratios for hotel, restaurant, and event space were adjusted to reflect the localized minimum parking requirements. Table 4 provides the base parking ratios used to develop the parking demands for the proposed development.

Land use types were selected to best reflect the nature of the proposed development.

- The hotel land use was modeled as a leisure/resort hotel rather than Downtown or Airport hotel types, which helps to reflect the intended boutique nature of the hotel. Hotel demand was projected using the number of keys. Hotel event/meeting space was projected using the GLA.
- Fitness and health club land use varies in the ITE to ULI model but are essentially the same land use. The internal capture of the health club is 90% to model as hotel-oriented fitness center.
- Market was divided into Retail (1,000 SF) and Fast Casual/Fast Food (1,000 SF) to reflect the various sales options provided in the market.
- Coffee Shop was modeled as Fast Casual/Fast Food (500 SF).

Land Use	Weekday		Weekend	
	Visitor/Customer	Employee	Visitor/Customer	Employee
Hotel	1.00 spaces/Key	0.15 spaces/Key	1.00 spaces/Key	0.15 spaces/Key
Hotel Meeting/Banquet	25.19 spaces/1,000 SF	1.76 spaces/1,000 SF	15.19 spaces/1,000 SF	1.76 spaces/1,000 SF
Health Club	6.60 spaces/1,000 SF	0.40 spaces/1,000 SF	5.50 spaces/1,000 SF	0.25 spaces/1,000 SF
Fast Casual/Fast Food	12.40 spaces/1,000 SF	2.00 spaces/1,000 SF	12.70 spaces/1,000 SF	2.00 spaces/1,000 SF
Fine/Casual Dining	13.25 spaces/1,000 SF	2.25 spaces/1,000 SF	15.25 spaces/1,000 SF	2.50 spaces/1,000 SF
Retail	2.90 spaces/1,000 SF	0.70 spaces/1,000 SF	3.20 spaces/1,000 SF	0.80 spaces/1,000 SF

## Shared Parking Methodologies

The ULI Shared Parking Model is a tool used to determine cumulative parking demand for developments with multiple land uses. The model considers that while each land use generates demand for a certain number of parking spaces, these parking demands fluctuate hour-by-hour, day-by-day, and month-by-month. Because individual land uses may not experience peak parking demand at the same time, the model seeks to share parking between these land uses to minimize the amount of space and resources devoted to parking. Additionally, the ULI Shared Parking Model allows for non-vehicular mode (trips such as walking, biking, transit, and rideshare) and non-captive ratio (trips between land uses internal to the site, between office and restaurant for instance) adjustments to be made for mixed-use developments to account for trips generated by the site that don't require parking.

## Mode and Non-Captive Adjustments

Given the location of the proposed development and surrounding land uses, the site is expected to yield few commutes by foot, bike and transit. The Smoke Tree Resort is located approximately 15 miles from the Phoenix Sky Harbor International airport and would require a 20-minute drive/rideshare ride. It is anticipated that most mode adjustments will occur due to customers and employees utilizing ride-share services such as Lyft and Uber. The proposed development includes a variety of land uses that are intended to serve the hotel population. Therefore, the parking demand will be reduced by those who are parking once and frequenting multiple locations. This is referred to as a non-captive adjustment. Table 5 lists the assumptions used regarding the percent of trips discounted (reduced) due to non-vehicular modes and non-captive (movement between uses on-site) interactions. These assumptions reduce overall parking demand and are applied to the base parking ratios to create an adjusted rate.

Table 5: Mode Adjustments and Non-Captive Adjustments								
Land Use	Mode Adjustment (% trips reduced from parking demand)				Non-Captive Adjustment (% trips reduced from parking demand)			
	Weekday		Weekend		Weekday		Weekend	
	Day	Night	Day	Night	Day	Night	Day	Night
Hotel Visitors	-25%	-25%	-25%	-25%	0%	0%	0%	0%
Hotel Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Hotel Meetings / Banquet	-25%	-25%	-25%	-25%	-25%	-25%	-25%	-25%
Health Club, Visitors	0%	0%	0%	0%	-90%	-100%	-90%	-100%
Health Club, Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Fast Casual/Fast Food, Visitors	0%	0%	0%	0%	-50%	-50%	-50%	-50%
Fast Casual/Fast Food, Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Fine/Casual Dining, Visitors	0%	0%	0%	0%	-35%	-25%	-40%	-25%
Fine/Casual Dining, Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Retail, Visitors	0%	0%	0%	0%	-20%	-35%	-15%	-30%
Retail, Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%

It bears noting that CivTech capture ratios are 67% - 85% and 10% for market and coffee shop, respectively. It is Kimley-Horn's professional opinion that the coffee shop capture ratio be analyzed as 50% rather than 90% to account for the parking anticipated to be necessary. This capture ratio is based on orientation and location of with respect to the resort rooms.

## PROJECTED PARKING DEMAND

Projected parking demand is based on the land uses detailed in Table 1, base parking ratios detailed in Table 4, and the mode adjustments and non-captive ratio detailed in Table 5. When factoring the sharing of a common parking supply across land uses, the site is expected to generate a maximum of 187 parking spaces during its weekday peak at 6 PM in March and 178 parking spaces during its weekend peak at 8 PM in March. When compared to the Special Use Permit parking requirements, this shared parking methodology yields a 45% and 48% reduction in parking, respectively. Parking rates, assumptions, and resulting calculations are shown in Table 6.

Table 6: Shared Parking Demand Summary											
Average Month: March											
		Weekday (6 PM)					Weekend (8 PM)				
Land Use	Quantity	Base Rate	Mode Adj.	Non-Captive Ratio	Adj. Rate	Est. Parking Demand	Base Rate	Mode Adj.	Non-Captive Ratio	Adj. Rate	Est. Parking Demand
Hotel, Visitor	122	1.00	0.75	1.00	0.75	78	1.00	0.75	1.00	0.75	82
Hotel, Employee	Keys	0.15	0.90	1.00	0.14	7	0.15	0.90	1.00	0.14	3
Hotel Meeting / Banquet, Visitors	4,200 SF	25.19	0.75	0.60	11.34	48	15.19	0.75	0.70	7.98	34
Hotel Restaurant / Meeting, Employees		1.76	0.90	1.00	1.58	4	1.76	0.90	1.00	1.58	7
Health Club Visitors	2,000 SF	6.60	1.00	0.00	0.66	-	5.50	1.00	0.00	0.00	-
Health Club Employees		0.40	0.90	1.00	0.40	1	0.25	0.90	1.00	0.23	-
Fast Casual/Fast Food, Visitor	1,500 SF	12.40	1.00	0.50	6.20	8	12.70	1.00	0.75	6.35	5
Fast Casual/Fast Food, Employee		2.00	0.90	1.00	1.80	2	2.00	0.90	1.00	1.80	2
Fine/Casual Dining, Visitor	3,200 SF	13.25	1.00	0.75	9.94	30	15.25	1.00	0.75	11.44	36
Fine/Casual Dining, Employee		2.25	0.90	1.00	2.03	7	2.50	0.90	1.00	2.25	7
Retail, Visitors	1,000 SF	2.90	1.00	0.65	1.89	1	3.20	1.00	0.70	2.24	1
Retail, Employees		0.70	0.90	1.00	0.63	1	0.80	0.90	1.00	0.72	1
			Customer/Guest			165	Customer/Guest			158	
			Employee			22	Employee			20	
			Total			187	Total			178	

As seen in Figure 1 the projected weekday peak parking demand does not exceed the projected valet parking supply of 199 spaces. Additionally, the projected weekend peak parking demand does not exceed the projected valet parking supply, as shown in Figure 2.

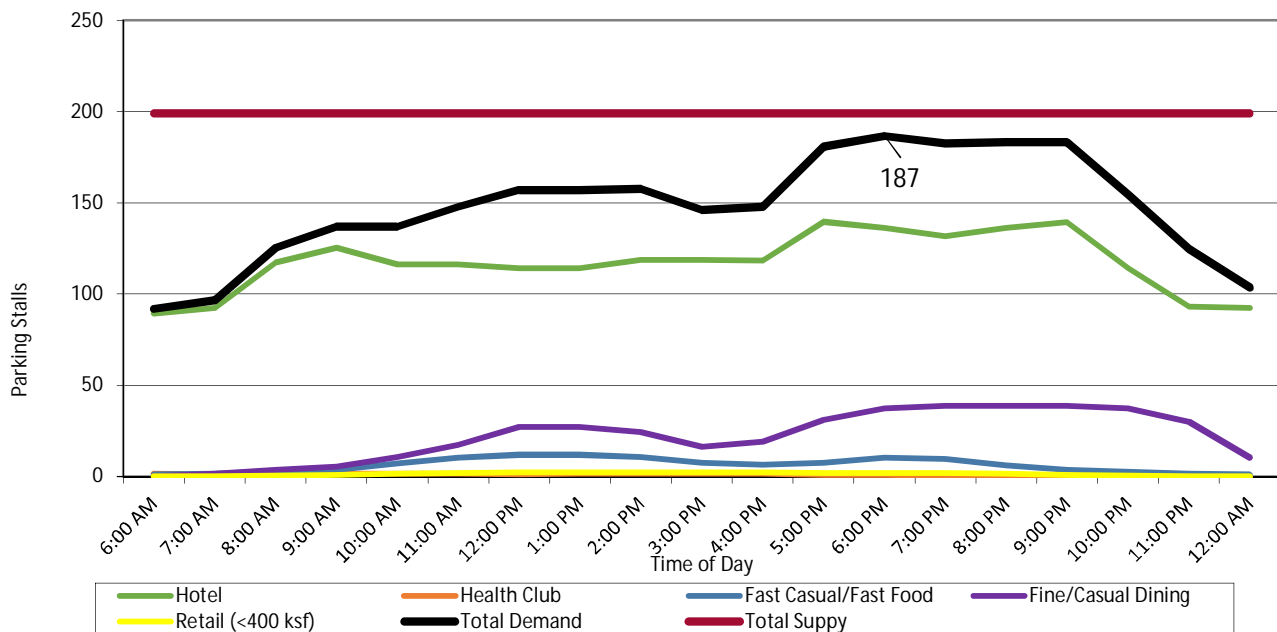


Figure 1. Projected Weekday Peak Parking Demand

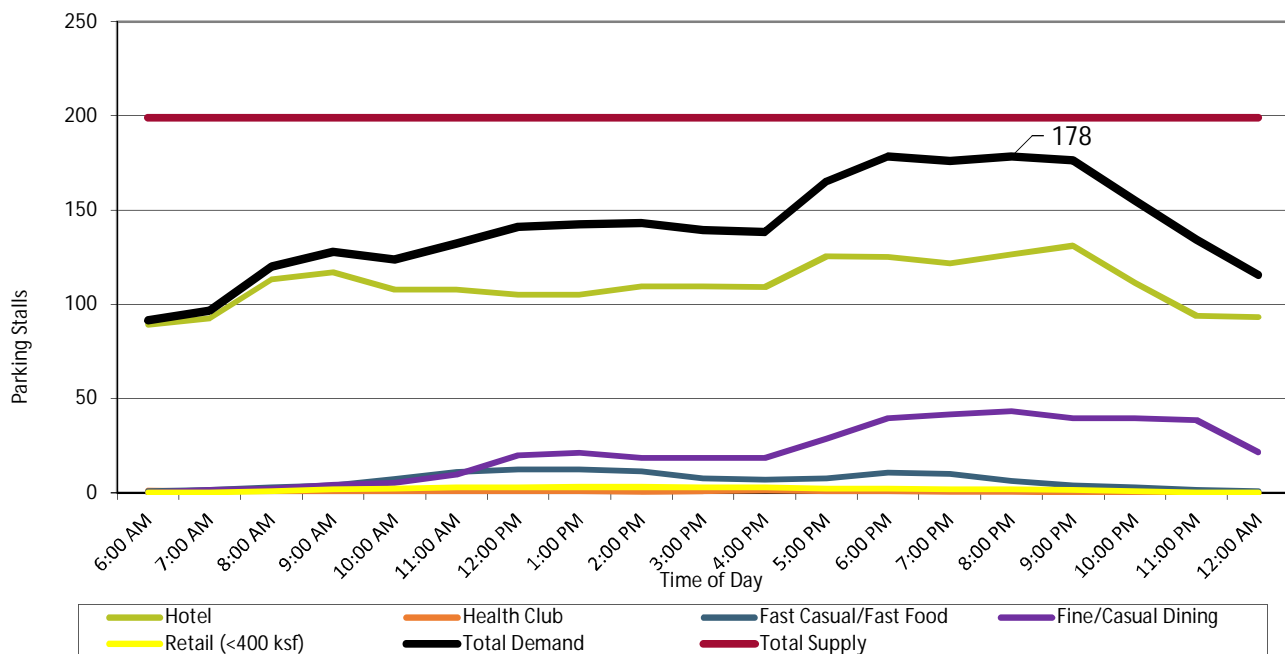


Figure 2. Projected Weekend Peak Parking Demand

\*Total parking supply is based on the number of spaces provided under a valet operation. Parking demand that is not managed by a valet operation may lead to a deficit of parking spaces and parking spill over.

The projected parking demand is contingent upon the land use densities and assumptions detailed in this report. If the Back of House (B) is used for purposes other than the main resort and included as a part of the Coffee Shop and Market, the site is expected to generate 207 parking spaces during its weekday peak at 6 PM in March and 199 parking spaces during its weekend peak at 6 PM in March. This projected parking demand would exceed the on-site parking supply and require additional off-site parking.





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'



DATE: July 23, 2020  
TO: Mr. Taylor Robinson, Project Manager  
COMPANY: Gentree, LLC  
ADDRESS: 3620 East Campbell Avenue, Suite B  
CITY/STATE: Phoenix, AZ 85018  
FROM: Jeff Weckstein, Sue Thompson  
PROJECT NAME: SmokeTree Resort Parking Needs Analysis  
PROJECT NUMBER: 23-008039.00

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Gentree, LLC and CivTech engaged Walker Consultants (“Walker”) to conduct a parking needs analysis, utilizing the 3<sup>rd</sup> Edition of the Urban Land Institute Shared Parking Model for the proposed SmokeTree Resort redevelopment at 7101 E. Lincoln Drive in the Town of Paradise Valley. A summary of Walker’s findings includes the following, with detailed findings contained in the body of this memo:

### *Summary of Findings*

#### Land Use Assumptions

- SmokeTree Resort
  - 122-key hotel
  - 3,200 square foot restaurant
  - 500 square foot coffee shop
  - 2,000 square foot retail/hotel sundry shop
  - 2,000 square foot fitness center
  - 4,000 square foot pavilion
  - 4,200 square foot event lawn
  - On-site parking supply:
    - 170 striped self-park spaces
    - 29 valet spaces
    - TOTAL = 199 On-site spaces

#### Parking Needs Analysis (Shared Parking Analysis)

- Peak parking demand is anticipated to occur at 9 p.m. on weekdays with a recommended supply of 181± spaces.
- The weekend peak is anticipated to occur at 8 p.m. with a recommended supply of 175± spaces.
- With plans to provide 170 striped parking spaces, and the ability to park 199 vehicles on site through utilization of valet parking, the proposed parking supply exceeds the recommended parking supply of 181± parking spaces.

## Shared Parking Analysis

To provide an understanding of how much parking would be needed to adequately accommodate the proposed project, a parking needs analysis was conducted using the shared parking methodology.

The shared parking methodology was developed in the 1980s and has been a widely accepted industry standard for rightsizing parking facilities over the past 30+ years. Applied to mixed-use development and cities throughout the U.S., and codified in zoning ordinances as an acceptable practice, shared parking is endorsed by the Urban Land Institute (ULI), the American Planning Association (APA), the National Parking Association (NPA), and the International Council of Shopping Centers (ICSC) as an acceptable method of parking planning and management.

The key goal of a shared parking analysis is to find the balance between providing adequate parking to support a development from a commercial and operational standpoint and protect the interests of neighboring property owners while minimizing the negative aspects of excessive land area or resources devoted to parking. The ultimate goal of a shared parking analysis is to find a peak period, reasonably predictable worst-case scenario, or design day condition.

Shared parking allows for the sharing of parking spaces among uses in a mixed-use environment—instead of providing a minimum number of parking spaces for each use. Shared parking commonly results in a reduction of needed and required parking spaces. This reduction, which is sometimes significant, depends on the quantities and mix of uses and local code requirements.

Shared parking considers the parking demand for more than 45 different land uses; the availability and use of alternative modes of transportation; captive market effects<sup>1</sup>; and daily, hourly, and seasonal variations. A shared parking model generates 456 parking demand computations as follows:

- 19 hours during a day, beginning at 6:00 a.m. and concluding at 1:00 a.m.
- 2 days per week, a weekday and a weekend day
- 12 months of the year
- $19 \times 2 \times 12 = 456$  different calculations

The recommended parking capacity is derived based on the highest figure generated from these 456 computations.

For most land uses, shared parking is based on the 85<sup>th</sup> percentile of peak-hour observations, a standard espoused by the ITE, the NPA's Parking Consultants Council, and renowned parking planners. Therefore, the intent is to design for the busiest hour of the year, the busiest day of the year, and the busiest month of the year, at an 85<sup>th</sup> percentile level relative to similar properties.

This 85<sup>th</sup> percentile is a significant and high threshold to meet in terms of supplying parking capacity in that it provides a parking supply that will not be needed by most developments. The 85<sup>th</sup> percentile recommendation is informed by field data counts in the fifth edition of ITE's *Parking Generation*<sup>2</sup> and this threshold represents the 85<sup>th</sup> percentile of peak-hour observations supplied during the study. The latest edition of ULI's *Shared Parking*

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<sup>1</sup> Recognition of a user group already on site for another primary purpose and not generating incremental parking demand for an accessory use. For example, a sandwich shop located in an office tower generates very little, if any, outside parking demand. Since the parking demand for the office tower tenants has already been accounted for, to avoid double counting, a non-captive adjustment factor is applied to the parking demand calculation for the sandwich shop. In this extreme example, the non-captive ratio may be 0 percent.

<sup>2</sup> *Parking Generation*, Fifth Edition. Washington DC: Institute of Transportation Engineers, 2019.

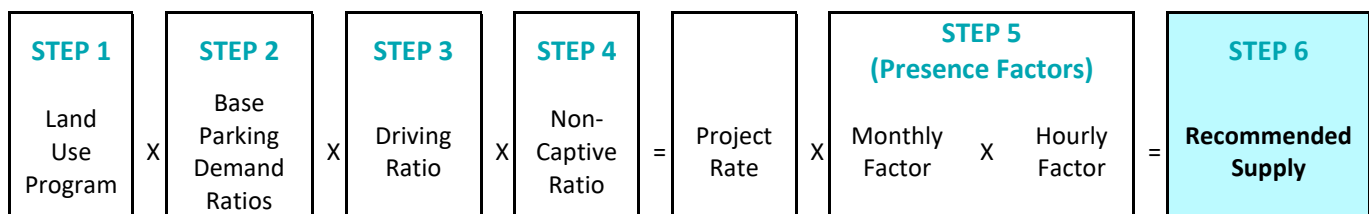
publication represents the latest thinking, best practices and recommendations espoused by parking industry leaders and is intended to facilitate a ‘just enough, no regrets’ parking supply for mixed-use projects being developed in the foreseeable future.<sup>3</sup>

A shared parking analysis begins first by taking the land use quantities of the project, e.g., the number of hotel rooms, and multiplying by a base parking demand ratio and monthly and hourly adjustment factors. All base ratios and hourly and monthly adjustments are industry standards that are based on thousands of parking occupancy studies, vetted by leading parking consultants and real estate professionals, and documented within the Third Edition of ULI/ICSC’s *Shared Parking*.

Walker, in accordance with standard shared-parking methodology, applies two additional adjustments to the base parking demand ratios, one to reflect an estimate of the local transportation modal split (called the driving ratio) and another to account for the best estimate of captive market effects<sup>4</sup> (called the non-captive ratio).

The following graphic, Figure 1, provides an illustrative view of the steps involved in the shared parking analysis. This graphic is used within this document to help the reader understand the shared parking process and to also assist in communicating the step of the analysis that is being described within. The shared parking analysis process follows this graphic in consecutive order, moving from left to right.

**Figure 1: Steps of Shared Parking Analysis**



Source: Walker Consultants, 2020

## Land Use Program

Based on development assumptions provided by Gentree, LLC and available at the time of this study, the land use program presented in Table 1 was used for this analysis.

**Table 1: SmokeTree Resort Land Use Program**

Land Use	Quantity
Hotel Rooms	122 Keys
Hotel Fitness Center	2,000 square feet
Restaurant	3,200 square feet
Coffee Shop	500 square feet
Pavilion	4,000 square feet
Sundry/Gift Shop (Retail)	2,000 square feet
Event Lawn	4,200 square feet

Source: Gentree, LLC, 2020

<sup>3</sup> Shared Parking, 3<sup>rd</sup> Edition (Urban Land Institute, 2020)

<sup>4</sup> Captive market means attendees who are on-site for more than one reason and are not creating additive parking demand.



This shared parking analysis includes only the 4,200 square foot Event Lawn, the largest contiguous meeting/event space on the site. It is Walker's understanding that Gentree, LLC has agreed to a condition prohibiting concurrent use of both event spaces by separate parties.

Other areas within the hotel, such as storage space, offices, the front desk, lobby, valet/bag & bell area, pool deck, and housekeeping areas are considered ancillary land uses that do not generate additional parking demand on their own. The potential parking demand generated by hotel employees, and the space they occupy, are accounted for in the hotel employee base parking ratio, discussed below.

## Base Parking Ratios

The second step of the shared parking analysis is to start with the type and quantity of land use to be analyzed. Each land use has a specific metric considered by the parking industry to be a reliable measure of the parking demand for that use. For hotel and resorts, that metric is the number of keys (hotel rooms). The parking demand is divided by the quantity for each metric to generate a base parking ratio for each land use based on that metric (i.e. for hotels the ratio is presented as "spaces per key").

Additionally, these rates are informed by thousands of field parking occupancy studies performed by parking and transportation professionals over decades. These ratios have been vetted by a team of consultants who specialize in parking demand analyses and who mutually agreed upon the use of these ratios prior to the publication of the Third Edition of *Shared Parking*.

Simply put, the base parking demand ratios represent how many parking spaces should be supplied if the spaces are unshared, and the project is in a suburban context where the driving ratio, or the number of people driving to the site, is at or near 100 percent.

Table 2 displays the base parking demand ratios used for this analysis.

Table 2: ULI Base Parking Ratios

Land Use	Base Ratio	
	Weekday	Weekend
<b>Retail</b>		
Customer	2.90	3.20
Employee	0.70	0.80
<b>Fine/Casual Dining<sup>1</sup></b>		
Customer	13.25	15.25
Employee	2.25	2.50
<b>Fast Casual/Fast Food</b>		
Customer	12.40	12.70
Employee	2.00	2.00
<b>Fitness Center</b>		
Customer	6.60	5.50
Employee	0.40	0.25
<b>Hotel</b>		
Guest	1.00	1.00
Employee	0.15	0.15
<b>Hotel Meeting/Event Space</b>		
Customer	25.19	15.19
Employee	1.76	1.76

<sup>1</sup>For restaurants with a bar, the fine/casual dining category was used in the Shared Parking Model as this land uses more accurately reflects restaurants with bars.

Source: *Walker Consultants*, 2020

To present a more conservative analysis, both the restaurant and coffee shop spaces were analyzed as external restaurants rather than as ‘hotel restaurant,’ and the retail space was analyzed as an external use as opposed to an entirely internal hotel sundry shop.

## Drive Ratio Adjustment

A driving ratio adjustment is the percentage of patrons and employees that are projected to drive to the site in a personal vehicle expressed as a ratio. This excludes all non-driving modes of transportation including public transportation, walking, bicycling, taxi, ride-hailing (Lyft/Uber), and carpooling passengers.

### Employees

Driving-ratio adjustments for employees were made to the base ratios based on U.S. Census data (2012-2016 American Community Survey). Approximately 85 percent of those who work within the census tract the SmokeTree Resort is located drive alone to work when single occupant vehicles and drivers of carpools are combined.

Approximately 15% of employees working within the census tract bike, walk, ride transit, or carpool to work, with carpooling being the predominant form of non-single occupant vehicle commuting to work in the tract. A 10% drive ratio reduction was applied to the drive ratio for retail, restaurant, and hotel employees based on this data.

#### Hotel Guests

For the hotel use, *Shared Parking*, provides extensive guidance on drive ratios based on the many studies and discussions related to this frequently studied land use. For Resort Hotels, the guidance is a 50% drive ratio, as many guests arrive via taxi, shuttle, hired vehicle (limo, black car), or ridehailing service (Uber, Lyft). For business hotels in suburban locations, the guidance in the 3<sup>rd</sup> Edition of *Shared Parking* is a 59% drive ratio on weekdays and a 69% drive ratio on weekends. This guidance includes a 10% reduction in drive ratios from the 2<sup>nd</sup> Edition of *Shared Parking* to account for the advent and increased use of app-based ridehailing services that has occurred in the past decade. The recommendation in the *Shared Parking* Model is to reduce hotel drive ratios even further for ridehailing use as appropriate. Data and information collected by CivTech at other resorts in Paradise Valley suggest that 25-40% of resort guests utilize ride-hailing services to access the sites.<sup>5</sup> Walker heard anecdotally in the City Council Work Session on June 11, 2020 that there is a feeling that hotels in Paradise Valley, due to its location, would have drive-in rates higher than normal. To present a conservative analysis, Walker has utilized a 75% drive ratio for hotel guests in this parking needs analysis, which is above the recommendation in *Shared Parking*.

#### Hotel Event Space Patrons

Similarly, *Shared Parking* provides extensive guidance on drive ratios for hotel meeting/event space. For Resort Hotels, the guidance is a 50% drive ratio, as many event attendees arrive via taxi, shuttle, hired vehicle (limo, black car), or ridehailing service (Uber, Lyft). For business hotels in suburban locations, the guidance in the 3<sup>rd</sup> Edition of *Shared Parking* is a 68% drive ratio. This guidance includes a 10% reduction in drive ratios from the 2<sup>nd</sup> Edition of *Shared Parking* to account for the advent and increased use of app-based ridehailing services that has occurred in the past decade. The recommendation in the *Shared Parking* Model is to reduce hotel drive ratios even further for ridehailing use as appropriate. Similar to the hotel guest drive-in rate, Walker has utilized a 75% drive ratio, which is above the recommendation in *Shared Parking*, for hotel event patrons to present a conservative analysis.

#### Retail/Dining Customers

A 100% drive ratio for retail/dining, and miscellaneous customers was assumed in the analysis.

A summary of the drive ratios used for this analysis is provided in Table 3.

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<sup>5</sup> Parking Study for SmokeTree Resort, Civtech (May 22, 2020)

Table 3: Drive Ratio Assumptions

Land Use	Drive Ratio	
	Weekday	Weekend
<b>Retail, Dining &amp; Fitness</b>		
Customer	100%	100%
Employee	90%	90%
<b>Hotel Rooms</b>		
Customer	75%	75%
Employee	90%	90%
<b>Hotel Event Space</b>		
Visitor	75%	75%
Employee	90%	90%

Source: Walker Consultants, 2020

## Non-Captive Adjustments

A shared parking analysis recognizes that people often visit two or more land uses housed within the same development site, without increasing their on-site parking use. For example, a hotel guest who has lunch at the project's restaurants and arrived by automobile creates parking demand for one, not two parking spaces. A non-captive ratio allows for an adjustment to the parking needs analysis by taking into account the portion of on-site visitors who are already accounted for as hotel demand and are therefore not creating additional parking demand. This double counting is avoided by applying what is referred to as a "non-captive ratio," the inverse of a captive ratio, and which therefore only counts those cars parked specifically for the intended uses.

Non-captive ratios can vary from one property to the next and from one function to the next within the same property. Typically, a reduction ranging from 20 to 70 percent has been used by parking and transportation professionals to fine-tune the parking requirements for mixed-use projects with primary attractors and secondary attractors.

### Retail/Restaurant

The 3<sup>rd</sup> Edition of the shared parking model includes a non-captive adjustment subroutine model which calculates the non-captive ratio for several secondary land uses. Walker utilized the results of this subroutine for the restaurant and retail spaces.

### Fitness Center

A hotel fitness center is typically considered an entirely captive land use since, typically, only hotel guests have access to the fitness center via keycard. For this analysis, a 90% non-captive ratio was utilized to account for the slim possibility that an external visitor might come to the SmokeTree Resort to use the fitness center with a registered guest.

### Hotel Meeting/Event Space

Similar to the drive ratio, the shared parking model provides guidance on non-captive assumptions for hotel meeting/event space. For a resort hotel, the suggested non-captive ratio is 25%, for a typical business hotel in a suburban location, the suggested non-captive ratio is 60% on weekdays and 70% on weekends. This analysis has utilized the suggested non-captive factors for business hotels in a suburban location for the SmokeTree Resort.

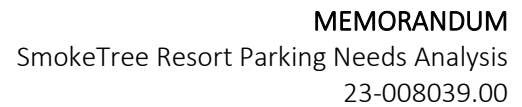
**Table 4: Non-Captive Ratio Assumptions**

Land Use	Drive Ratio			
	Weekday Daytime	Weekday Evening	Weekend Daytime	Weekend Evening
<b>Retail</b>				
Customer	78%	67%	85%	71%
Employee	100%	100%	100%	100%
<b>Fine/Casual Restaurant</b>				
Customer	66%	73%	58%	76%
Employee	100%	100%	100%	100%
<b>Fast/Casual Restaurant (Coffee Shop)</b>				
Customer	10%	10%	10%	10%
Employee	100%	100%	100%	100%
<b>Fitness Center</b>				
Customer	10%	10%	10%	10%
Employee	100%	100%	100%	100%
<b>Hotel Rooms</b>				
Customer	100%	100%	100%	100%
Employee	100%	100%	100%	100%
<b>Hotel Event Space</b>				
Visitor	60%	60%	70%	70%
Employee	100%	100%	100%	100%

Source: Walker Consultants, 2020

## Presence Factors

After the land use has been quantified and base parking ratios have been applied, adjustments are made to account for parking demand variability by the hour of day and month of the year. These time-based adjustments are referred to as a “presence” adjustment.



## Shared Parking Analysis Results

The proposed SmokeTree resort redevelopment plans include 170 striped parking spaces on-site, with the ability to park 199 vehicles on-site through the use of valet parking and stacking of vehicles in drive aisles when necessary.

Table 5: SmokeTree Resort Weekday Peak Recommended Parking Supply

Source: Walker Consultants, 2020

Table 6: SmokeTree Resort Weekend Peak Recommended Parking Supply

Land Use	Project Data		Weekend					Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking
	Quantity	Unit						8 PM	March	Demand
Retail (<400 ksf)	2,000	sf GLA	3.20	100%	71%	2.27	ksf GLA	65%	70%	2
Employee			0.80	90%	100%	0.72		75%	79%	1
Fine/Casual Dining	3,200	sf GLA	15.25	100%	76%	11.57	ksf GLA	100%	98%	36
Employee			2.50	90%	100%	2.25		100%	100%	7
Fast Casual/Fast Food (Coffee Shop)	500	sf GLA	12.70	100%	10%	1.27	ksf GLA	50%	97%	-
Employee			2.00	90%	100%	1.80		60%	100%	1
Fitness Center	2,000	sf GLA	5.50	100%	10%	0.55	ksf GLA	30%	85%	-
Employee			0.25	90%	100%	0.23		50%	95%	-
Hotel-Leisure	122	keys	1.00	75%	100%	0.75	key	90%	100%	83
Hotel Employees	122	keys	0.15	90%	100%	0.14	key	20%	100%	4
Meeting/Banquet	4,200	sf GLA	15.19	75%	70%	7.98	ksf GLA	100%	100%	34
Meeting/Banquet Employees	4,200	sf GLA	1.76	90%	100%	1.58	ksf GLA	100%	100%	7
								Customer		155
								Employee		20
								Total		175

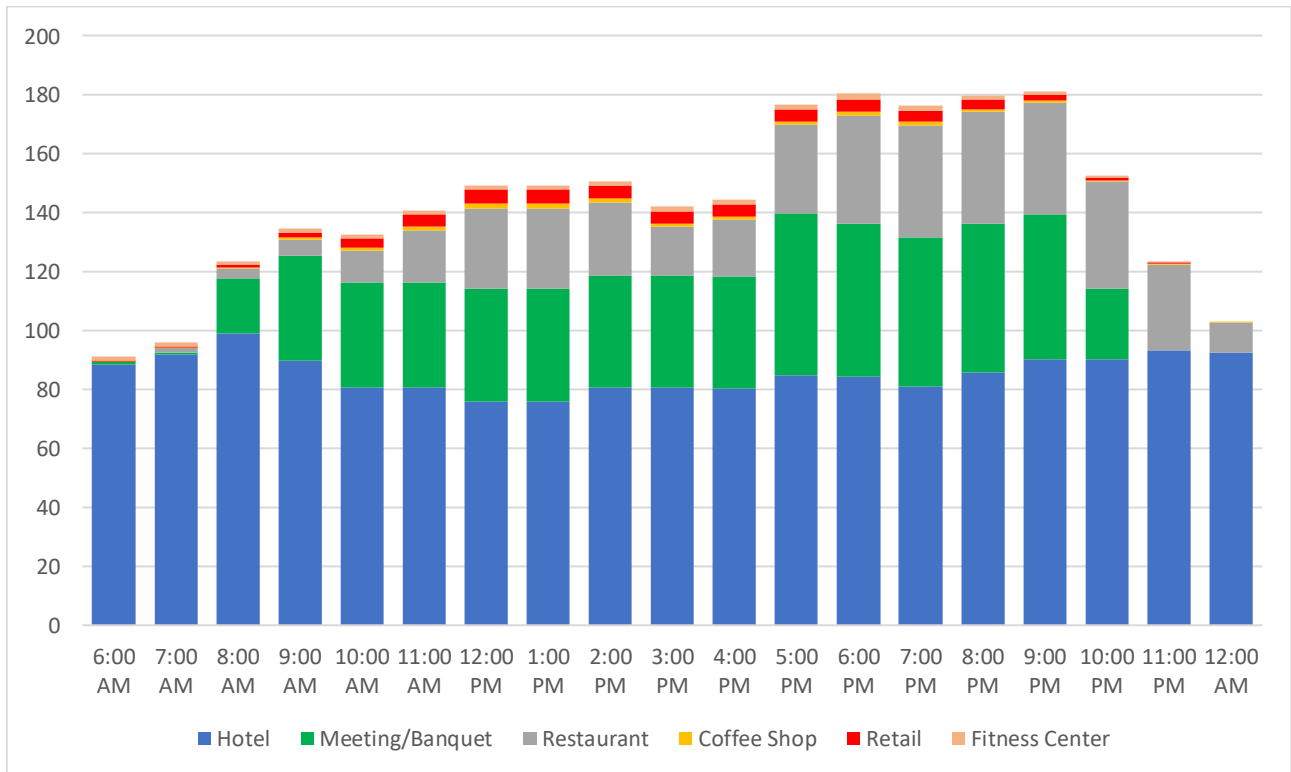
Source: Walker Consultants, 2020

***With plans to provide 170 striped parking spaces, and the ability to park 199 vehicles on site through utilization of valet attendants and stacked parking, the proposed parking supply exceeds the recommended parking supply.***

This analysis utilized the gross leasable area for the project's commercial uses, consistent with the ULI Shared Parking methodology for such uses. If the gross square footage of the retail/sundry shop (4,000 square feet) and Coffee Shop (1,800 square feet) were utilized instead, the recommended parking supply would increase from 181± spaces to 190± spaces.

Figure 2 shows projected parking accumulation by hour on weekdays.

Figure 2: SmokeTree Resort – Weekday Parking Accumulation by Hour



Source: Walker Consultants, 2020





**MEMORANDUM**

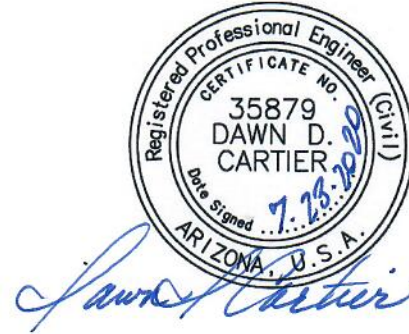
SmokeTree Resort Parking Needs Analysis

23-008039.00



July 23, 2020

Mr. Paul Mood  
Town Engineer  
Engineering Department  
6401 E. Lincoln Drive  
Paradise Valley, AZ 85253



**RE: Response to Comments Provided by Kimley Horn on July 13, 2020 and Question Raised at Planning Commission on July 21, 2020**

Mr. Mood:

We have carefully reviewed the comments provided by the Town's consultant on the parking study by CivTech and the peer review provided by Walker Parking. We respectfully request your review of these responses as they pertain to the resubmittal of requested information and provide additional documentation on the validity of the methodology and differences as noted in the review.

**Comment 1:** The Walker Consultants review does not provide a peak projected parking demand. This review evaluated the methodology of CivTech but does not independently project parking demand for the site.

**Response:** Walker Parking has completed a full study using the ULI model to help show the needed parking when using the ULI methodology. According to their study, a total peak parking demand of 181 spaces is calculated. This is less than the 199 spaces calculated using the ITE methodology for parking along with the internal capture percentages within the Civtech model.

**Comment 2:** The industry best practice is to calculate parking demand based on Gross Square Footage (GSF). This methodology addresses the demand generated by visitors as well as employees.

**Response:** The Town of Paradise Valley parking rates, which CivTech was directed by Kimley Horn to adhere to in previous comments, are based on net square footage (NSF). The Town rates are often in excess of the ULI rates to account for the difference between NSF and GLA. ULI rates are based on Gross Leasable Area (GLA) and when that is unknown, GSF is often substituted. Using GSF results in a more conservative measure than using GLA. The CivTech parking study continues to use

*Town parking rates and Town guidelines for NSF while the parking study provided by Walker Parking using the ULI methodology applied GLA where given and GSF in areas where GLA is unknown.*

**Comment 3:** Land uses do not include 1,800 SF of meeting space.

**Response:** *As clarified previously, and again in response to the latest comments from Kimley Horn, the 1,800 square feet identified in the guest building as potential area available to meet IS NOT meeting space and is Resort Guest Flex Space. The site plan label has been updated for clarification. It is our understanding this has now been removed from the Kimley Horn ULI model to accurately reflect the meeting space planned within the Smoketree Resort.*

**Comment 4:** Internal capture reductions assume that 50% of restaurant stand along demand come from the hotel, however, this restaurant is considered to be a stand-alone establishment that is outward facing to the public. Thus, the internal capture rate in the within the Kimley Horn parking model reduced the internal capture ratio to 25% the better reflect the nature of this stand-alone use.

**Response:** *In determining internal capture rates, in depth questions are reviewed by the developer or hotel operator providing details of the resort vision and hotel operation. The internal capture utilized in the CivTech report reflect this information provided by the developer.*

**Comment 5:** Internal capture reductions assume that 60% of restaurant guest-oriented demand comes from the hotel. Based on the site plan, the guest-oriented restaurant is an outward facing restaurant/coffee shop. The internal capture ratio was reduced to 25% to better reflect demand that comes from off-site customers.

**Response:** *In determining internal capture rates, in depth questions are reviewed by the developer or hotel operator providing details of the resort vision and hotel operation. The internal capture utilized in the CivTech report reflect this information provided by the developer.*

**Comment 6:** Internal capture reductions assume that 50% of the parking demand for the event lawn, pavilion and meeting rooms will come from the hotel. Because the event lawn and Pavilion are assumed to host both internal and external events, the internal capture for this land use was reduced to 25%. Events such as weddings will attract parking demand from people who are not staying on-site.

**Response:** *Please refer to the parking management plan. Trigger points are identified in Table 5 and Table 6 of the parking management plan which provide guidance to the operator on parking*

*based on the hotel occupancy and percentage of attendees at an event which are also staying in one of the resort rooms. Tables 5 and 6 do not account for smaller events and are intended to be implemented when larger events could reach the peak parking demand.*

**Comment 7:** Internal capture reductions assumed that 65% of the parking demand for retail is guest oriented and will come from the hotel. Based on the site plan, the guest-oriented retail is a market that is outward facing. The internal capture was reduced to 25% to reflect the demand from off-site customers.

**Response:** *Based on conversations with the developer of the Smoke Tree Resort, the market will be limited to items that service the needs of guests staying at the resort. Typical items would include forgotten incidentals such as a toothbrush and a place to purchase small packaged snacks. A use of this type in a resort setting would typically be considered an ancillary use with an internal capture rate of 100%. Because this use was detached, CivTech applied an internal capture rate of 65% accounting for a very small minority that could visit this resort-oriented retail space.*

**Comment 8:** The land use densities provided by CivTech do not reflect the total land uses on the site plan, which result in an undercounting of spaces. The SUP Guidelines reflects the local requirements of usable square footage.

**Response:** *CivTech's report uses both Town parking rates and the Town SUP Guidelines of usable square footage. Usable square footage is not the same as gross square footage, as suggested by Kimley Horn, since 100% of the built space cannot be used. The correlation between the gross square footage as shown in the Smoke Tree site plan and the usable square footage as applied to CivTech's parking model is footnoted in Parking Study Table 1 in order to help provide the requested correlation for the reviewer. However, requesting that Town rates which are based on NSF should be applied to GSF would result in an unnecessary over building of required parking, additional hardscape, increased heat island and less amenities available to attract customers to the Smoketree Resort.*

**Comment 9:** Operating at a potential 3 space surplus or full capacity is acceptable under valet operations. Parking facilities that operate above effective capacity result in searching for parking. Effective capacity is typically set at 85%-95% of the total supply.

**Response:** *With valet, the effective capacity is 100%, valet does not need to search to find a space. The effective capacity would only be applied in a self-park operation and is an older standard which is no longer used in most jurisdictions. In addition, the 3<sup>rd</sup> edition ULI's Shared Parking does not endorse effective supply and states the results of the analysis is the recommended supply.*

**Comment 10:** Ride hailing will reduce the parking demand by 30%-40%. Drive-alone rate assumptions and the impact of ride hailing were included in the Kimley Horn Parking Study. Due to the limited connectivity of the site, the drive-alone rate was reduced to 75%. This assumes 1 out of 4 guests will arrive by ride hailing services.

**Response:** *The CivTech parking model and resulting parking recommendations did not account for ride-hailing and did not apply a ride-hail reduction. In addition, the reviewer has also ignored other methods of arrival such as taxi, limo, and shuttles. The 3<sup>d</sup> edition of the ULI Shared Parking recommend 50% for a resort hotel and 59%-69% for a suburban business hotel. By reducing the rate to 25% the reviewer has taken a very conservative approach in their model which results in an overpredicted parking demand.*

**Comment 11:** The total parking supply available at the resort includes 170 parking spaces, as few as 26 and 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 an off-site location not be available. Ride hailing assumptions are already included in the drive-alone rates and expecting additional reductions due to ride hailing can result in an under counting of parking demand. Providing parking through a combination of on-site and off-site parking should be sufficient to meet projected demand.

**Response:** *Please see the Parking Management Plan provided which provides guidance on the use of ride-hailing for employees. As noted earlier by the reviewer, their model reduced the ride hailing rate to 25%. The resort can require employees to arrive by different means. This suggests in a scenario where employees are not able to park on-site, ride hailing or another arrival method such as drop off would be used by 100% of the employees (not 75% as suggested in the model), leaving more spaces available on-site for use by guests (to be parked by valet).*

**Additional Comment from Planning Commission:** Discuss how a large event with 200 attendees will be handled.

**Response:** *Please refer to the guidance provided in the Parking Management Plan as summarized following.*

*The Smoketree Resort indicates a parking need of 84 spaces to support the event space should all of the attendees be arriving from off-site and not staying at the resort. The number of parking spaces required during the event is largely dependent on the number of hotel rooms occupied along with the number of people attending the event that are also staying within the resort (occupying one of*



*the available rooms). The 2009 Federal Highway Administration (FHWA) National Household Transportation Survey (NHTS) suggests an average vehicle occupancy of 2.2 persons for social trips. According to the 2017 FHWA NHTS, the average light vehicle occupancy in 2017 remained unchanged. The FHWA Operations Publication Managing Travel for Special Planned Special Events suggests a range of 2.2 to 2.8 persons per vehicle; the variance in the range would depend on local factors. Utilizing 84 spaces as required by the Town Guidelines for the event space with no internal capture and accommodating a 200-person event in the same space would yield a vehicle occupancy of 2.38 persons per vehicle, which is conservatively in line the FHWA and NHTS suggestions.*

*Both **Table 5** and **Table 6** provide guidance on when operations must be moved from self-park to valet only, and when additional accommodations must also be provided. Resort operators know in advance how many attendees will be at the event, the time of the event, and how many rooms are occupied by the attendees of the event. These tables will allow the operator to facilitate parking under most parking scenarios.*

Thank you for reviewing the provided information. Please feel free to call me should you have any questions or wish additional documentation.

Respectfully,

**CivTech**



Dawn Cartier, P.E., PTOE  
President

## MEMORANDUM

To: Paul Mood, Town Engineer  
Paradise Valley, AZ

From: Kim Carroll, P.E., PTOE  
Sr. Traffic Engineer  
Kimley-Horn and Associates, Inc.

Date: July 13, 2020

Subject: Parking Study for Smoketree Resort – Paradise Valley, AZ

## INTRODUCTION

The purpose of this study is to project peak parking demands of the site upon completion based on industry-standard data adjusted to localized conditions and Urban Land Institute (ULI) Shared Parking methodologies, accounting for the multiple land uses and for the ability to share parking throughout the day. Kimley-Horn utilized the Urban Land Institute, Shared Parking Model, Version 1.1, released March 2020. The site is expected to park itself, meaning all parking demands generated by its uses will park on-site. This memorandum provides a summary of conclusions, methodology used to make these conclusions, detailed parking demand calculations, as well as a discussion of other considerations.

Table 1: Proposed Land Use Densities			
CivTech Land Use	CivTech Density (USF)	KH Land Use	KH Density (GSF)
Hotel Key	122 Keys	Hotel (Key)	122 Keys
Hotel – Executive Office	250 SF		
Hotel – HR/Accounting Office	250 SF		
Hotel – Sales Office	250 SF		
Hotel – Front Desk	250 SF		
Hotel – Misc. Office	250 SF		
Hotel – Lobby	1,800 SF		
Hotel – Valet/Bag + Bell	600 SF		
Hotel – Housekeeping	2,300 SF		
Hotel - Pavilion	4,000 SF	Hotel – Meeting/Banquet*	6,000 SF
Hotel – Event Lawn	4,200 SF		
Hotel – Missing Meeting Space	1,800 SF		
Fitness	2,000 SF	Health Club	2,000 SF
Stand-Alone Food and Beverage - Restaurant	2,100 SF	Family Restaurant	3,200 SF
Guest Oriented Retail/Coffee - Restaurant	500 SF	Retail	1,800 SF
Guest Oriented Retail/Coffee - Retail	2000 SF	Supermarket	4,000 SF

\*Outdoor lawn and pavilion evaluated as meeting/banquet space for the hotel.

## METHODOLOGY

There are two fundamental components of the parking demand model used for this analysis: first is the determination of parking ratios to be applied to generate parking demand estimates, second is the shared parking methodology.

### Parking Ratio Determination

Parking demand is typically calculated separately for each land use within a development. Table 2 shows the parking requirements for each land use in the proposed resort as required by Paradise Valley special use permit parking requirements. Based on localized zoning requirements, the minimum number of parking spaces are shown in Table 2.

Land Use	Subcategory	Density (USF)*	Minimum Ratio	Minimum Spaces
Supermarket/Grocery	N/A	2,000 SF **	3 .33 spaces/1,000 SF	7
Restaurant – Stand alone	N/A	2,100 SF**	20 spaces/1,000 SF	42
Retail	N/A	500 SF**	20 spaces/1,000 SF	10
Hotel	Hotel, Units	122 Units	1.20 Spaces/Key	147
	Hotel Meeting/Banquet	6,000 SF	20 spaces/1,000 SF	120
Health Club	N/A	2,000 SF	3 .33 spaces/1,000 SF	7
Total				333

\*Special Use Permit Parking Requirements use Usable Square Footage (USF) as the density unit. | \*\*USF Density reported by CivTech.

The Paradise Valley zoning requires a minimum of 333 parking spaces for the Smoketree Resort development. This shared parking analysis goes into a further level of detail to evaluate the actual conditions of parking on the site where the uses share parking throughout the day. This shared parking analysis uses the ULI's suggested parking ratios as a baseline for determining the projected parking demand. The baseline ratios for hotel, restaurant, and event space were adjusted to reflect the localized minimum parking requirements. Table3 provides the base parking ratios used to develop the parking demands for the proposed development.

Land use types were selected to best reflect the nature of the proposed development.

- The hotel land use was modeled as a leisure/resort hotel rather than Downtown or Airport hotel types, which helps to reflect the intended boutique nature of the hotel. Hotel demand was projected using the number of keys. Hotel event/meeting space was projected using the GSF.
- Hotel missing meeting space was identified on the site plan and calculated in the ULI model.
- Supermarket/Grocery was selected as the land use type for the proposed market rather than the discount stores/superstores. As a specialty market, this proposed land use may attract trips external to the site resulting in additional parking demand.
- Fitness and health club land use varies in the ITE to ULI model but are essentially the same land use. The internal capture of the health club is 90% to model as hotel-oriented fitness center.
- Guest Oriented Retail/Coffee shown in the site plan has two different spaces for market and coffee. These land uses were evaluated separately because they will generate demand at different rates.

Land Use	Weekday		Weekend	
	Visitor/Customer	Employee	Visitor/Customer	Employee
Supermarket/Grocery	4.00 spaces/1,000 SF	0.75 spaces/1,000 SF	4.00 spaces/1,000 SF	0.75 spaces/1,000 SF
Restaurant	17.00 spaces/1,000 SF	3.00 spaces/1,000 SF	17.00 spaces/1,000 SF	3.00 spaces/1,000 SF
Retail	2.90 spaces/1,000 SF	0.70 spaces/1,000 SF	3.20 spaces/1,000 SF	0.80 spaces/1,000 SF
Hotel	1.00 spaces/Key	0.2 spaces/Key	1.00 spaces/Key	0.2 spaces/Key
Hotel Meeting / Banquet	25.19 spaces/1,000 SF	1.76 spaces/1,000 SF	15.19 spaces/1,000 SF	1.76 spaces/1,000 SF
Health Club	6.60 spaces/1,000 SF	0.40 spaces/1,000 SF	5.50 spaces/1,000 SF	0.25 spaces/1,000 SF

\*Base parking ratios were adjusted to reflect localized minimum parking requirements.

## Shared Parking Methodologies

The ULI Shared Parking Model is a tool used to determine cumulative parking demand for developments with multiple land uses. The model considers that while each land use generates demand for a certain number of parking spaces, these parking demands fluctuate hour-by-hour, day-by-day, and month-by-month. Because individual land uses may not experience peak parking demand at the same time, the model seeks to share parking between these land uses to minimize the amount of space and resources devoted to parking. Additionally, the ULI Shared Parking Model allows for non-vehicular mode (trips such as walking, biking, transit, and rideshare) and non-captive ratio (trips between land uses internal to the site, between office and restaurant for instance) adjustments to be made for mixed-use developments to account for trips generated by the site that don't require parking.

## Mode and Non-Captive Adjustments

Given the location of the proposed development and surrounding land uses, the site is expected to yield few commutes by foot, bike and transit. The Smoketree Resort is located approximately 15 miles from the Phoenix Sky Harbor International airport and would require a 20-minute drive/rideshare ride. It is anticipated that most mode adjustments will occur due to customers and employees utilizing ride-share services such as Lyft and Uber. The proposed development includes a variety of land uses that are intended to serve the hotel population. Therefore, the parking demand will be reduced by those who are parking once and frequenting multiple locations. This is referred to as a non-captive adjustment. Table 4 lists the assumptions used regarding the percent of trips discounted (reduced) due to non-vehicular modes and non-captive (movement between uses on-site) interactions. These assumptions reduce overall parking demand and are applied to the base parking ratios to create an adjusted rate.

Land Use	Mode Adjustment (% trips reduced from parking demand)				Non-Captive Adjustment (% trips reduced from parking demand)			
	Weekday		Weekend		Weekday		Weekend	
	Day	Night	Day	Night	Day	Night	Day	Night
Supermarket/Grocery, Visitors	0%	0%	0%	0%	-25%	-25%	-25%	-25%
Supermarket/Grocery, Employees	0%	0%	0%	0%	0%	0%	0%	0%
Restaurant, Visitors	0%	0%	0%	0%	-25%	-25%	-25%	-25%
Restaurant, Employees	0%	0%	0%	0%	0%	0%	0%	0%
Retail, Visitors	0%	0%	0%	0%	-25%	-25%	-25%	-25%
Retail, Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Hotel Visitors	-25%	-25%	-25%	-25%	0%	0%	0%	0%
Hotel Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Hotel Meetings / Banquet	-25%	-25%	-25%	-25%	-25%	-25%	-25%	-25%
Hotel Restaurant/ Meeting Employees	-10%	-10%	-10%	-10%	0%	0%	0%	0%
Health Club, Visitors	0%	0%	0%	0%	-90%	-100%	-90%	-100%
Health Club, Employees	0%	0%	0%	0%	0%	0%	0%	0%

## PROJECTED PARKING DEMAND

Projected parking demand is based on the land uses detailed in Table 1, base parking ratios detailed in Table 3, and the mode adjustments and non-captive ratio detailed in Table 4. When factoring the sharing of a common parking supply across land uses, the site is expected to generate a maximum of 226 parking spaces during its weekday peak at 5 PM in March and 184 parking spaces during its weekend peak at 12 PM in March. This shared parking methodology yields a 41% and 43% reduction in parking, respectively. Parking rates, assumptions, and resulting calculations are shown in Table 5.

Table 5: Phase 2 Parking Demand Summary											
Average Month: March											
		Weekday (5 PM)					Weekend (12 PM)				
Land Use	Quantity	Base Rate	Mode Adj.	Non-Captive Ratio	Adj. Rate	Est. Parking Demand	Base Rate	Mode Adj.	Non-Captive Ratio	Adj. Rate	Est. Parking Demand
Retail, Visitors	1,800 SF	2.90	1.00	1.00	2.90	4	3.20	1.00	1.00	3.20	4
Retail, Employees		0.70	0.90	1.00	0.63	1	0.80	0.90	1.00	0.72	1
Supermarket/Grocery, Visitor	4,000 SF	4.00	1.00	0.75	3.00	11	4.00	1.00	0.75	3.00	11
Supermarket/Grocery, Employee		0.75	1.00	1.00	0.75	3	0.75	1.00	1.00	0.75	3
Family Restaurant, Visitor	2,100 SF	17.00	1.00	0.75	12.75	30	17.00	1.00	0.75	12.75	40
Family Restaurant, Employee		3.00	1.00	1.00	3.00	10	3.00	1.00	1.00	3.00	10
Hotel, Visitor	122	1.00	0.75	1.00	0.75	73	1.00	0.75	1.00	0.75	59
Hotel, Employee	Keys	0.20	0.90	1.00	0.18	15	0.20	0.90	1.00	0.18	22
Hotel Meeting / Banquet, Visitors	6,000 SF	20.27	0.75	0.75	11.40	69	10.27	0.75	0.75	5.78	23
Hotel Restaurant / Meeting, Employees		1.51	0.90	1.00	1.36	9	1.51	0.90	1.00	1.36	9
Health Club Visitors	2,000 SF	6.60	1.00	0.10	0.66	-	5.50	1.00	0.10	0.55	-
Health Club Employees		0.40	1.00	1.00	0.40	1	0.25	1.00	1.00	0.25	-
			Customer/Guest			187	Customer/Guest			138	
			Employee			39	Employee			46	
			Total			226	Total			184	



Based on the site plan, 169 spaces are available on site. An additional 23 spaces are projected to be available with the proposed valet plan for a total supply 192 spaces\*. As seen in Figure 1 the projected weekday peak parking demand exceeds the projected supply. The projected weekend peak parking demand exceeds the projected supply of 169 spaces. The addition of 23 projected valet parking spaces results in 192 parking spaces that would accommodate weekend peak parking demand, see Figure 2.

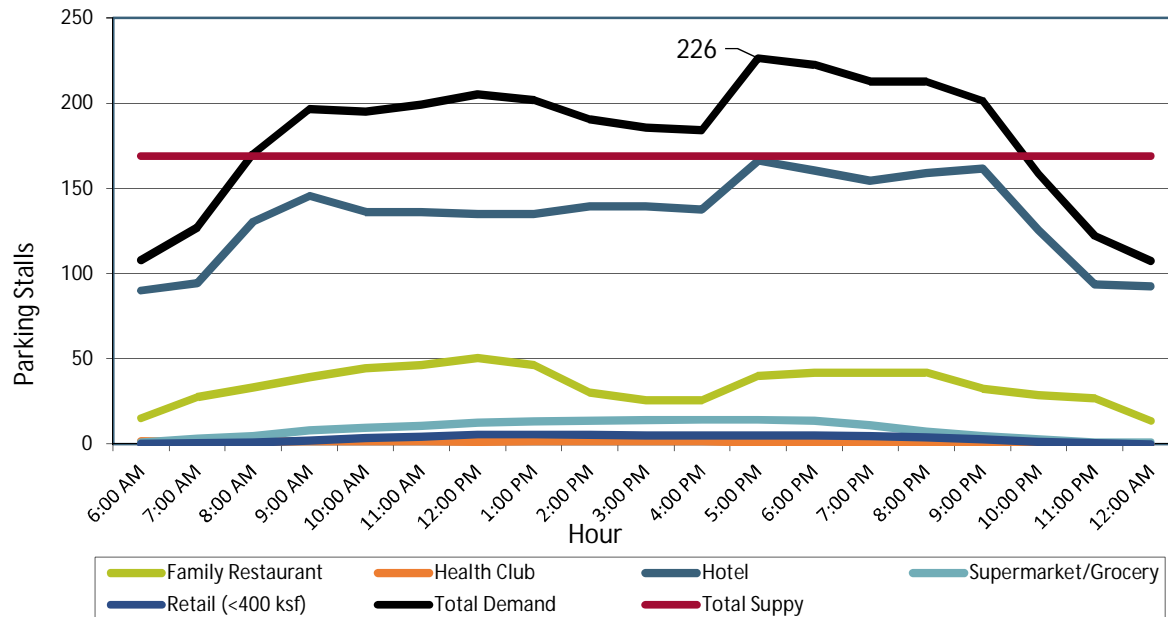


Figure 1. Projected Weekday Peak Parking Demand

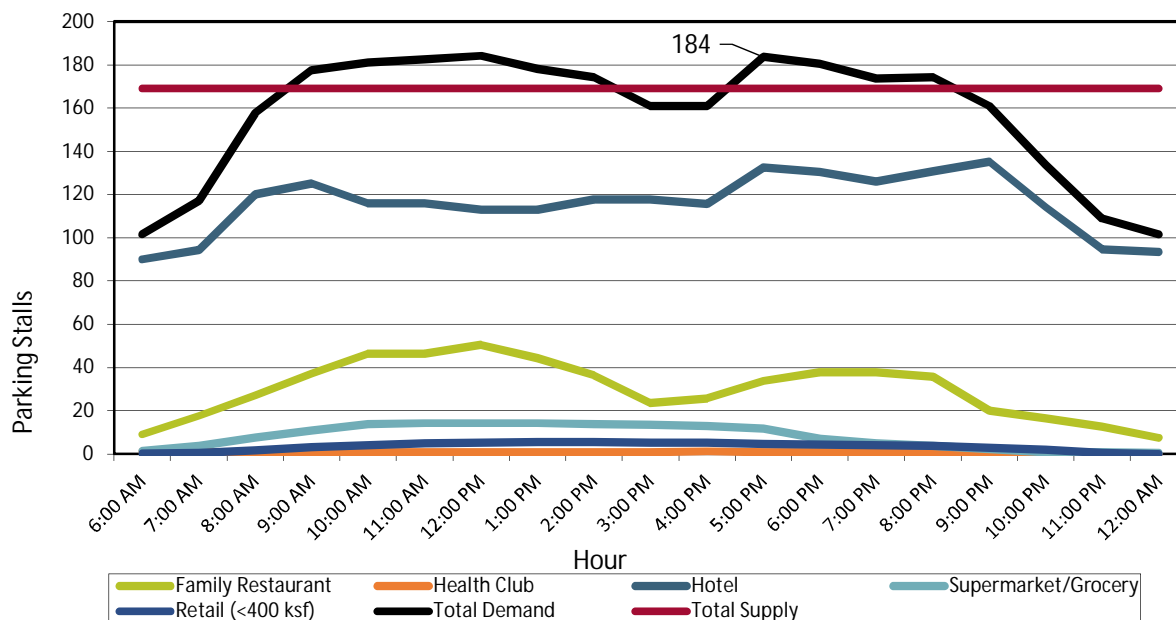


Figure 2. Projected Weekend Peak Parking Demand

\*Based on the latest CivTech report and site plan, the parking supply appears to be 169 spaces plus 23 valet spaces. As previously commented, confirmation is still necessary on the parking supply as well as consistency across the report, site plan, and valet plan are needed.

Page Ref #	CivTech Parking Study, 05/22/2020 Statements/Assumptions	KH Feedback & ULI Model Assumptions July 2020
1	Statement: The review indicates that Walker Parking's calculations result in slightly less parking demand than shown herein.	Feedback: The Walker Consultants review does not provide a peak projected parking demand. This review evaluates the methodology of CivTech but does not independently project parking demand for the site.
2	Assumption - Table 1: Land uses evaluate usable/net square footage (SF)	<p>ULI Model: The industry best practice is to calculate parking demand based on Gross Square (GSF) Footage. This methodology addresses demand generated by visitors as well as employees.</p> <p><i>See Table 1 of the Kimley-Horn Parking Study Memo.</i></p>
2	Assumptions - Table 1: Land uses do not include 1,800 SF of meeting space	<p>Feedback: This is a repeat comment/statement.</p> <p>ULI Model: Land uses were placed into categories based on the updated ULI Model and reflect all land use densities, including an 1,800 SF of meeting space and gross square footage.</p> <p><i>See Table 1 of the Kimley-Horn Parking Study Memo.</i></p>
3	Assumptions - Table 3: Internal capture reductions assume that 50% of restaurant stand-alone demand comes from the hotel, however, this restaurant is considered to be a stand-alone establishment that is outward facing to the public.	<p>ULI Model: The internal capture ratio for restaurant stand-alone was reduced to 25% to better reflect the independent nature of this stand-alone land use.</p> <p><i>See Table 4 of the Kimley-Horn Parking Study Memo.</i></p>
3	Assumptions - Table 3: Internal capture reductions assume that 60% of restaurant guest-oriented demand comes from the hotel.	<p>Feedback: This is a repeat comment/statement. Based on the site plan, the Guest-Oriented restaurant (Site Plan Reference I) is an outward facing restaurant/coffee shop.</p> <p>ULI Model: The internal capture ratio was reduced to 25% to better reflect demand that comes from off-site customers.</p>

Page Ref #	CivTech Parking Study, 05/22/2020 Statements/Assumptions	KH Feedback & ULI Model Assumptions July 2020
3	Assumptions - Table 3: Internal capture reductions assume that 50% of the parking demand for the event lawn, pavilion, and meeting rooms will come from the hotel.	ULI Model: Because the event lawn and Pavilion are assumed to host both internal and external events, the internal capture for this land use was reduced to 25%. Events such as weddings will attract parking demand from people who are not staying on-site.
3	Assumptions - Table 3: Internal capture reductions assume that: 65% of the parking demand for retail: guest-oriented will come from the hotel.	Feedback: This is a repeat comments/statement. Based on the site plan, the Guest-Oriented retail (Site Plan Reference H) is a market that is outward facing.  ULI Model: The internal capture was reduced to 25% to reflect the demand from off-site customers.
4	Assumptions - Table 4: The Land Use densities provided in the study	Feedback: This is a repeat comment/statement. The land use densities provided by CivTech do not reflect the total land uses on the site plan, which results in an under counting of spaces. The SUP Guidelines reflects the local requirements of usable square footage.
6	Assumptions - Table 6: Operating at a potential 3 space surplus or full capacity is acceptable under valet operations	Feedback: Parking facilities that operate above effective capacity result in searching for parking. Effective capacity is typically set at 85% - 95% of the total supply.
6	Assumption - Parking Trends - Drive in Rate: Ride hailing will reduce the parking demand by 30% - 40%.	Feedback: Drive-alone rate assumptions and the impact of ride hailing were included in the Kimley-Horn Parking Study.  ULI Model: Due to the limited connectivity of the site, the drive-alone rate was reduced to 75%. This assumes 1 out of 4 guest will arrive by a ride hailing service.
7	Statement - 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.	Feedback: This is a repeat comments/statement.  Ride hailing assumptions are already included in the drive-alone rates and expecting additional reductions due to ride hailing can result in an under counting of parking demand. Providing parking through a combination of on-site and off-site parking should be sufficient to meet projected demand.



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**

<b>Category</b>	<b>Parking Demand without Internal Capture Reduction</b>	<b>Internal Capture Reduction Percentages</b>	<b>Parking Demand with Internal Capture Reduction</b>	<b>Parking Demand with Internal Capture Reduction Rounded Up <sup>(1)</sup></b>
Resort Keys	147.00	0%	146.40	147
Resort Employee Office	5.00	0%	4.15	5
Resort Meeting/Banquet Space <sup>(2)</sup>	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
<b>TOTAL</b>	<b>302</b>	<b>-</b>	<b>-</b>	<b>223</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.

(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, 5<sup>th</sup> 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

GREY|PICKETT

**BEUS**  
**GILBERT**

  
CREATIVE DESIGNS  
IN LIGHTING

  
CVL  
CONSULTANTS



PROPOSED SITE PLAN - GROUND LEVEL

*the smoke tree resort*  
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

PHX  
ARCHITECTURE

GREY|PICKETT  
BEUS  
GILBERT

CREATIVE DESIGNS  
IN LIGHTING

CVL  
CONSULTANTS

GH

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

GREY|PICKETT  
**BEUS**  
**GILBERT**

  
CREATIVE DESIGNS  
IN LIGHTING

  
CVL  
CONSULTANTS



PROPOSED SITE PLAN - THIRD LEVEL

*the* **smoke tree resort**  
7101 E LINCOLN DR, PARADISE VALLEY, AZ 85253  
SPECIAL USE PERMIT | MAJOR AMENDMENT APPLICATION

**A10**  
SEP 6, 2019  
11 x 17 format  
REVISED  
MAY 5, 2020



## **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 13<sup>th</sup>, 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
<b>Smoketree</b>	<b>50%</b>	<b>60%</b>	<b>65%</b>	<b>-</b>	<b>90%</b>	<b>90%</b>	<b>50%</b>	<b>50%</b>
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 <sup>(1)</sup>		Keys/Units	NET INTERIOR (SF)	Internal Capture <sup>(2)</sup>	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 <sup>(1)</sup>		Administrative <sup>(2)</sup>		Guest Oriented Restaurant <sup>(3)</sup>		Stand Alone Restaurant <sup>(4)</sup>		Guest Oriented Retail <sup>(5)</sup>		Event Space (Wedding Lawn & Event Deck) <sup>(6)</sup>		Hotel Fitness <sup>(7)</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 (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) &amp; 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).



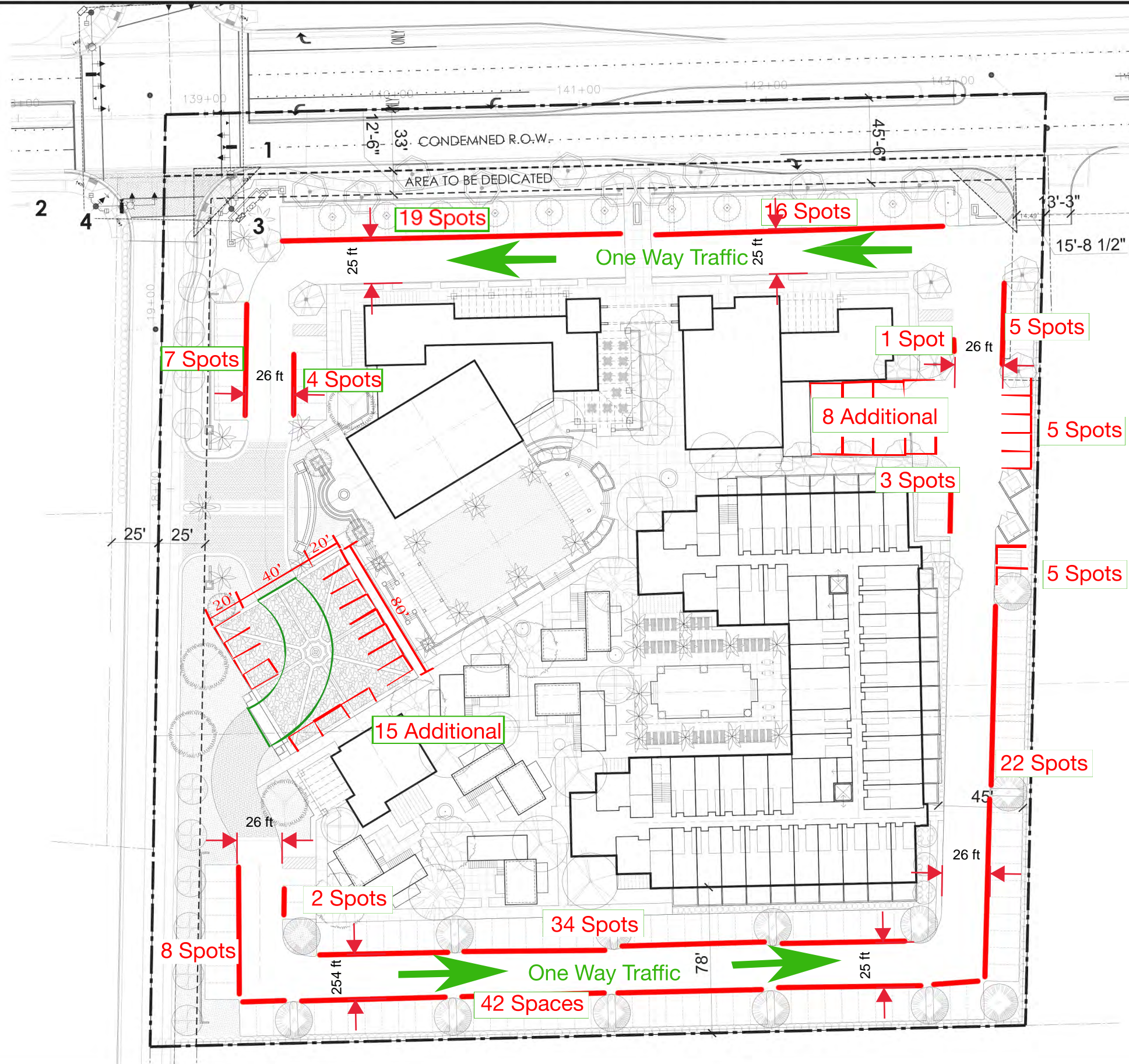
ATTACHMENT D – SHARED PARKING

18-0550

PEAK USE SHARED PARKING CALCULATIONS-WEEKEND

Land Use	Hotel Guest Rooms <sup>(1)</sup>		Administrative <sup>(2)</sup>		Guest Oriented Restaurant <sup>(3)</sup>		Stand Alone Restaurant <sup>(4)</sup>		Guest Oriented Retail <sup>(5)</sup>		Event Space (Wedding Lawn & Event Deck) <sup>(6)</sup>		Hotel Fitness <sup>(7)</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 (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**

<b>Resort</b>	<b>Size (Acres)</b>	<b>Guest Units</b>	<b>Other Facilities</b>	<b>Parking Provided</b>	<b>Spaces per Key</b>
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
<b>Smoketree Resort</b>	<b>5</b>	<b>122</b>	<b>Event/Meeting space, Restaurant, &amp; Retail</b>	<b>170</b>	<b>1.39</b>
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
<b>Average for Other Resorts</b>	<b>46.7</b>	<b>234</b>	<b>-</b>	<b>448</b>	<b>1.91</b>



**Smoke Tree Resort Parking Study****CivTech, Inc.****Review Comments & Responses****4<sup>th</sup> 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
<b>Town of Paradise Valley</b>		
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****4<sup>th</sup> 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
<b>Town of Paradise Valley</b>		
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.
<b>Kimley-Horn Comments</b>		
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

## 4<sup>th</sup> 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
<b>Town of Paradise Valley</b>		
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****4<sup>th</sup> 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**

Iter	Review Comment	(Code) & Response
<b>Town of Paradise Valley</b>		
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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walkerconsultants.com

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 3<sup>rd</sup> Edition of the Urban Land Institute's *Shared Parking* publication and 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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.

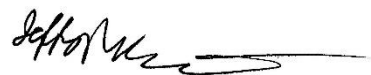
We appreciate the opportunity to work with you on the SmokeTree Resort Peer Review Project. Please let us know if you have any questions or comments.

Sincerely,

WALKER CONSULTANTS



Sue Thompson  
Consultant



Jeff Weckstein  
Consultant



Lincoln Plaza Medical Center Parking Agreement  
Dated May 12, 2020

## **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. 20<sup>th</sup> 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

Architectural floor plan of the 'KAPITELHAUS' (Chapter House) in the 'KLOSTER' (Monastery). The plan shows a large central hall with a vaulted ceiling, a smaller hall to the left, and a large hall to the right. The central hall is labeled 'KAPITELHAUS' and the right hall is labeled 'KLOSTER'. The plan includes various rooms, corridors, and a large central area labeled 'KAPITELHAUS'.