

TOWN OF PARADISE VALLEY

Smoke Tree Resort

Major Special Use Permit Amendment

Town Council Work Session

December 3, 2020



AGENDA

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- 1. Background**
- 2. Project Summary**
- 3. Commission Recommendation**
- 4. SOD Analysis Summary**
- 5. Stipulations Summary**
- 6. Public Comments Summary**
- 7. Tentative Timeline**



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BACKGROUND - REQUEST

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- Gentree LLC, the property owner of the Smoke Tree Resort, is seeking redevelopment of the property located at 7101 East Lincoln Drive for a complete demolition of all existing structures and construction of a resort.
- Intent is to fill niche market being a modern reinterpretation of the resort experience
 - Entering into a referral program with nearby resorts (e.g. spa at Andaz resort)
 - Grouping of rooms with an ability to close off hallway areas for small groups (6 to 12 rooms)
 - Catering to guests that want to be in a higher energy area (e.g., walking to Scottsdale dining/ shopping)
 - Having price point complements other resort uses instead of competes
- Pursuant to Article XI, Special Uses, the nature of the request is a Major Special Use Permit (SUP) amendment
 - Legislative decision
 - Highest level of review by Town officials
 - Process – Statement of Direction (SOD) >>Commission Recommendation >>Council action



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BACKGROUND - MILESTONES

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Major Milestone Timeline

May 2018	Application filed
October 2018	1 st Statement of Direction (SOD) issued
March 2019	Commission held public hearing and forwarded Town Council a recommendation of denial
March 2019	Town Council work study session
May 2019	Public presentation by staff and applicant to Council
Fall 2019 - May 2020	Applicant resubmittals and meetings with Council
June 2020	2 nd Statement of Direction (SOD) issued on revised plan
September 2020	Council granted time extension to December 15, 2020
July 2020 – November 2020	Commission discussions and recommendation
December 2020 – Early 2021	Town Council review and action



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COMMISSION RECOMMENDATION

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- Denial by 4 to 3 vote (Chair Wainwright, C. Wastchak, & C Lewis supporting SUP-18-05)
- Reasons for denial
 - Density at twice the SUP Guideline and higher than other Town resorts
 - Density drove the site plan design in not meeting other guidelines (such as more impervious coverage, less perimeter landscape buffers than typically approved, and more impact on parking and traffic)
 - Disagreement on study assumptions (e.g. traffic study that 65% of trips would occur from Scottsdale Road)
 - Proposed amenities lacked the high quality design of a world-class resort as envisioned in the General Plan (referencing no spa, golf course, or similar amenities)
 - 4,000 sf of event space is too large for the size of the site
 - Pool is small for a resort
- Reasons for support
 - Density is appropriate for its location adjoining the City of Scottsdale and mostly non-residential uses
 - Proposed uses fill a niche that will create resort variety for the Town

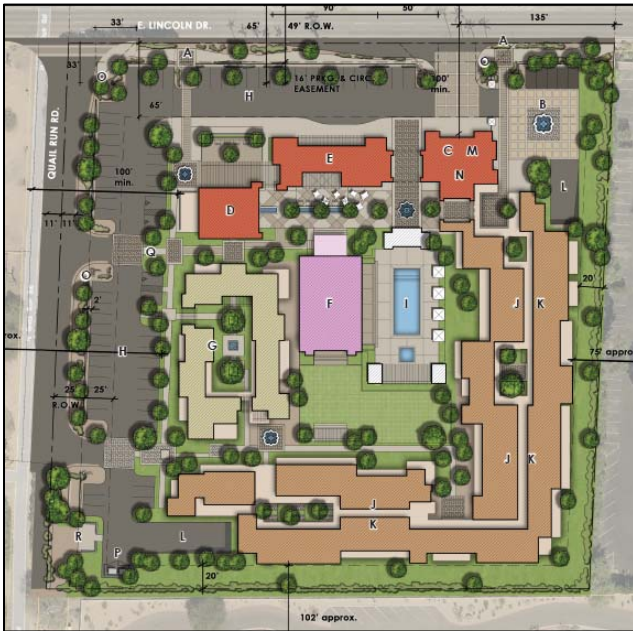


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BACKGROUND - SITE PLAN COMPARISON

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2019 Site Plan



2020 Site Plan



Main Differences

- Reduced keys from 165 to 122, removing for-sale product
- Reduced total floor area from 145,000 sf to 128,150 sf
- Changed circulation to fully around site
- Removed underground parking
- Reduced 3rd story massing & height
- Removed west & south facing balconies



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BACKGROUND - SITE PLAN COMPARISON

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June 2020 Site Plan



November 2020 Site Plan



Main Differences

- Reduced keys from 122 to 115
- Added below grade dining
- Modified 3rd floor rooftop lounge to guest-only fitness and lounge with kitchenette
- Added exit-only driveway south of main entry
- Staggered trees along Andaz side
- Removed light fixtures



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PROJECT SUMMARY - USES

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- **115 traditional hotel guest room keys**
 - Resort Hotel 80,000 sf floor area
 - 8 keys on 3rd floor
 - 20 keys in detached suites
- **Restaurant and bar/lounge**
 - 3,200 sf cap
 - Similar to historical restaurant use
- **3rd story guest-only area**
 - 2,000 sf cap (indoor)
 - Fitness & Common area w/kitchenette
- **Resort Retail accessory uses:**
 - 2,750 sf total cap across 3 buildings
 - Fresh food market
 - Coffee shop
 - Allows for change in uses if supported via updated parking/traffic
 - Personal services (beauty shop/florist)
 - Specialty retail (art/card/clothing)
 - Specialty food (Café/bakery/ice cream)



- **Indoor/outdoor event space**
 - Resort pavilion and event lawn for banquets/meetings
 - Pool



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ARCHITECTURAL CONCEPTS

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ARCHITECTURAL CONCEPTS

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PROJECT SUMMARY – GROUND FLOOR

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Site Plan / Ground Floor

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



*** 115 Keys

RESORT UNITS - 122 KEYS

Main Hotel	
1st Level	= 42 keys
2nd Level	= 45 keys
3rd Level	= 15 keys
	8 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

or

Total Valet Spaces = 199

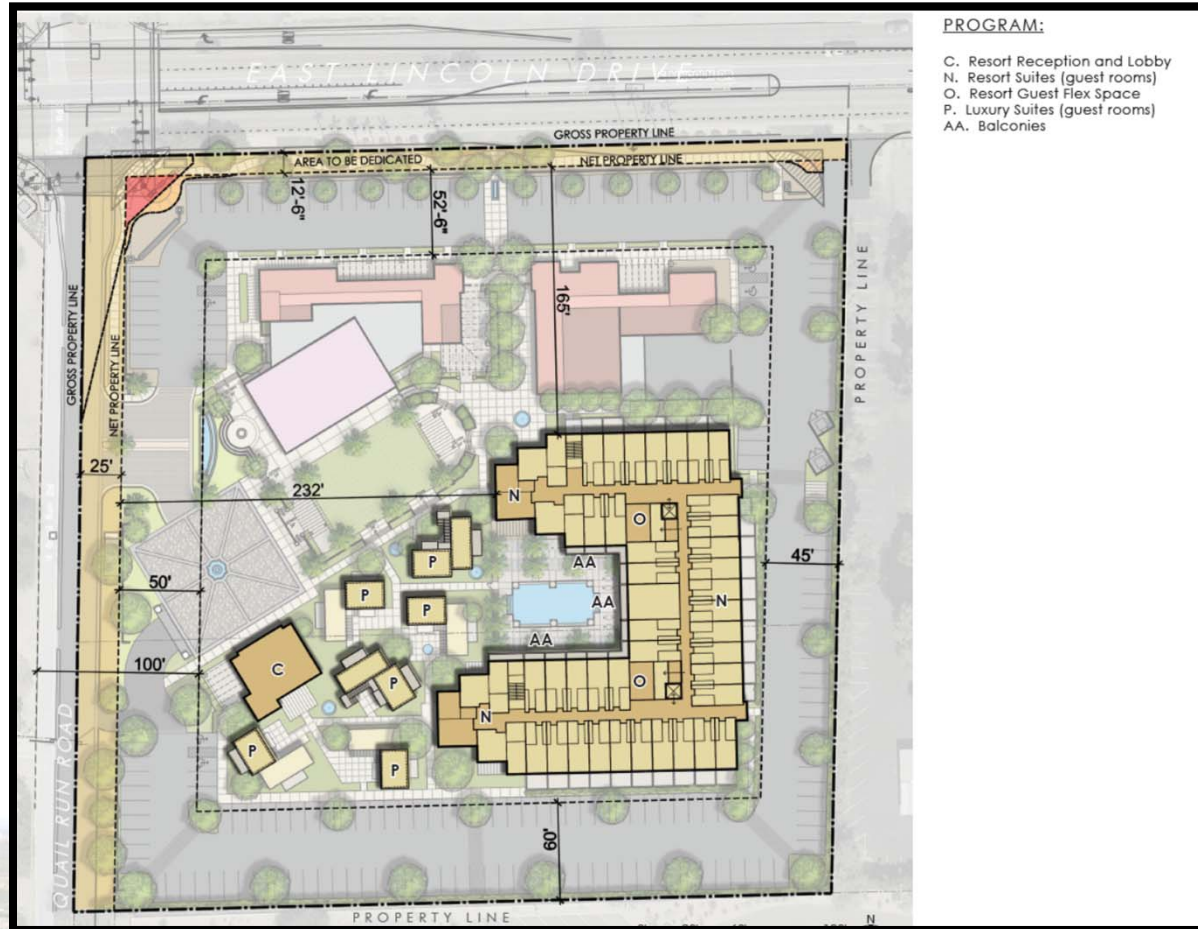


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PROJECT SUMMARY – 2ND FLOOR

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Second Story

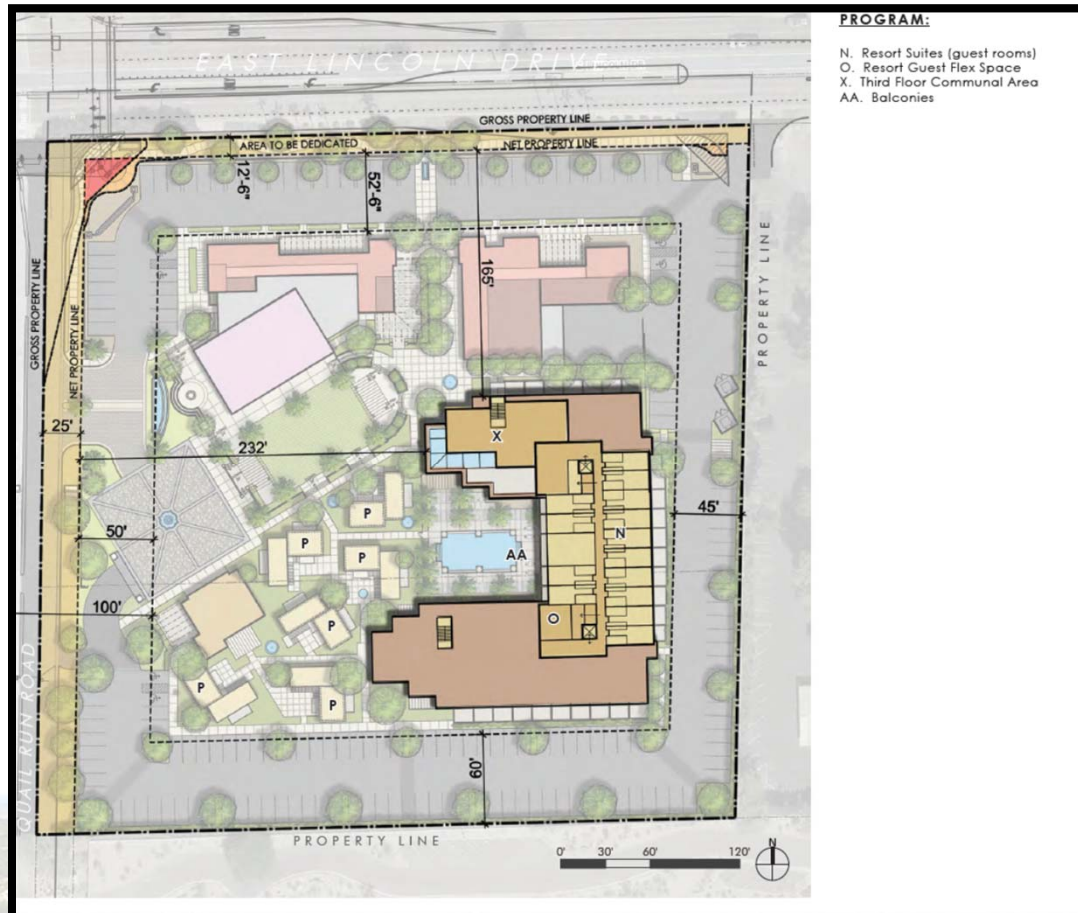


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PROJECT SUMMARY – 3RD FLOOR

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Third Story



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SOD ANALYSIS TABLE

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- Packet material includes Statement of Direction (SOD) Comparative Analysis Table
- Table lists:
 - SOD line items (e.g. Use, Height)
 - SUP Guideline/Policy
 - Proposed (notes how complies with SUP Guideline/Policy)
- Provides summary of how project meets SOD
- Refer to Compliance Detail attachment for more information

Smoke Tree Resort -Statement of Direction (SOD)- Comparative Analysis November 10, 2020			
Below is a comparative list or analysis of the Smoke Tree Resort SOD, Plans, and Special Use Permit (SUP) Guidelines.			
No.	SOD Topic	Town Code/Special Use Permit Guideline/Town Policy	Proposed by Applicant and/or Suggested SOD Focus
1	Use More information needed regarding hotel quality standards and new accessory uses. Applicant proposed fourteen accessory uses for forward-facing portions of site that should be considered and defined or narrowed as appropriate as well as specific operational factors (hours of operation, outdoor seating, etc.) shall be studied.	Article 11 of Zoning Ordinance states: A resort is a facility, operated under a single unified management structure, containing guest units primarily for the temporary residency of persons in a physical setting that provides a high level of guest amenities, recreational opportunities and a quality of design that may include architectural features, extensive open space and landscaping.	<p>Complies in that the main use are guest units and the accessory uses proposed are typical in a resort. Other minimum uses and quality standards are more subjective.</p> <p>The narrative dated Oct 1, 2020 generally describes the resort features and uses. Sheet A6 also provides this information. Sheets A8 – A10 identify uses and key count. Uses include 122 hotel rooms (102 in main hotel building and 20 in luxury suites). Resort related uses include restaurant, market/retail, coffee shop, meeting spaces, event lawn, event terrace, and pavilion. The main components of the existing resort included a restaurant and guest rooms.</p> <p>SUP Stipulations: Item II <i>Definitions</i> define the scope of the Resort Hotel and the Resort Ancillary Facilities and Uses & Item III.C <i>Allowed Uses</i> outlines the scope and limitations on the various resort uses (e.g. hours of operation, limits on the third-floor area, etc.).</p> <p>Development Agreement, reviewed and approved by Council, includes specific details on minimum improvements for public areas such as the restaurant serving 3 daily meals, variety of interior finishes, minimum features within each key, and acceptable hotel brands.</p> <p>Commission needs to determine whether the proposed uses and hotel quality standards meet the high quality design policy of the General Plan and the "world-class resorts" vision of luxury or upscale. The applicant stated there is a niche market being a modern reinterpretation of the resort experience by entering into a referral program to nearby resorts (e.g. spa at Andaz resort), the grouping of rooms with an ability to close off hallway areas for small groups (6 to 12 rooms), catering to guests that want to be in a higher energy area (e.g., walking to Scottsdale dining/shopping), and the price point complements other resort uses instead of competes.</p>



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SOD ANALYSIS

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Use complies in that the main use are guest units and the accessory uses proposed are typical in a resort (Uses and quality standards are more subjective)

Density complies or not depending on viewpoint whether meets “moderate intensity” and is “context appropriate”; along with view on density impacting safety and quality of life

Area Coverages exceeds the lot coverage SUP Guideline, but the SOD allows for consideration based on mitigation measures that are proposed via the draft stipulations and the applicant points to property characteristics in the small 4.6 net-acre size, location in a Development Area, and adjoining non-residential on 3 sides



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SOD ANALYSIS - DENSITY

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- SUP Guidelines
 - Recommend 20 acres
 - 1 unit/4,000sf or 10.9 units per acre (50 or 55 units)
- Site Characteristics
 - Site operated since 1954 at ¼ of the recommended 20-acres (5.0 gross/4.6 net acres)
 - Non-residential on 3 sides
 - Within a Development Area encouraging moderate intensity provided it mitigates adverse impacts

SUP PROPERTY	TOTAL SITE ACREAGE	TOTAL UNITS	DENSITY (UNITS/ACRE)
Five- Star Ritz Carlton	99	458 *	4.6
Mtn Shadows	68.5	331 *	4.8
Montelucia Omni	28	327 *	11.7
Scottsdale Plaza	36.5	404	11.1
Hermosa Inn	6.4	49	7.7
Sanctuary on Camelback Mtn	17	174 *	10.2
Andaz	27.5	201	7.3
Camelback Inn	117	453 *	3.9
Doubletree PV	18.8	378	20.1
Smoke Tree (Proposed)	4.6	122	26.5
AVERAGES (Excludes Smoke Tree Resort)	46.5	308	9.0

* Includes for-sale product allowable in rental program



26.5 units/ac (net); 24.4 units/ac (gross) 122 Keys
 25.0 units/ac (net); 23.0 units/ac (gross) 115 Keys

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SOD ANALYSIS – AREA COVERAGES

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- SUP Guidelines

- Suggests 25% lot coverage at 29.3% net (27.0% gross)
- Suggests 60% impervious area at 85% net (78% gross)
- No Floor Area Ratio (FAR) guideline at 64% net (59% gross)

SUP PROPERTY	TOTAL ESTIMATED DRIP LINE (SF)	LOT COVERAGE (%)	TOTAL ESTIMATED FLOOR AREA (SF)	ESTMATED FAR (%)
Five- Star Ritz Carlton	746,168	24.6	1,129,168	26.2
Mtn Shadows	767,524	25.7	Not available	Not available
Montelucia Omni	400,126	32.9	555,116	45.5
Scottsdale Plaza	351,107	22.0	Not available	Not available
Hermosa Inn	67,778	24.3	67,778	7.7
Sanctuary on Camelback Mtn	149,986	16.8	Not available	Not available
Andaz	141,000	11.8	141,000	11.8
Camelback Inn	400,000	7.8	Not available	Not available
Doubletree PV	173,970	21.2	257,251	31.4
Smoke Tree (Proposed)	58,832	29.3	128,150	64.0
AVERAGES (Excludes Smoke Tree Resort)	355,295	20.8		



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SOD ANALYSIS

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Height complies with SUP Guidelines, except for

- Interior pool area recessed resulting in a 38' height from excavated grade
- Pavilion (32' max) and Pedestrian Courtyard Access archway (32' max) are taller than the 24' SUP Guideline for Accessory Structures

Many buildings lower than max SUP Guidelines (e.g. luxury suites at max 28' versus 36')

Viewsheds complies with Open Space Criteria (OSC,) except for

- Portion of the Pedestrian Courtyard Access archway
- Portion of the 3rd story adjoining the medical plaza

Setbacks complies except for

- 100' setback guideline for the principal buildings on the W-S-E
- Parking lot setbacks (which are similar to existing condition)



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SOD ANALYSIS - HEIGHT

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- Principal Structure heights vary from 18', 28', and 36' from ONG (1310.5') with the interior area near the pool at 38' tall
- Lower heights closer to the west property line
- Accessory Structure heights vary from 18', 20', and 24' from ONG (with the pedestrian archway at a max height of 32' and the Pavilion hipped roof at 32')



- Stip 43 sets maximum height at 36' from ONG
- Stip 25 restricts Light Reflective Value at 50% or less



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SOD ANALYSIS - HEIGHT

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SOD ANALYSIS

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Impact to Adjacent Uses
complies on noise and parking/traffic if you accept the applicable studies and mitigation measures outlined in the various stipulations

Landscaping complies except for

- Not meeting the 30'/50' landscape buffer along streets
- Landscaped islands (but does if count perimeter landscaping)

Utilities comply for SUP process purposes

Exterior Lighting complies except 7 of the 12' tall pole lights are at 2' setback

Traffic/Parking complies if support the parking and traffic studies, along with

- Use conditions (Stipulations 32-35)
- Right-of-way/parking/ circulation stipulations (Stipulations 44-57)

Signage complies except for

- Number of resort ID signs
- Internal-facing building signs and 1 resort ID sign is on building



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PARKING STUDY

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- SUP Guidelines

- Provide number of spaces per unit and/or area (e.g. 1.2 spaces/unit)
[333 parking spaces]
- Allows for overlapping uses (shared parking) via a traffic/parking study

- Parking Study

- ULI shared parking method agreed modeling
- Peak weekday demand is in evening at 187 parking spaces
- Peak weekend demand in evening at 178 parking spaces
- 170 on-site traditional parking spaces
- 199 on-site parking spaces in valet mode
- Month-to-month with medical center to use 25 spaces from 5:30 p.m. – 4:30 a.m. Mon-Thurs and starting 5:30 p.m. Fri to 4:30 a.m. Mon

TABLE 2 – PARKING GUIDELINES PER THE ULI 3RD EDITION

Category	Parking Guideline
Each Hotel Key	1.0 spaces per Key
Employees	0.15 spaces per Key
Fine/Casual Dining	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



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ORDINANCE

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- Ordinance 2020-09
 - Council approves the ordinance
 - Whereas clauses covers process steps and legal code/constitution references
 - General section with description of the request and references to exhibits
 - Standard statement on conditions/amending prior SUPs
 - Clause on severability if portion held invalid
 - Effective date
- Stipulations
 - Council approves the ordinance
 - Whereas clauses covers process steps and legal code/constitution
 - 80 total stipulations



Date: 08/13/2020 10/14/2020 10/27/2020 11/10/2020

ORDINANCE NUMBER 2020-09

AN ORDINANCE OF THE TOWN OF PARADISE VALLEY, ARIZONA, APPROVING A MAJOR AMENDMENT TO THE SPECIAL USE PERMIT FOR PROPERTY ZONED SUP DISTRICT (RESORT) KNOWN AS SMOKE TREE RESORT LOCATED AT 7101 EAST LINCOLN DRIVE, PROVIDING FOR REDEVELOPMENT WITH DEMOLITION OF ALL EXISTING STRUCTURES AND CONSTRUCTION OF A NEW RESORT HOTEL WITH 122 HOTEL KEYS WITH RESORT RELATED RESTAURANT, RETAIL, MEETING SPACE, AND SITE IMPROVEMENTS INCLUDING SURFACE PARKING, LANDSCAPING, LIGHTING, AND IMPROVEMENTS TO SITE INFRASTRUCTURE; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Town of Paradise Valley (the "Town") Planning Commission held a public hearing on March 5, 2019, in the manner prescribed by law, for the purpose of considering an application for an amendment to the Special Use Permit for The Smoke Tree Resort (the "Application"), and after ten (10) study sessions, recommended denial of the Application by a split vote of 3 to 4 to the Town of Paradise Valley Council ("Town Council"); and

WHEREAS, thereafter, the Town Council held several study sessions which discussed the possibility of having a reduced overall density and removing for-sale units from the Application; and

WHEREAS, the owner of the Smoke Tree property subsequently submitted a significantly revised submittal (the "Amended Application") of the initial Application; and

WHEREAS, the Town Council reviewed the Amended Application and determined that a more thorough review of the Amended Application was necessary; and thereafter approved (on June 25, 2020 and extended the Planning Commission review period from September 30, 2020 to November 17, 2020 at a public meeting on September 10, 2020) a revised statement of direction for Smoke Tree Resort and remanded the Amended Application to the Planning Commission for further study and for a recommendation on the Amended Application; and

WHEREAS, following nine (9) work sessions, the Planning Commission held a public hearing on November 17, 2020, in the manner prescribed by law, for the purpose of considering the Amended Application for an amendment to the Special Use Permit for The Smoke Tree Resort property and recommended _____ of the Amended Application to the Town Council; and

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STIPULATIONS

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- **General (10 Stips)**
 - Addresses process when conflict, violations, conformance to laws, and related items
- **Construction/Development Standards (18 Stips)**
 - Addresses undergrounding utilities, various screening, and related construction items
 - Addresses building architecture and APS utility box aesthetics and safety
- **Allowed Uses (7 Stips)**
 - Addresses hours of operation, 3rd floor conditions, square footages, etc.
- **Control of Excessive Noise (7 Stips)**
 - Addresses meet Town Code for noise, adding limits on 3rd floor Communal Area and Event Lawn
- **Height and Height Measurement (1 Stip)**
 - Sets maximum height of 36' measured from ONG



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THIRD FLOOR COMMUNAL AREA

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PROGRAM:

- A Communal Area
- B Enclosed Terrace
- C Exterior Terrace
- D Restrooms / Storage
- E Third Floor Lobby
- F Kitchenette
- G Fitness Corner
- H Key Card Access Only

* All exterior doors to be closed after 10 pm to comply with Town Noise Ordinance.

STIPULATIONS:

Note: For more information on the following stipulations, refer to Town of Paradise Valley Ordinance Number 2020-09.

- There shall be no alcohol served on, nor shall importation of alcohol from off property be brought on the Third Floor Communal Area.
- No meals shall be produced in this area.
- Outdoor patio access shall not be permitted to Area C between 10:00 pm and 6:00 am, daily.
- No outdoor speakers or amplified music will be permitted on the Third Floor Communal Area. The Third Floor Communal Area shall comply with the allowable noise levels as defined by the Town's noise ordinance, as may be amended. All exterior doors and windows shall be closed no later than 10:00 pm.

KEY MAP - NOT TO SCALE



al Area
Terrace
s / Storage
r lobby



all
beant on

ENLARGED FLOOR PLAN at third floor communal area
scale: 1" = 10'-0"

Communal Area / Fitness / Kitchenette - 2000 sf

PHX
ARCHITECTURE

GREEY|PICKETT

BEUS
GILBERT

CREATIVE DESIGNS
IN LIGHTING

CVL
CONSULTANTS

GH

ED FLOOR PLAN
TREETREE RESORT
TOWN OF PARADISE VALLEY, AZ 85253
PERMIT | MAJOR AMENDMENT APPLICATION

Enclosed Terrace - 670 sf

Exterior Terrace - 800 sf

THIRD FLOOR COMMUNAL AREA

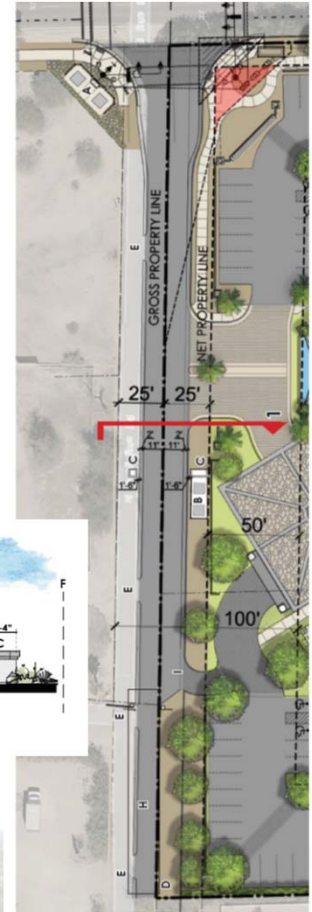
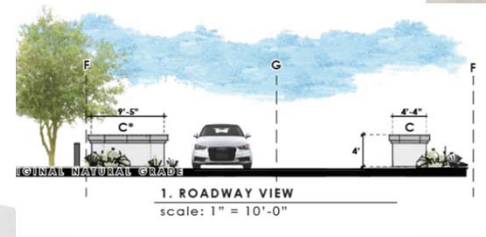
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STIPULATIONS

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- **Right-of-Way, Parking & Circulation (14 Stips)**
 - Addresses right-of-way dedication and improvements, minimum parking spaces, valet mode, etc.
- **Signage (6 Stips)**
 - Addresses all signs per approved plans, no outward facing signs (except resort ID), other signs Town process
- **Lighting (4 Stips)**
 - Addresses per approved plans, summary of key aspects , and prohibits private fixtures in right-of-way
- **Landscaping (5 Stips)**
 - Addresses landscaping shall be in substantial compliance with approved plans, replace if die, have irrigation system, prevent water overflow or seepage into the street, etc.



STIPULATIONS - SUMMARY

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- **Signage (6 Stips)**

- Addresses signs in accordance with approved plans, no outward facing signs visible from adjoining properties or street except monument signs, new internal directional/wayfinding signs subject to SUP guidelines and Town Manager approval, ancillary signage not visible off property via Town Manager approval, etc.

- **Temporary Uses (1 Stip)**

- Addresses typical special event condition since the Town Code does not get into the temporary tent height and days allowed



1. STREET CORNER SIGNAGE - 48 SF MAX SIGN WITH BACKLIT LETTERS

scale: 1" = 10'-0"

- **Management – Maintenance (5 Stips)**

- Addresses person onsite to handle SUP matters, maintain exterior in good condition, building interiors can be remodeled with SUP amendment, provide an outdoor area for employees, and no outdoor storage of materials (except during construction)

- **Cellular Antennas (1 Stip)**

- Addresses typical wireless condition requiring CUP process/integrated into architecture

- **Conditional Approval (1 Stip)**

- Addresses SUP effective date procedure

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PUBLIC COMMENTS SUMMARY

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- **Support**

- Applewood Pet Resort support
- Lincoln Plaza Medical support
- Restaurant/amenities can be enjoyed by Town residents
- Current resort in bad condition – in need of investment
- Enhance Town like Hermosa Inn
- Plan considers community/culture while maintaining high-quality, boutique nature

- **Not Support**

- Density higher than SUP Guideline/double other resorts
- Concerns on traffic congestion
- Vehicle stacking/turn-around on Quail Run Rd
- Owner of Andaz resort - density, setbacks, and landscape barrier along south property line
- Hotel versus resort feel



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November 10, 2020

SCHEDULE (TENTATIVE)

September 15, 2020	Public Hearing (continuance to Nov 17, 2020)
October 6, 2020	Acoustical Study, Parking Management Plan, Revised Lighting, Quail Run Rd Improvements
October 20, 2020	Draft Stipulations, Revisit Prior Items (as needed)
November 2, 2020	Draft Stipulations, Density, Revisit Prior Items (as needed)
November 17, 2020	Continued PC Public Hearing [SOD deadline date]
December 3, 2020	Council study session
January 2021	Council study session (?)/Hearing TBD



THANK YOU

Questions?

