

Principals

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July 8, 2021

RD Olson Development
OAK CREEK RESORT
100 Schnebly Hill Road
Sedona, AZ 86336

Re: Development Project Letter of Intent

Our vision for the Oak Creek Resort is to develop this stunning 11.58 acre site into a boutique hotel for guests to enjoy the multi-seasonal beauty of the Sedona area and the unique character and identity of the Schnebly community. The goal is to create a serene environment where guest and locals can refresh, revive, and reconnect. The resort will be offering creek and rock formation view guestrooms with a signature restaurant, destination Spa, and small meeting facilities. The property is located on parcels bounded by Schnebly Hill Road, Oak Creek, and Bear Wallow Lane. The proposed design has 92 guestrooms, a 4,500 square foot restaurant on 2 levels, a Spa with 8 treatment rooms, and approximately 3,900 total square feet of behind door meeting space with the largest room being 2,700 square feet. The hotel is not yet branded.

Utilizing the Area's History and Character:

We have followed the Schnebly Community Focus Area Plan for the site planning and massing of the structures within the Resort. We wanted to reinforce the rural and agricultural history of the site by creating as much public open space along Schnebly Hill Road adjacent to the required 40 foot wide open space setback to provide an even more open feel as pedestrians or car traffic move along that section of the road. Landscape concepts include adding some types of agricultural planting within these areas maybe as orchards, gardens, or vineyards to strengthen our story. We currently show a greenhouse structure within that area for additional growing opportunities year round. We also intend to save as many of the current street trees within the 40' open space setback as we can. This will screen the road visually and acoustically from the resort and soften the edge along the road.

Not only is it our intent to keep as many street trees but also as many main mature trees on the site and around the creek as possible. We don't want to jeopardize the natural habitat created by these Sycamore and other trees within the site providing contrast to the arid uplands that surround Sedona. We feel that is one of our advantages to have a diverse environment within the site. Our site planning along with working with natural grade is also respecting the creek by stepping back from the floodway on many of the structures not only to accommodate high water but to open up views up and down the creek for as many of our hotel and restaurant guests as possible.

Circulation:

To control traffic, we consolidated the public entry into the site into one driveway. All cars will be valet parked from this main turnaround for all functions on the site either by hotel guests or locals. These include the restaurant, spa uses, and for onsite meetings. The site has the great benefit of being in a truly walkable location with its proximity to the Uptown shopping areas, other commercial uses and recreation areas to the north. This prime location will minimize the number of times a guest will need to use their car. The facility will provide guest with golf cart assistance within the property to move about from their rooms to the other

amenities if they do not want to walk. The current plan is also to provide bicycles and a hotel shuttle for guests to ride up to the backcountry trailhead, into nearby commercial offerings, or into Uptown if walking is not desired.

We have provided another emergency access only for the Fire access loop through the property from the main drop off area connecting back to Schneby Hill Road, thus creating a secondary access point for emergency vehicles only. The 12-foot wide access path would utilize a widened pedestrian walk and utilize alternate paving materials such as decomposed granite or turf block.

Development Strategy:

One strategy we utilized to abide by the development guidelines stated within the Schneby Community Focus Area Plan was to breakdown of the massing of the resort by having different sized guestroom buildings and to create clusters of buildings. These clusters have both guestroom structures and public buildings such as the restaurant, check in building and the Spa. This created smaller zones within the resort for guest to gather and enjoys a variety of environments and views. We also reduced the density of the site structures as you move north along Schneby Hill Road and transition from the commercial uses near the turn-around to the purely residential uses within the neighborhood. This is done by utilizing 3 story structures adjacent to the creek and in the southern part of the site and transitioning to two story and single story structures closer to the road and the north end of the property. The road also rises as it travels North and allows for the views to remain open over the tops of the shorter structures.

As noted earlier we are expanding the open space along the road into our site to soften the impact of the overall development. Within the site we are siting the structures as close to natural grade as possible to limit the ground plane disturbance which helps maintain the larger and native planting.

Currently we show a community benefit by adding a pedestrian pathway along Schneby Hill road which will facilitate easy access for residence to the north for walking into the commercial areas and possibly even Uptown. The path was located along the road after discussions with some of the current residence in the area and for ease of travel as a meandering pathway would cause more grading of the site, removing existing street trees, and creating drops and rises in elevations as the paths travel along the site. As we understand it, many of the current residence are not as mobile as they once were and would appreciate a consistent and more gentle sloping walkway.

Our site has a large area of open space along the creek within the floodway as well. This area is walkable most of the year and it is our intention to create walking paths in these areas for the hotel guests to enjoy. As mentioned earlier we are strengthening the link to the agricultural history by widening the minimum open space along the roadway and incorporating agricultural planting and elements. The proposed parking area within the floodway will be surfaced with permeable material such as gravel or decomposed granite to maintain the more rural look. The design of the parking lot will be to maintain large mature trees even if this creates and irregular shape which will also make it feel more natural than a forced rectangular lot. Locating the lot in this location hides it from the primary views off Schneby Hill Road and even from above on the Highway most of the year due to the density of the trees adjacent to the creek. This also removes cars and parking from the guest experience and a majority of the site to keep it walkable, pedestrian friendly, and scaled.

Design Strategy:

Our intent for the architectural design of the resort structures will be to create a simple refined structures that don't compete with the views and the surrounding beauty. These structures will vary slightly between the public buildings, such as the restaurant and the Spa, and the guestroom buildings. Both will maintain that simple understated design aesthetic without decorative ornamentation or overly historical references while still maintaining that sense of place with the materials used and how they are expressed. These structures will be new, and it is not our intention to make them look as if they were all built back when this land was homesteaded. We will have some single story guestroom structures within the agricultural zone that may take on a bit more of a rustic feel based on their proximity to the street and their location within the agricultural zone. All structures will conform to the building height standards set forth in the City's building codes and all building colors and textures will be within the LRV levels referenced in Code Section 2.24.E(4)b.

We have provided an image board of designs that generally reflect where we intend to take the architectural design once we have the site planning reviewed and approved. We will still maintain the breakdown of the building massing and restriction of single plane sizes to create a scale and rhythm consistent with the City's design guidelines. We will use natural materials and express them in the way consistent with how they were historically utilized. We see stone being used at some of the building bases and will utilize local building materials and styles for these elements when incorporated to make the local connections. We also anticipate wood siding being used at upper levels and again expressing and finishing these materials similarly. The ground plane and the landscaping materials will also be using native species as required within the City's Landscape Ordinance for the Oak Creek Zone to help blend with neighborhood.

All exterior and site lighting will be designed in compliance with the Design Review Manual and the dark sky requirements. Fixtures will be low intensity, downward pointed, and shielded focused primarily on illuminating pedestrian access and landscape accents to maintain security and aesthetics.

At this early conceptual stage of the project massing and design, elements such as signage, fences & walls, building equipment, and service areas have not been fully designed. It is the intention of the development team to adequately address each of these items following City design guidelines, where applicable, and to work with City Staff to develop acceptable solutions and present them in future design reviews.

Time of day shared parking analysis:

The shared parking concept allows for parking spaces to be used more efficiently by providing only the number of spaces needed by different land use types at any one time since the parking demand for different uses varies by the time of day, the day of the week, and the month of the year.

Shared parking is generally analyzed using the procedures identified by the Urban Land Institute (ULI) in their guide to Shared Parking. This publication indicates for various uses how the demand for parking varies throughout the day and night. It thus shows that residential and hotel uses normally have low parking demands during the day, while commercial and employment uses have lower parking demands at night. Shared Parking provides a matrix of

percentages that can be used to predict parking demand for specific uses during any hour in proportion to their peak parking demands.

In 2006, the Second Edition of Shared Parking was published. This publication includes the results of studies of parking demand by time of day for uses that commonly occur within mixed use developments. This edition of the report is much more detailed than the first edition and breaks down the parking needs into visitors (or customers) and employees. It shows what percentage of each peak demand component will need to use the site's parking stalls at any given time. The time of day calculations for each of the project uses is shown in the table below.

For a shared parking analysis, it is necessary to establish peak parking demands for each component use and develop a profile of parking demand during other times of day based upon the peak demand. We have applied the recommended parking rates, as shown in the table below. We then applied the time of day usage to determine the parking needs for the site at all times. The resultant parking needs are highlighted.

MIXED-USE SHARED PARKING DEMAND ANALYSIS

Land Use	Hotel		Signature Restaurant		Meeting Rooms		Day Spa		Shared Parking Demand
Size (SF)	92 keys		4,540 SF		3,900 SF		2,780 SF		
Lodging Units:									
Single Room	67 rooms								
Multi-Rooms	58 rooms								
Parking Rate:			0.010 PSF		0.020 PSF		0.004 PSF		
Single Room	1 sp/room								
Multi-Rooms	0.5 sp/room								
Additional 10%	1.1 factor								
Base Ord. Level	106		45		78		11		
Adjustments	n/a		25% nonguest		75% nonguest		25% nonguest		
Time of Day	Percent of Peak Demand	No. of Parking Spaces	Percent of Peak Demand	No. of Parking Spaces	Percent of Peak Demand	No. of Parking Spaces	Percent of Peak Demand	No. of Parking Spaces	Shared Parking Demand
6:00 AM	100%	106	5%	1	0%	0	25%	1	108
7:00 AM	95%	101	10%	1	0%	0	40%	1	103
8:00 AM	90%	95	30%	3	30%	18	70%	2	118
9:00 AM	80%	85	10%	1	60%	35	70%	2	123
10:00 AM	70%	74	10%	1	60%	35	70%	2	112
11:00 AM	70%	74	5%	1	60%	35	80%	2	112
12:00 PM	65%	69	100%	11	65%	38	60%	2	120
1:00 PM	65%	69	100%	11	65%	38	70%	2	120
2:00 PM	70%	74	33%	4	65%	38	70%	2	118
3:00 PM	70%	74	10%	1	65%	38	70%	2	115
4:00 PM	75%	80	10%	1	65%	38	80%	2	121
5:00 PM	80%	85	30%	3	100%	59	90%	3	150
6:00 PM	85%	90	55%	6	100%	59	100%	3	158
7:00 PM	85%	90	60%	7	100%	59	90%	3	159
8:00 PM	90%	95	70%	8	100%	59	80%	2	164
9:00 PM	95%	101	67%	8	100%	59	70%	2	170
10:00 PM	95%	101	60%	7	50%	29	35%	1	138
11:00 PM	100%	106	40%	5	25%	15	10%	0	126
12:00 AM	100%	106	30%	3	25%	15	0%	0	124
MAX:		106		11		59		3	170
MIN:		69		1		0		0	103

Project Application

fillable PDF available online at:
www.sedonaaz.gov/projects



City Of Sedona

Community Development Department

102 Roadrunner Drive Sedona, AZ 86336
 (928) 282-1154 • www.sedonaaz.gov/cd

Application for (check all that apply):

- | | | | |
|---|---|--------------------------------------|---|
| <input type="checkbox"/> Conceptual Review | <input type="checkbox"/> Comprehensive Review | <input type="checkbox"/> Appeal | <input type="checkbox"/> Time Extension |
| <input type="checkbox"/> Community Plan Amendment | <input type="checkbox"/> Development Review | <input type="checkbox"/> Subdivision | <input type="checkbox"/> Minor Modification |
| <input type="checkbox"/> Zone Change | <input type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Variance | |

Project Information	Project Name			
	Project Address		Parcel No. (APN)	
	Primary Contact		Primary Phone	
	Email		Alt. Phone	
	Address		City/State/ZIP	
Office Use Only	<i>Application No</i>		<i>Date Received</i>	
	<i>Received by</i>		<i>Fee Paid</i>	

Project Description	
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Additional Contact Information: Please complete the following for all companies/people authorized to discuss the project with the City. Please attach additional sheets if necessary.

Contact #1	Company		Contact Name	
	Project Role		Primary Phone	
	Email		Alt. Phone	
	Address		City/State/ZIP	
Contact #2	Company		Contact Name	
	Project Role		Primary Phone	
	Email		Alt. Phone	
	Address		City/State/ZIP	
Contact #3	Company		Contact Name	
	Project Role		Primary Phone	
	Email		Alt. Phone	
	Address		City/State/ZIP	

Edward S. Brown
P.O. Box 808
Unionville, PA 19375

July 9, 2021

Cari Meyer
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

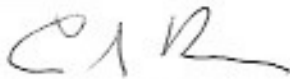
SUBJECT: Letter of Authorization
to make application for design review and building permits
Parcel 401-18-031B and 401-11-002F

Dear Cari Meyer,

I, Edward Brown as owner of the real property hereby authorize R.D. Olson Development and its associates to apply and sign on my behalf for the purpose of development review application and building permit application for the subject property.

Should you have any questions, please contact me by phone (215) 771-8500 or by email edbrown@ix.netcom.com.

Sincerely,



Edward S. Brown