

# Project Application

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**City Of Sedona**

**Community Development Department**

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

**Principals**

Michael L. Asaro, AIA, LEED AP  
 Paul E. Schroeder, AIA, Associate DBIA  
 Frank Ternasky, AIA, LEED AP  
 Greg McClure, AIA, LEED AP BD+C

November 15, 2021

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

Re: Development Project Letter of Intent - **Revised**

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, wellness 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 restaurant on 2 levels, a Spa with 8 treatment rooms, and meeting space. The hotel is not yet branded.

**Project Summary:**

Total Site Area	11.58 Acres (494,948 SF)
Site Area outside of floodway	6.81 Acres (296,644 SF)
Allowable Hotel Guestroom Units (8/ac.)	92.64 Guestrooms
Proposed Hotel Guestroom Units	92
Number of buildings on site	18
Number of guestroom Buildings	11.5 (GR on top of Lobby Building)
Support Buildings on site	7

Lobby Check-in Building	5,000 SF
Spa & Fitness Building	5,800 SF (4,500 SF Footprint)
Restaurant Building	7,800 SF (5,000 SF Footprint)
Meeting Room Building	5,000 SF
Back-of-House Building	5,500 SF (3,000 SF Footprint)
Greenhouse structure	1,500 SF
Pool Bar Building	600 SF

Total Building Coverage	53,990 SF
Provided Parking Space	170
Shared Parking Analysis, Peak Hour Demand	150
Parking Surplus	20

Building Coverage Allowed	25%	
Building Coverage Proposed	Total Site	= 10.91%
	Site outside of floodway	= 18.20%

### **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 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. We also plan to provide our guests with interpretive information explaining the history of the site and a map for a walking tour that will have points of interest and plaques explaining their significance.

### **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, electric bicycles, and timed hotel shuttles at off peak traffic hours for guests to ride to the backcountry trailheads, into nearby commercial offerings, or into Uptown if walking is not desired.

We have provided another service access only off Schneby Hill Road to keep traffic from traveling onto Bear Wallow Road. There is an emergency access only entry/ exit on Bear Wallow Road for emergency vehicle only. Any other fire apparatus access required on the site between the buildings would be provided with a 12-foot wide access path utilizing a widened pedestrian walk and alternate paving materials such as decomposed granite or turf block to get the required width

### **Development Strategy:**

One strategy we utilized to abide by the development guidelines stated within the Schnebly 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 Schnebly 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 1 and 2 story structures throughout the property. The road also rises as it travels North and allows for the views to remain open over the tops of the structures.

As noted earlier we are expanding the open space along the road into our site where possible 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 Schnebly Hill road which will facilitate easy access for residence to the north for walking into the commercial areas and possibly even Uptown. The path is located along the road as a meandering pathway while trying to limit grading of the site, removing existing street trees, and creating drops and rises in elevations as the paths travel along the site.

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 where possible 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 an 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 Schnebly 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 vary the designs of the structures by clusters to give the feel of three smaller developments, but the architectural styles will be complimentary versus vastly dissimilar. We will have some single story 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.

### **Open Space:**

The OC District requirements for open space include a minimum of 25% of the site. With the current site planning efforts and our clustering of the buildings providing for open space along the creek edge and along Schnebly Hill Road we are tracking closer to 40% open space. This open space consists of a variety of types of spaces. Along the creek the open space maintains the natural features with some pedestrian trails for guests as well as unaltered space within the floodplain. Additionally, the open space along Schenbly Hill Road incorporates some agricultural uses such as orchards, gardens, and vineyards as noted in the requirements. We have maintained the drainage channels flowing into Oak creek that pass through the property also as noted within the OC District requirements. We feel that with each open space bordering the public way and Oak Creek that we are meeting the intent of the code by protecting, restoring, and enhancing the natural resources as part of our development.

### **Time of day shared parking analysis:**

The proposed project has primary and accessory uses contained within its 11.58-acre site. With concurrent and multiple uses, a shared-parking analysis will determine and recommend the peak hour demand for the project. Per Sedona Parking Ordinance, accessory uses to lodging, such as meeting rooms and restaurants, shall be required to provide parking at the rates for those specific use types. 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. The ULI Shared Parking manual includes the results of studies of parking demand by time of day for uses that commonly occur within mixed use developments. The studies document the percentage of each peak demand component at any given hour. The time-of-day calculations for each of our project uses is identified in in the table below.

For our analysis, parking demand was calculated for each specific type of use. A captive/non-captive adjustment is applied to the parking demand (individual use demand based on Sedona

Parking Ordinance) to account for the overlap of visitors and guests that visit and have already parked at one land use and will not generate the need for an additional parking space when they visit a second land use. The table below identifies that the peak hour parking demand is anticipated to occur at 9 PM and result in a maximum demand of 150 spaces.

Land Use	Lodging Unit		Signature Restaurant		Meeting Rooms		Day Spa		
Quantity	92		4,765 SF		3,800 SF		3,000 SF		
Individual Use Parking Demand	105		48		76		12		
Non-Captive Ratio	-		25% nonguest		50% nonguest		50% nonguest		
Adjusted Parking Demand	105		12		38		6		
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%	105	5%	1	0%	0	25%	2	108
7:00 AM	95%	100	10%	1	0%	0	40%	2	103
8:00 AM	90%	95	30%	4	30%	11	70%	4	114
9:00 AM	80%	84	10%	1	60%	23	70%	4	112
10:00 AM	70%	74	10%	1	60%	23	70%	4	102
11:00 AM	70%	74	5%	1	60%	23	80%	5	103
12:00 PM	65%	68	100%	12	65%	25	60%	4	109
1:00 PM	65%	68	100%	12	65%	25	70%	4	109
2:00 PM	70%	74	33%	4	65%	25	70%	4	107
3:00 PM	70%	74	10%	1	65%	25	70%	4	104
4:00 PM	75%	79	10%	1	65%	25	80%	5	110
5:00 PM	80%	84	30%	4	100%	38	90%	5	131
6:00 PM	85%	89	55%	7	100%	38	100%	6	140
7:00 PM	85%	89	60%	7	100%	38	90%	5	139
8:00 PM	90%	95	70%	8	100%	38	80%	5	146
9:00 PM	95%	100	67%	8	100%	38	70%	4	150
10:00 PM	95%	100	60%	7	50%	19	35%	2	128
11:00 PM	100%	105	40%	5	25%	10	10%	1	121
12:00 AM	100%	105	30%	4	25%	10	0%	0	119
MAX:		105		12		38		6	150
MIN:		68		1		0		0	102

**Requested City Staff feedback:**

The items noted below are specific questions or clarification we have for our Conceptual submittal including exhibits to help explain our items.

**Site Design**

Clarification of our site design based on our interpretation of the design guidelines within the Schnebly Community Focus Area Plan (CFA) and the OC Zoning District guidelines including the following items:

1. Building Placement and clustering
2. Site Massing with regards to 1 and 2 story buildings on existing grade
3. Amount and location of open space
4. Main and service entry drive location off Schnebly Hill Road
5. Fire access circulation



6. 100% valet parking
7. Parking within the floodway

**Building Design / Massing:**

Confirm that our interpretation of the allowable building heights are correct and that they have been applied to the site correctly with exhibit 1 below and the site plan within the submittal package showing all building finish floor and roof ridge elevations on the existing topography.

Confirm that allowable building heights within the 100 year floodplain are calculated from the flood plain elevation and not the natural grade per exhibit 2 below.

Confirm that the 5,000 SF maximum building footprint restrictions for the project are calculated by using the enclosed spaces at the ground floor and does not include open unenclosed spaces including stairways, walkways, balcony's or building overhangs above the ground floor

Confirm that buildings connected by exterior second floor unenclosed walkway bridges would not count as one structure with regards to the 5,000 SF maximum building footprint restrictions per exhibit 4 below and the site plan within the submittal package.

Confirm that decks can extend over the floodway if adequate space is provided beneath them to provide for free-flowing water and natural plant and animal habitat to remain undisturbed per exhibit 5 below and the site plan within the submittal package.

Confirm that on-grade parking would be allowed in the floodway per the site plan within the submitted package

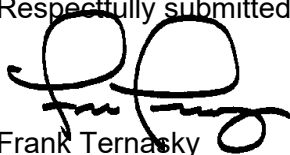
**Requested Deviations:**

Confirm that the alternate code compliance approaches outlined below are acceptable.

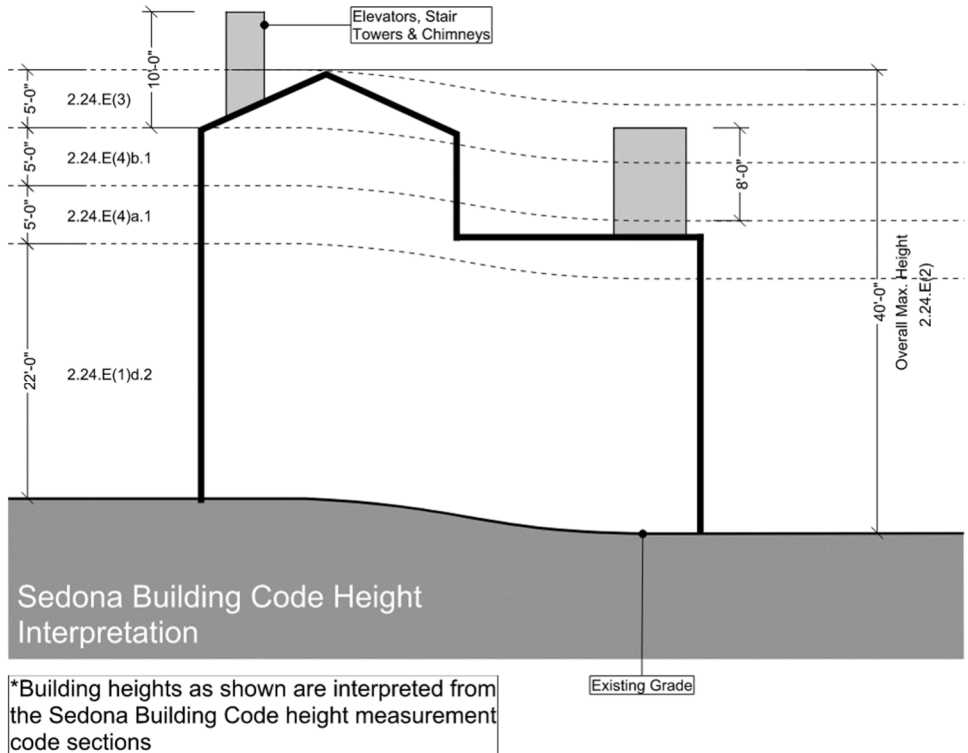
1. Allow for parking counts based on a qualified shared parking analysis for accessory uses
2. Allow for the proposed fire access roadway width as shown on the site plans in the attached graphic pages 8, 9, and 10 where the main fire lane width will be maintained at 20' wide with a 10' wide paved pathway and adjacent drive able landscape areas.

We want to thank you for your time and consideration of our development and the questions we offered for clarification. Please let us know if any additional documentation can be provided at this time and stage of project development to aid you in your work.

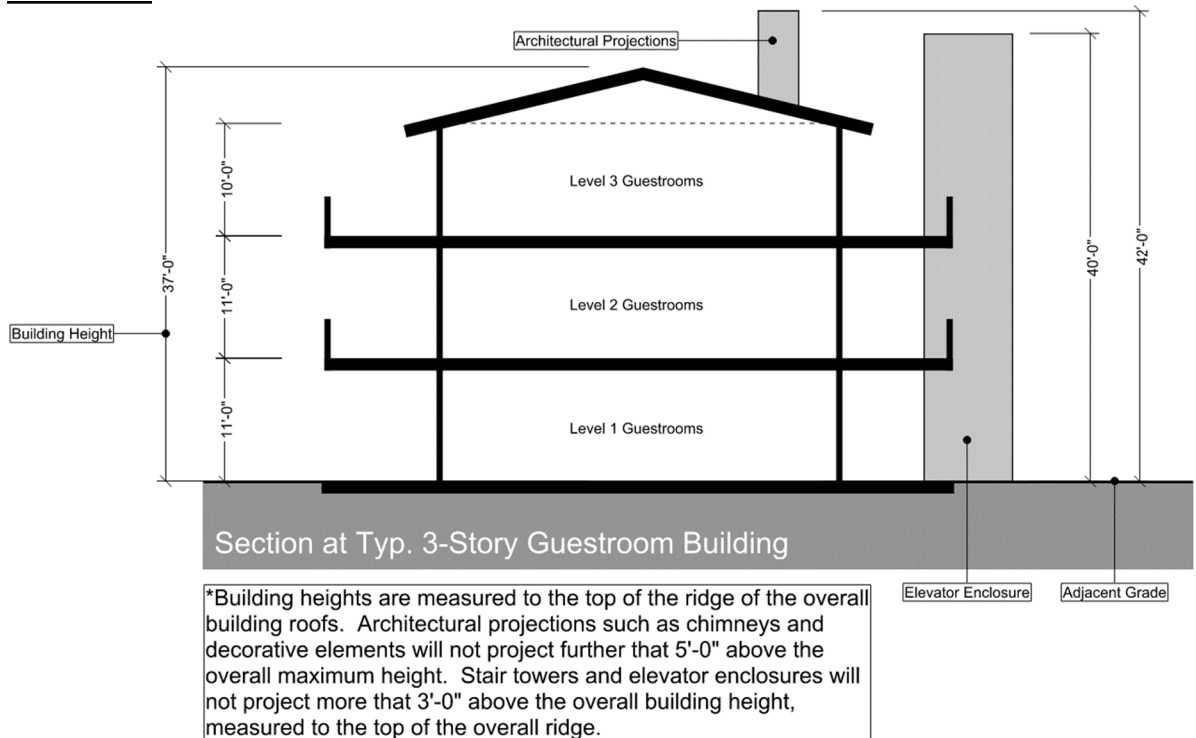
Respectfully submitted



Frank Ternasky  
Principal  
Delawie

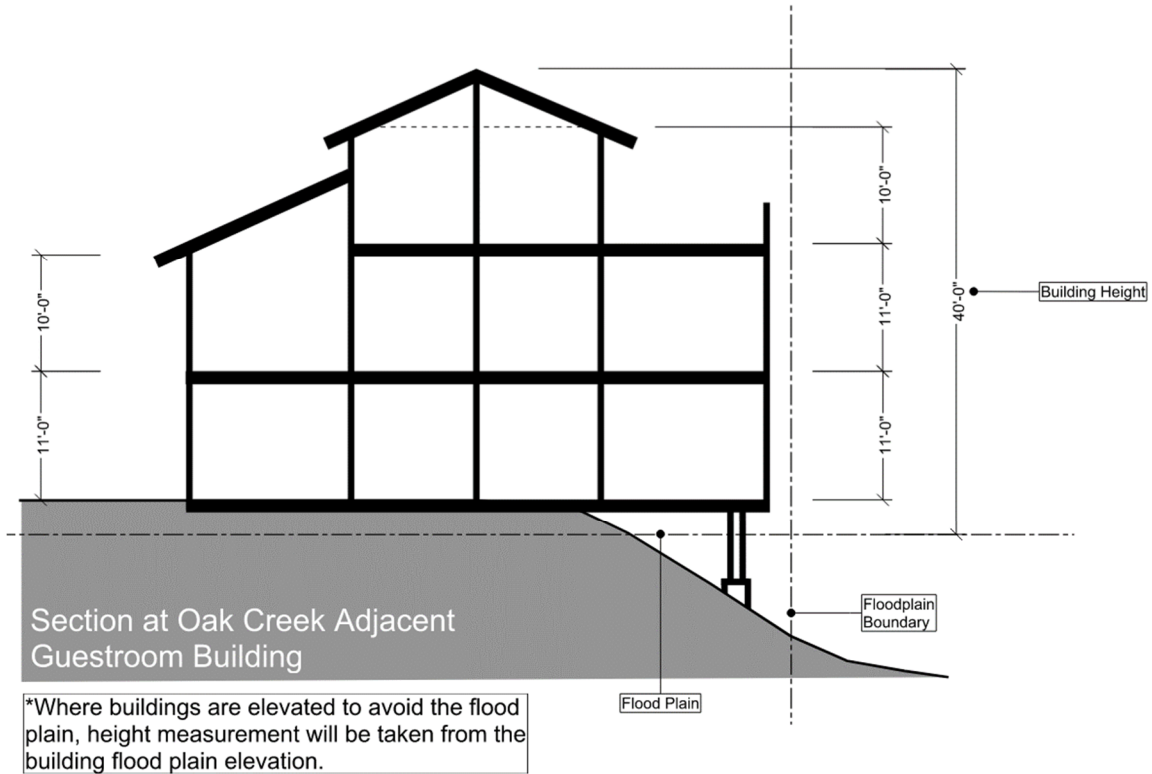


**EXHIBIT A**

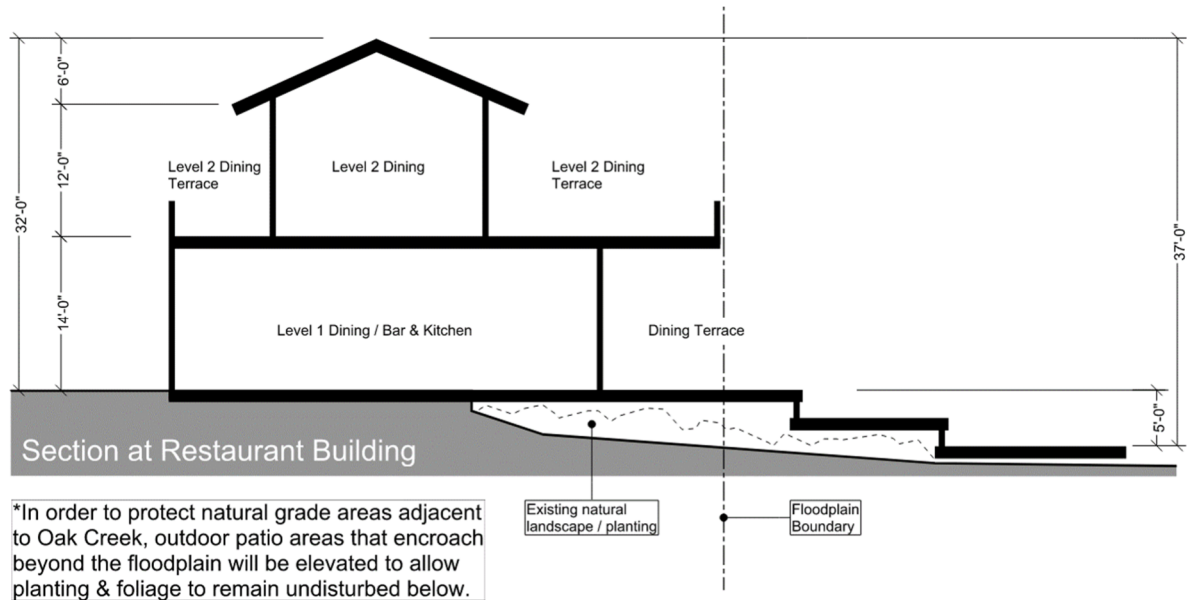


**EXHIBIT B**

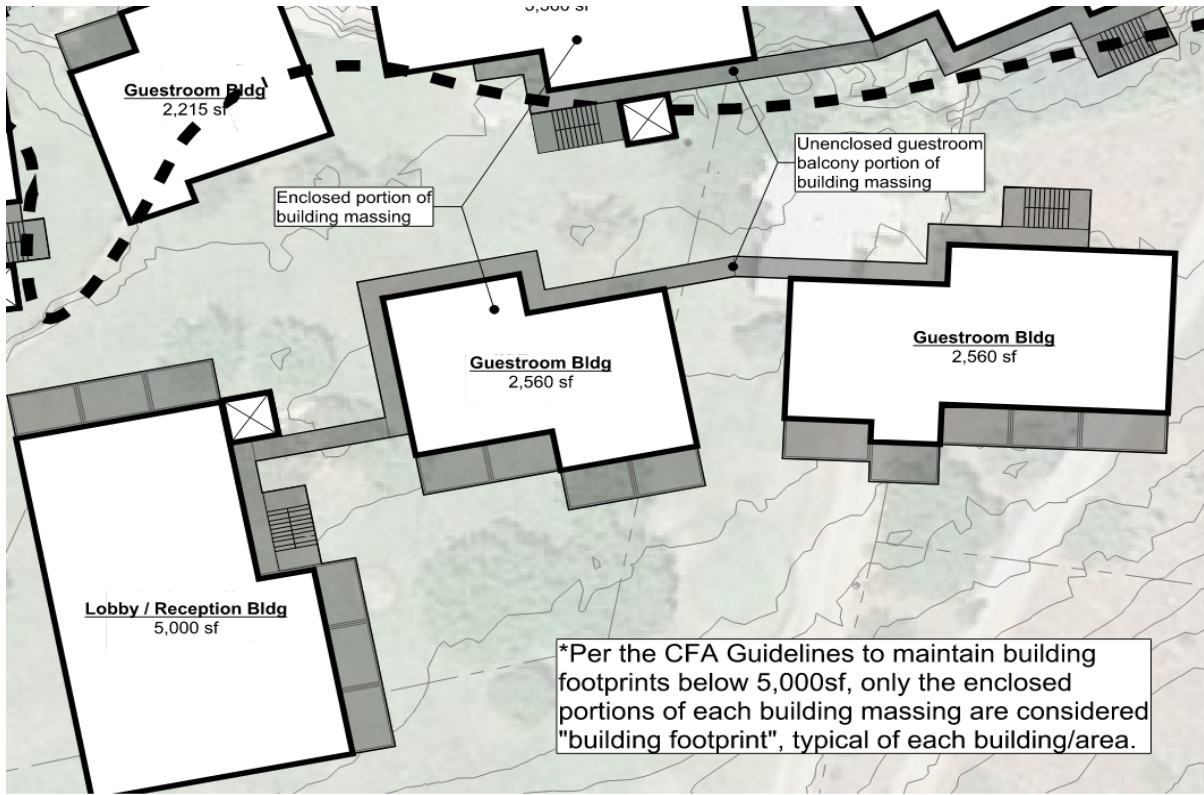




**EXHIBIT C**



**EXHIBIT D**



**EXHIBIT E**

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