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Project #: 17673

Dhruv Patel
Hampton Inn & Suites
1700 Harbor Bay Parkway
Alameda, CA 94502

RE: Hampton Inn & Suites Bar Expansion and New Hotel Parking Study

Dear Mr. Patel,

This letter presents our findings for a parking study to determine the impact of adding a Home 2 Suites near the existing Hampton Inn & Suites located at 1700 Harbor Bay Parkway in Alameda, CA.

PROJECT UNDERSTANDING

The owners of the Hampton Inn & Suites located at 1700 Harbor Bay Parkway in Alameda, CA are looking to build a Home 2 Suites on an adjacent piece of land. About 60% of the existing Hampton's business (and likely the new Home 2) comes from business travelers visiting nearby businesses in the Harbor Bay Business Park. Travelers fly into Oakland International Airport and are picked up via a complimentary shuttle that runs on-demand between 4 AM and 1 AM. The shuttle also provides free transportation for guests to Park Street, South Shore Center, and anywhere within three miles of the hotel which includes the Harbor Bay Isles shopping center.

In addition to the free shuttle, 10 complimentary bicycles are provided for guests including locks, helmets, and lights. Given the free shuttle, complimentary bicycles, and walkability to nearby businesses within the Harbor Bay Business Park due to the hotels' centralized location, these two hotels would be expected to have a smaller demand for vehicle parking than similar hotels located elsewhere.

The existing Hampton Inn & Suites has 105 hotel rooms and a total parking supply owned by the hotel of 167 spaces. The new Home 2 Suites will have 72 rooms and is expected to feature a restaurant and bar with about 3,000 square feet of dining area. The restaurant and bar are primarily to serve the lunch and happy hour crowds for local businesses. They are also expected to provide a dinner service that primarily caters to hotel guests further reducing guest dependence on automobiles.

The construction of the Home 2 Suites will require the removal of 26 parking spaces leaving a total of 141 parking spaces for both the Hampton Inn & Suites and the Home 2 Suites.

Exhibit 3
Item 7-B, 8/25/2014
Planning Board Meeting

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In addition to the parking owned by the two hotels, a reciprocal parking agreement was entered into when the hotels' parcel was purchased from the developer. The hotels are allowed to use these spaces under the following conditions:

- i. Such use occurs after 6:00 PM and before 6:00 AM
- ii. The other owners and their occupants and permittees are not using (and have no need to use) such parking spaces during the hours set forth in clause (i) above (as determined by each such other owner in its sole and absolute discretion and conveyed to the other owners in writing)
- iii. A reasonable number of empty parking spaces remain available for the other owners, occupants, and permittees of the covered property (as determined by each such other owner in its sole and absolute discretion and conveyed to the other owners in writing)

Graphics showing the existing parking supply and the parking supply with the addition of the Home 2 Suites are attached to this letter.

PARKING CODE REQUIREMENTS

The City of Alameda has specific off-street parking and loading space requirements that are detailed under Chapter 30 section 7 of the City of Alameda Municipal Code. A hotel not located within a community commercial district is required to have 1.25 parking spaces per hotel room. A restaurant with less than 4,000 square feet of dining area is required to have ten parking spaces per 1,000 square feet. The calculations for the total parking requirements are shown in Table 1.

Table 1 – Total Parking Requirements

Category	Rate	Existing Hotel			Hampton & Home 2 Hotels		
		Number	Unit	Parking	Number	Unit	Parking
Hotel	1.25	105	Rooms	131	177	Rooms	221
Restaurant	10	0	KSF	0	3.0	KSF	30
		Parking Requirement		131	Parking Requirement		251
		Parking Supply		167	Parking Supply		141
		Difference		36	Difference		-110

The proposed Home 2 Suites would result in the two hotels having 110 fewer spaces than required by code as Table 1 shows. However, the hotels have a reciprocal parking agreement with adjacent buildings that can be used which has about 390 parking spaces with 104 located adjacent to the two hotels. The municipal code allows for combined use of parking facilities as described in section 30-7.7 which stipulates that "required parking may be shared between two (2) or more uses on the same or separate parcels subject to the following standard conditions:

- a. The shared parking facilities shall have sufficient spaces to meet the accumulated peak demand, as determined by the Planning and Building Director.
- b. The shared parking facilities shall include signs informing users that the facilities are available to all affected uses.
- c. The shared parking facilities shall be within one thousand feet (1,000'), by the shortest walking route, of the parcels with uses which generate the parking demand.
- d. A joint access and parking agreement with a term of at least seven (7) years between the affected parties, including the City of Alameda, in a form approved by the City Attorney, shall be entered into and recorded to constitute a covenant running with all affected parcels of land, specifying the terms of use of the shared parking facilities.

(Ord. No. 535 N.S. § 11-14C6; Ord. No. 1277 N.S.; Ord. No. 2375 N.S.)

(Ord. No. 3030 N.S., § 3, 4-19-2011)

Additionally, the municipal code allows for the required minimum parking to be reduced upon approval of the Planning Board if a “parking demand study demonstrates that the demand for parking from the use is less than the minimum required by subsection 30-7.6. The parking demand study shall be prepared by a licensed transportation professional and approved by the Public Works Director.” (30-7.13 b)

PARKING DEMAND STUDY

To assess the parking demand of the existing hotel KAI reviewed data supplied by the Hampton Inn & Suites which included room occupancy rates and the corresponding number of empty parking spaces during surveys conducted early in the morning (approximately 6 AM). The total data set included almost four months of data from January 9, 2014 to March 26, 2014. These data were analyzed to determine an average number of parked vehicles per occupied room over the four month time frame. We also performed the same calculation using parking demand versus room occupancy when the hotel was nearly full or full (>85% room occupancy). Table 2 presents the results of this parking demand study.

Table 2 - Findings of Parking Demand Study

	Sample Size (Days)	Parked Vehicle / Occupied Room	Avg. Room Occupancy
All Data	77	0.99	78.96%
Data for Occupancy >85%	35	0.82	96.38%

Results of the demand study show that when considering all data, there is an average of 0.99 vehicles per occupied hotel room. When considering data for only occupancy rates greater than 85%, the average parking rate was 0.82 vehicles per occupied room. The decrease in the rate is likely the result

of business and other travelers sharing a vehicle but not necessarily the same hotel room. A review of the Institute of Transportation Engineers Parking Generation Handbook (4th Edition) shows an average rate of 0.89 vehicles per occupied room.

KAI was also provided data to analyze midday parking demand to determine if the proposed restaurant has sufficient parking to accommodate lunch patrons from nearby businesses as well as hotel guests leaving their vehicles in the hotel parking lot. The provided data represents midday parking demand at 1:00 PM over three midweek days for the existing Hampton Inn & Suites. This dataset was collected on Thursday July 10th, Tuesday July 15th, and Wednesday July 16th 2014 when the hotel had 100% room occupancy. Table 3 shows the collected data and a conservative projection of the midday demand once the Home 2 Suites is constructed.

Table 3 – Existing and Projected Midday Parking Demand by Hotel Guests

Date	Existing Demand*		Projected Demand**	
	Parked Cars	Empty Spaces	Parked Cars	Empty Spaces
Tuesday	31	136	62	79
Wednesday	38	129	76	65
Thursday	29	138	58	83
Average	33	134	66	75
*Demand based on existing Hampton Inn & Suites **Projected demand assumes the addition of the Home 2 Suites to the existing Hampton Inn & Suites will double the midday demand				

As Table 3 shows, there were more than 125 empty parking spaces in the hotel owned parking area for the existing Hampton Inn & Suites at lunch time (1 PM). The addition of the Home 2 Suites, which is smaller than the Hampton Inn & Suites, was conservatively estimated to double the demand for midday parking by hotel guests. This projected demand and the loss of 26 parking spaces (removed to build the Home 2 Suites) leaves 75 parking spaces to accommodate lunch time restaurant patrons. This is more than double the City of Alameda's parking code requirements for a restaurant with 3,000 square feet of dining area. Therefore, the hotel's parking is sufficient to accommodate lunch time demand at the restaurant and hotel guests leaving their vehicles at the hotels during the day.

PARKING DEMAND VERSUS SUPPLY

Based on the findings of the parking demand study, we estimated the parking demand that would be needed for the addition the Home 2 Suites. The restaurant is expected to be primarily a lunch destination for nearby businesses and to serve hotel guests at night. Given the location of these hotels in a local business park and the small size of the restaurant, it is not expected to have any other dinner patrons than hotel guests. Since hotel guests will be absent during lunch and the local businesses will be closed at night, these two groups are not competing for the same parking spaces.

Therefore, the restaurant is assumed to not have any parking demand at night since the guest parking demand is already accounted for with the hotels.

Based on these findings and assumptions, Table 4 and Table 5 present the estimated parking demand for the two hotels using the parking demand rates described in Table 2. Table 4 is the more conservative analysis at 0.99 vehicles per occupied room. Table 5 is less conservative using a parking rate of 0.82 vehicles per occupied room which was developed using hotel room occupancy rates greater than 85%

The estimated demand using the more conservative number from Table 2 is approximately 34 vehicles higher than the available parking supply owned by the two hotels (Table 4). Therefore, the reciprocal parking agreement, which covers approximately 390 additional spaces, would have to be used with nearby businesses to accommodate the estimated 34 additional vehicles when both hotels are fully occupied.

Table 4 – Conservative Estimate of Parking Demand

Category	Rate	Existing Hotel			Home 2 & Hampton Hotels		
		Number	Unit	Parking	Number	Unit	Parking
Hotel	0.99	105	Rooms	104	177	Rooms	175
Restaurant	0.00	0	KSF	0	3.0	KSF	0*
		Parking Demand		104	Parking Requirement		175
		Parking Supply		167	Parking Supply		141
		Difference		63	Difference		-34
*The restaurant is not expected to serve non-hotel guests at night							

KAI also calculated the demand based on the less conservative parking demand rate shown in Table 2. Table 5 presents the findings using the lower rate. As this table shows, the estimated demand using the lower rate is approximately four (4) vehicles higher than the available parking supply owned by the two hotels. Therefore, the two hotels would require four (4) reciprocal parking spaces when they are fully occupied.

Table 5 – Estimate of Parking Demand Based on Hotel Occupancy Rates Greater than 85%

Category	Rate	Existing Hotel			Home 2 & Hampton Hotels		
		Number	Unit	Parking	Number	Unit	Parking
Hotel	0.82	105	Rooms	86	177	Rooms	145
Restaurant	0.00	0	KSF	0	3.0	KSF	0*
		Parking Demand		86	Parking Requirement		145
		Parking Supply		167	Parking Supply		141
		Difference		81	Difference		-4
*The restaurant is not expected to serve non-hotel guests at night							

SUMMARY

The owners of an existing Hampton Inn & Suites are proposing to add a new Home 2 Suites on an adjacent property. The new hotel would include 72 hotel rooms and a restaurant with about 3,000 square feet of dining space. This letter documented the impact of this new hotel on the available parking supply. The main findings include:

- The expansion would result in 110 fewer spaces than the City of Alameda Municipal Code requires (141 parking spaces compared to 251 required by code).
- A study of the parking demand for the existing hotel shows an average of 0.99 parked vehicles per occupied room over a three and a half month period when considering all occupancy rates. Occupancy rates over 85% revealed a parking demand of about 0.82 vehicles per hotel room.
- Based on the 0.99 parking rate from the parking demand study, the hotel expansion is expected to have 34 fewer spaces than the demand with 141 parking spaces for 175 vehicles at peak hotel room occupancy. Given the estimated demand is higher than the available parking supply by 34 vehicles, the reciprocal parking agreement in place with nearby businesses will need to be used during high hotel occupancies.
- Based on the 0.82 parking rate from the parking demand study, the hotel expansion is expected to have 4 fewer spaces than the demand with 141 parking spaces for 145 vehicles at peak hotel room occupancy.
- The hotel has a reciprocal parking agreement with nearby parcels that covers approximately 390 additional spaces and appears to meet the terms of 30-7.7 of the Code. A total of 104 reciprocal spaces are located adjacent to the two hotels as shown in the attached parking maps.
- In addition to meeting the parking demand, the reciprocal parking agreement also provides enough parking spaces for the hotels to meet the minimum required parking spaces as defined in 30-7.6 of the Code.

Attached to this letter are two graphics detailing the existing parking supply and the parking supply with the completion of the Home 2 Suites. Parking owned by the hotel, nearby reciprocal parking, and other reciprocal parking are shown in different colors.

Sincerely,
KITTELSON & ASSOCIATES, INC.

Aaron Elias, P.E.
Senior Engineer



