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**2300 West El Camino Real Parking Requirements and Provision
and Transportation Demand Management (TDM) Plan:**

Report of Findings

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Existing Conditions

The hotel property at 2300 W. El Camino Real (See Figure 1) is located in the City of Mountain View. The existing Best Western Plus hotel has 71 guest rooms, served by 63 parking spaces¹. Public transportation services in the environs include VTA bus service along El Camino Real and Caltrain commuter rail service to and from the San Antonio Caltrain station .8 mile in walking or bicycling distance from 2300 W. El Camino Real². VTA Route 32 also connects the hotel property site to the San Antonio Caltrain station via Showers Drive³. VTA Route 22 along El Camino Real is the most productive bus route in the VTA system⁴. Both the Mountain View General Plan and the City of Mountain View Draft Precise Plan for El Camino Real envision the environs of the hotel at 2300 W. El Camino Real as walkable, transit-oriented, and bicycle-friendly⁵.

Figure 1: 2300 West El Camino Real Environs



Project Proposal

¹ From Arris Studio Architects and BPR Properties, submitted to the City of Mountain View Development Review Committee, December 16, 2014.

² Google Maps estimate, February 9, 2015.

³ Bus route information is from 511.org, February 9, 2015.

⁴ *Transit Operation Performance Report, 2014 Annual Report*, Santa Clara Valley Transportation Authority. <http://www.vta.org/sfc/servlet.shepherd/document/download/069A0000001ePEjIAM>

⁵ See *El Camino Real Precise Plan*, Public Draft, August, 2014, P. 3.

<http://www.mountainview.gov/civicax/filebank/blobdload.aspx?BlobID=13877>

The Best Western Plus hotel on 2300 W. El Camino Real in Mountain View, CA is proposed for renovation and expansion from 71 to 157 guest rooms. The parking ratio for the renovated hotel Western Plus will be .82, 129 spaces for 157 guest rooms⁶. The City of Mountain View requires one parking space for each guestroom and one parking space for each two hotel employee⁷.

The *Institute of Transportation Engineers Parking Generation, 4th Edition* is only one of several bases for projecting prospective hotel parking demand at 2300 W. El Camino Real in Mountain View, CA. The 85th percentile demand from this source is .72 parked cars per occupied room and the case study range is from .58 to .78 parked cars per occupied room.⁸ Five of the seven ITE parking generation case study sites are in suburban locations similar to the land use and transportation context of the proposed hotel at 2300 W. El Camino Real. Although available case study data on observed business hotel parking demand is limited, other pertinent sources confirm that revealed parking generation at suburban hotel sites on the San Francisco Peninsula in proximity to 2300 W. El Camino Real in Mountain View is substantially lower than the 1.0 parking space per occupied room plus one space for every two employees required by the City of Mountain View.

A survey four business hotels in 2012 by next door Sunnyvale, CA concluded that “the overall parking rate per unit for the four business hotels combined totaled 0.67 *occupied spaces for each occupied room*.”⁹ This revealed hotel parking demand in suburban Sunnyvale “was not affected by the existence of limited meeting (room) spaces.”¹⁰

A May-September 2013 parking occupancy survey of the Marriott Los Altos Residence Inn in nearby suburban Los Altos, CA revealed *maximum observed parking demand to be .88 spaces per occupied room*.¹¹ Unlike the proposed business hotel at 2300 W. El Camino Real in Mountain View, however, the Marriott Los Altos Residence Inn is a hotel with full meeting and banquet facilities that generate added parking demand.¹²

A January 2013 parking occupancy survey by Kott Planning Consultants of the Crown Plaza Cabana Hotel in a suburban location in nearby Palo Alto, CA found maximum weekday parking generation of .62 and maximum weekend parking generation of .77 *parking spaces per occupied*

⁶ Confirmed by Thom Jess, Arris Studio Architects, telephone conversation, March 31, 2016.

⁷ Correspondence for City of Mountain View Assistant Planner Diana Pancholi and Thom Jess, Arris-Studio Architects, March 18, 2015.

⁸ *ITE Parking Generation, 4th Edition* (2010), p. 82.

⁹ *City of Sunnyvale Parking White Paper* (2012), p. 12. <http://www.belmont.gov/home/showdocument?id=9228>

¹⁰ *Ibid.*

¹¹ *City of Menlo Park, Planning Commission Staff Report 13-043*, Attachment C, p. 602.

<http://www.menlopark.org/DocumentCenter/View/619>

¹² See <http://losaltosresidenceinn.com/HL.htm>. For definitions of “Hotel” (Land Use 310) and “Business Hotel” (Land Use 312) in *ITE Parking Generation, 4th Edition*, p. 73 and p. 80.

room.¹³ Like the Marriott Los Alto Residence Inn, the Crowne Plaza Cabana Hotel is a hotel with substantial meeting and banquet facilities.¹⁴

Since the renovated Best Western Plus will be a hybrid business hotel and motel, a blended parking rate of these two land use categories is most appropriate. Table 1 displays the 85th percentile parking demand for both land use categories. Using the 85th percentile value is highly conservative since most parking demand studies confirm parking demand below this value. The blended parking generation rate for these two types of lodging is .80 parking spaces per occupied room, representing the mid-point between the two parking generation rates.

Business hotels are defined as “places of lodging aimed toward the business traveler”.¹⁵ They include no dining facilities other than a breakfast bar and have no meeting rooms. These lodgings cater typically to the solo traveler on business rather than to vacationing couples or families. The latter have greater space needs since they often travel in a small group and laden with luggage. Motels “provide little or no meeting space”, although sometimes include a restaurant. They have “exterior corridors accessing rooms – immediately adjacent to a parking lot”.¹⁶ These facilities cater to both recreational and business travelers. ITE case studies have shown that parking demand for business hotels is less than that for motels. The renovated Best Western Plus can be classified as part business hotel, part motel that has characteristics of each:

- It includes a breakfast bar rather than a full restaurant, as in a business hotel
- It includes little or no meeting and/or conference rooms, as in a motel

Table 1: ITE Parking Rates, Parked Cars per Occupied Room¹⁷

Day / and Use Category	Business Hotel (312)	Motel (320)
Weekday	.75	.85
Saturday	.72	n/a

Source: *Parking Generation, 4th Edition*, Institute of Transportation Engineers, 2010, pp. 81-82.

Meeting Parking Requirements for the Best Western Plus renovation

A total of 129 parking spaces are proposed for the project site. The 129 parking spaces on-site will adequately meet parking demand on all but such exceptional circumstances as Stanford Commencement in nearby Palo Alto. Tandem spaces will provide more than enough parking to meet any such exceptional circumstances. The applicant has significant experience providing valet parking at the Keen Hotel (42 rooms) on High Street in downtown Palo Alto, the Cabana

¹³ Kott Planning Consultants (2013), available upon request.

¹⁴ See <http://www.cabanapaloalto.com/>

¹⁵ *Parking Generation, 4th Edition*, Institute of Transportation Engineers, 2010, p. 80.

¹⁶ *Parking Generation, 4th Edition*, Institute of Transportation Engineers, 2010, p. 83.

¹⁷ *Parking Generation, 4th Edition*, Institute of Transportation Engineers, 2010, pp. 81-82.

Hotel (195 rooms) on El Camino Real in Palo Alto, and the Shattuck Hotel (199 rooms) in downtown Berkeley¹⁸. Parking for the Keen Hotel is provided via valet service and sale of parking passes rather than on-site parking¹⁹. The Shattuck Hotel has no on-site parking.

Tandem parking provides an efficient use of space, as illustrated in Figure 2. Tandem parking at the renovated Best Western Plus will be operated only infrequently in response to high parking demand, for example during Stanford graduation events, and would be undertaken by either the bellman or the desk clerk, depending on circumstances. The annual Stanford graduation ceremony takes place in or around mid- June.²⁰

Figure 2: Illustration of Tandem Parking



Summary of Findings

On-site parking provision for the Best Western Plus renovation as proposed will be 129 parking spaces for 157 guest rooms, or a parking ratio of .82 spaces per room. The supplemental tandem parking, managed valet parking will be needed only rarely, at most half a dozen days each year, or less than 2% of the days in the calendar year. A blended parking generation rate of .8 parking spaces per occupied guest room, a hybrid of the parking generation rates for business hotels and motels, is most appropriate for the renovated Best Western Plus since this lodging has characteristics of each facility type. This blended rate of .8 parking spaces per occupied room yields a required 125.6 parking spaces at full occupancy, rounded up to 126.0 at full occupancy

¹⁸ E-mail correspondence with Mr. B.B. Patel, January 2, 2013

¹⁹ Parking pass sales account for fewer than 2% of occupied rooms. Data from August 2010 through July 2012, courtesy Mr. Tony Carrasco, AIA.

²⁰ The 2015 Stanford Commencement, for example, is scheduled for June 14th. See <http://exploreddegrees.stanford.edu/academiccalendar/#text>

of the 157 guest rooms of the renovated Best Western Plus. The renovated hotel will provide 129 parking spaces, thus will accommodate normal parking demand at 100% room occupancy. The maximum expected parking demand in very exceptional circumstances is 5% over normal parking demand of 132 spaces. To meet this condition of 105% of normal parking demand at 100% occupancy, the Best Western Plus will provide tandem parking spaces. Implementation of the proposed Transportation Demand Management (TDM) program described in a later section of this report will provide an additional buffer against unusually high parking demand due to exceptional circumstances.

Parking Requirements and Provision Conclusion

In my professional opinion, based on both local experience in suburban land use context on the San Francisco Peninsula and national parking generation and occupancy data, the 129 parking spaces provided, including use of tandem parking spaces as may be needed occasionally, will be more than sufficient to meet parking demand for the renovated Best Western Plus.

Transportation Demand Management (TDM) Plan

Proposed Parking and Vehicle Trip Reduction Measures

Vehicle trip generation and associated parking demand will be reduced at the renovated Best Western Plus at 2300 W. El Camino Real in Mountain View through a transportation demand management (TDM) program that is consistent with recommended practices promulgated by the Santa Clara Valley Transportation Authority (VTA).²¹

A Transportation Demand Management (TDM) Program is proposed to reduce the number of vehicle trips generated by the renovated Best Western Plus. Specific TDM measures and associated VTA motor vehicle trip reduction credits are as follows:

Financial incentives for alternative mode commuting:

- 1.) Purchase of one annual Santa Clara Valley Transportation Authority (VTA) Eco passes in the amount of \$72 each, or an equivalent dollar amount on an alternative transit pass desired, for Best Western Plus employees and guests²². One Eco Pass will be made available for each room and for each employee who requests one

²¹ <http://www.vta.org/sfc/servlet.shepherd/document/download/069A0000001frgSIAQ>

²² <http://www.vta.org/getting-around/Fares/Eco-Pass-Pricing>

- 2.) In addition, a \$40 a month transportation allowance subsidy for each employee who bicycles, walks, or carools to work three or more days a week
- 3.) Free shuttle service to and from Mineta San Jose International and San Francisco International Airport and the hotel at 2300 W. El Camino Real, offered either directly by the hotel or through an arrangement with Uber, Lyft, taxi or other private passenger service.

Locational advantage:

The 2300 W. El Camino Real location near a major bus stop, as defined in VTA's Transportation Impact Analysis Guidelines,²³ confers a locational advantage for reducing both vehicle trip and parking demand.

Supplemental TDM measures:

- 1.) Provide four (4) bicycle lockers on site.
- 2.) Administer a twice-yearly commute survey of employees.
- 3.) Join a West El Camino Real Demand Management Association should one be established in the future.
- 4.) The owners of the Best Western Plus will explore the feasibility on on-site car-sharing and bicycle sharing service, for example Zip Car and City Carshare and City Bikeshare.
- 5.) The owners of the Best Western Plus will also explore the feasibility of negotiating discount fares with a ridesharing service such as Uber or Lyft for hotel guests and employees.

²³ See <http://www.vta.org/sfc/servlet.shepherd/document/download/069A0000001frgSIAQ>