



September 8, 2020

Mr. Kirk Lok
Lok GuerneWood Park Development Company, LLC
5050 Petaluma Hill Road
Santa Rosa, CA 95404

Addendum to the Final Traffic Impact Study for the GuerneWood Park Resort Project

Dear Mr. Lok;

As requested, W-Trans has prepared an updated parking analysis for the proposed GuerneWood Park Resort project, also referred to as The Lodge at Russian River, to be located at 17155 Highway 116 west of Guerneville. This evaluation supersedes the parking analysis contained in the *Final Traffic Impact Study for the GuerneWood Resort Project*, W-Trans, December 2018, to reflect an updated site plan and use permit proposal statement dated February 20, 2020.

Project Description

The proposed project consists of a 120-room hotel. The hotel would include a restaurant and bar with combined size of 3,334 square feet as well as 3,656 square feet of meeting room space. A total of 201 parking spaces are proposed including 176 parking spaces for use by hotel guests and employees, as well as a 25-space parking lot that would be available to the public between sunrise and sunset for access to the Russian River. The 25-space river access lot would be available for hotel use during the evenings and overnight.

County of Sonoma Parking Requirements

The County's parking supply requirements are included in Article 86 of the zoning code. The requirements for hotels consist of one parking space per hotel room plus one space for an on-site manager. Dining areas require an additional one space per 60 square feet, and places of public assembly such as the proposed meeting rooms require one space per 75 square feet. For the proposed GuerneWood Resort, application of these requirements results in a requirement of 226 spaces, which includes 121 spaces for the hotel component of the project, 56 spaces for the restaurant, and 49 spaces for the meeting rooms. Note that these parking ratios reflect those required for standalone uses, and that the County has historically allowed reductions when these uses are contained within a hotel if supported by a parking study.

In addition to the parking spaces required by the zoning code, the County is requiring that 25 parking spaces be provided for public access to the Russian River. With these 25 public spaces and direct application of parking requirements with no adjustments for shared parking, the total required onsite parking supply would be 251 spaces.

Shared Parking Methodology

Methodologies contained in the Urban Land Institute (ULI) publication *Shared Parking*, Third Edition, 2020, were utilized to determine parking demand for the resort and its affiliated uses during different time periods. Note that the original parking analysis for the GuerneWood Park Resort was developed using the Second Edition of *Shared Parking* from 2005, and that the methodologies have undergone significant refinement to reflect modern parking demand trends since that time. The ULI shared parking methodology focuses heavily on temporal data, determining when the overall peak demand for various land uses would occur, including what time of day,

whether it is a weekday or weekend, and the month of the year during which it occurs. The recommended parking supply is then tied to that maximum demand period. The base input data includes the proposed mix of land uses, including quantities of each type of use.

Shared Parking includes a Leisure Hotel land use in which the total number of rooms, restaurant square footage, and meeting room space are entered. The shared parking methodology also includes driving adjustment factors that reflect mode share; to assess a worst-case parking demand scenario, it was conservatively assumed that all travel would be via private automobile (in other words, with no guests or employees arriving by tour bus, transit, transportation network companies, or non-auto modes). ULI research indicates that at resort hotels, 90 percent of restaurant patrons are typically non-hotel guests on weekdays, and 70 percent are non-hotel guests on weekends. For hotel meeting rooms, the amount of parking demand varies according to the proportion of meeting space per guest room; a higher proportion is typically associated with a higher number of non-hotel guest attendees, which correspondingly increases parking demand. The proposed project would have just over 30 square feet of meeting space per guest room, falling in the mid-range of the ULI meeting space parking demand rates. Shared Parking includes no data for parks or trailhead/river access areas. To determine the demand for this use, rates for the "City Park" land use contained within the Institute of Transportation Engineers (ITE) *Parking Generation Manual*, 5th Edition, 2016, were referenced. These peak hour rates of 5.1 vehicles per acre of parkland, along with hourly parking demand profiles, were then entered as a custom land use within the ULI Shared Parking model.

Shared Parking Analysis

The shared parking analysis projects a peak season weekday parking demand of 182 spaces and a peak season weekend demand of 190 spaces. Both weekday and weekend parking demand would peak in the evenings near 9:00 p.m. Peak season demand would be somewhat lower in the morning and afternoon. Overall parking demand is projected to be approximately 30 percent lower during the off-peak winter months. A summary of parking demand by time of day and season is shown in **Error! Reference source not found.**

Table 1 – Parking Demand by Time of Day and Season

Season	Weekday			Weekend		
	Morning	Afternoon	Evening	Morning	Afternoon	Evening
Summer (Peak)	165	178	182	167	179	190
Spring and Fall	137	151	153	139	152	160
Winter (Off-Peak)	108	127	126	110	128	131

Note: **Bold** = maximum projected parking demand

The parking demand projections shown above include that generated by the river access public parking lot. During the afternoon between 1:00 and 2:00 p.m., the river access lot is projected to serve 16 users on weekdays and 18 users on weekends, which corresponds to a period when the hotel's parking demand is relatively low. Conversely, the river access parking lot would have no public parking demands in the evenings when the hotel's parking demand peaks. These patterns are demonstrative of the efficiencies that can be gained through the use of shared parking arrangements. It should be noted that even if river access related parking demand reaches 25 vehicles, sufficient parking supply would be available for these users during the daytime.

A detailed summary table showing the parking demand generated by individual components of the project (hotel guests, employees, non-guest meeting room users, and river access users) during the weekday and weekend peak demand hours is enclosed, as are charts showing how peak season parking demand is projected to fluctuate hour-by-hour on weekdays and weekends.

Other Site-Specific Factors Influencing Parking Demand

The above parking demand analysis reflects application of the ULI Shared Parking methodology. The hotel operator has noted that there are several additional factors not considered by the methodology that may reduce the project's parking demand. Such factors include:

- Meeting space will be used almost exclusively by hotel guests who are already parked on-site. The biggest user of meeting space is anticipated to be the group business, which is also the most likely to travel to and from the resort via private shuttle or bus.
- Some employees are expected to travel to work via transit using the bus stops in front of the hotel.
- One of the hotel's biggest draws, the river access, is on-site and will generate no additional parking demand related to guest use.
- The hotel is projected to start with 30 percent group business, stabilizing at 20 percent; these group guests are unlikely to have their own vehicles.
- The hotel will implement paid parking, which based on industry experience and research has been found to lessen demand for on-site parking.

Conclusions

- Based on application of ULI shared parking demand methodologies, the resort's proposed 201-space parking supply would be expected to accommodate the projected peak-season demand for 190 spaces.
- Site-specific operational characteristics for the hotel may further reduce parking demand below the levels projected by the ULI methodology.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,



Zachary Matley, AICP
Principal

JZM/SOX330.L1

Enclosures: Shared Parking Demand Summary Table
Hourly Parking Demand Charts for Weekday and Weekend Peak Periods

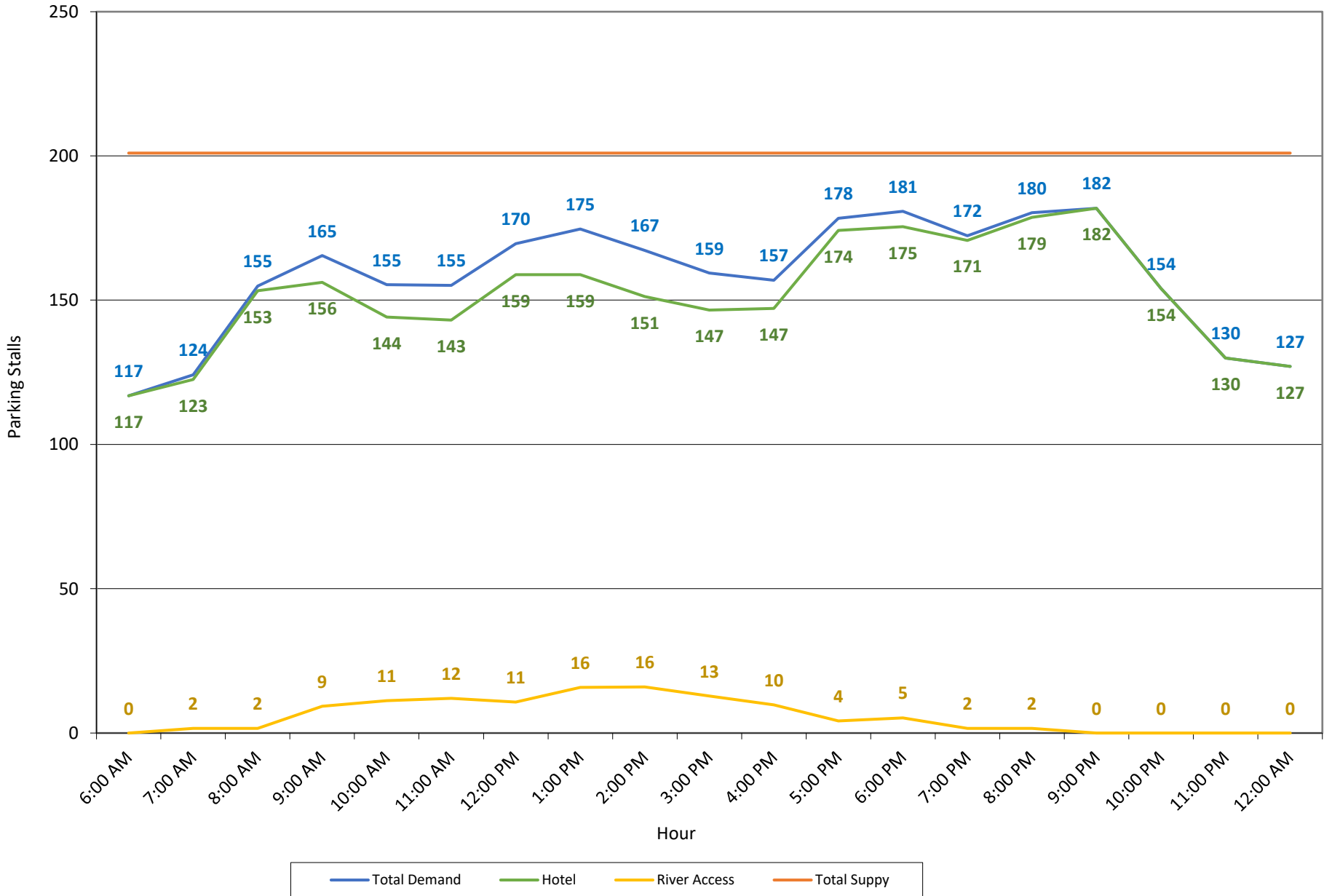
Project: GuerneWood Resort Hotel August 2020 Update
 Description: 120 Room Hotel

Shared Parking Demand Summary																				
Peak Season																				
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend				
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand		
	Quantity	Unit										9 PM	July		9 PM	March				
Hotel and Residential																				
Hotel-Leisure	120	keys	1.00	100%	100%	1.00	key	1.00	100%	100%	1.00	key	95%	100%	114	95%	100%	114		
Hotel Employees	120	keys	0.15	100%	100%	0.15	key	0.15	100%	100%	0.15	key	20%	100%	4	20%	100%	4		
Restaurant/Lounge	3,334	sf GLA	6.67	100%	90%	6.00	ksf GLA	7.67	100%	70%	5.37	ksf GLA	67%	98%	14	67%	95%	12		
Meeting/Banquet (20 to 50 sq ft/key)	3,656	sf GLA	26.51	100%	50%	13.26	ksf GLA	26.51	100%	50%	13.26	ksf GLA	100%	100%	49	100%	100%	49		
Restaurant/Meeting Employees	6,990	sf GLA	1.53	100%	100%	1.53	ksf GLA	1.59	100%	100%	1.59	ksf GLA	20%	100%	2	100%	100%	12		
Additional Land Uses																				
River Access	3.5	acre	4.59	100%	100%	4.59	acre	5.10	100%	100%	5.10	acre	0%	100%	-	0%	100%	-		
															Customer/Visitor		176	Customer		174
															Employee/Resident		6	Employee/Resident		16
															Total		182	Total		190

Shared Parking Reduction 36% 35%

Guernewood Park Resort

Peak Month Daily Parking Demand by Hour (Weekday)



Guernewood Park Resort

Peak Month Daily Parking Demand by Hour (Weekend)

