

PARKING USE STUDY
BEST WESTERN MARINA PACIFIC HOTEL
VENICE COMMUNITY
LOS ANGELES, CALIFORNIA

Prepared For
Best Western Marina Pacific Hotel

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PARKING USE STUDY
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INTRODUCTION

Best Western Marina Pacific Hotel is located at 1697 Pacific Avenue, at the northwest corner of the intersection with 17th Avenue, in Venice. The hotel currently has 122 guest rooms, a meeting room of approximately 1,035 square feet, and a café* of approximately 500 square feet.

The capacity of all of the on-site parking facilities totals **110 spaces**, as follows:

- There are **89 striped parking spaces** on the two levels of the on-site parking garage – 40 spaces on the upper level with access from 17th Avenue; and 49 spaces on the lower level with access from Speedway.
- There is space for **5 vehicles** to park in the quarter-circle adjacent to the hotel lobby, although those spaces are not marked.
- There is provision for **16 aisle parking spaces** to be operated by valet parkers within the two levels of the garage.

The hotel is applying for a change from its current permit to serve beer and wine only to a full liquor service permit. Specifically, the hotel will provide full liquor service in the ground floor café, in the hotel room mini-bars, and on a roof-top deck seating area with small tables and sun-bathing furniture at which patrons (primarily, hotel guests) could purchase and consume beverages. Food service would also be available. The total area of the new roof-top deck would be approximately **1,700 square feet**.

The owners of the hotel have retained Arthur L. Kassan, P.E. Consulting Traffic Engineer (ALK) to conduct a study of the actual use of the on-site parking on two weekday evenings and two weekend mid-days and evenings. The following report consists of a description of the study methodology and a summary of the findings.

* Currently, the café is used to serve complimentary breakfasts to guests only. Outside patrons are not served. The room is closed at 11:00 a.m. daily.

ARTHUR L. KASSAN, P.E.
Consulting Traffic Engineer

CURRENT PARKING PATTERNS

The actual use of the on-site parking spaces at the Best Western Marina Pacific Hotel was counted in September 2007 by the firm, Wiltec, under contract to ALK, on two weekend days and two weekdays, as follows:

Saturday, September 15, from 12:00 noon to 2:00 p.m. and from 5:00 p.m. to 2:30 a.m.;

Sunday, September 16, from 12:00 noon to 2:00 p.m. and from 5:00 p.m. to 2:30 a.m.;

Monday, September 17, from 5:00 p.m. to 2:30 a.m.; and

Wednesday, September 19, from 5:00 p.m. to 2:30 a.m.

During the study periods, the Wiltec technician counted the numbers of vehicles parked in the upper and lower garage levels and in the quarter circle driveway in front of the lobby. The counts were made at half-hourly intervals throughout the specified periods.

The results of the counts are attached and are summarized in Table 1 on the next page.

As highlighted in the table, the **maximum parking use for each day occurred after 1:00 a.m.** and ranged from 44 parked vehicles (Sunday) to a **maximum for the entire study period of 66 parked vehicles** (Saturday).

Significant use of the proposed new roof-top facility at the hotel will occur before and during the sunset, that is, before approximately 8:00 p.m. The **maximum observed parking use during the period between 5:00 and 8:00 p.m. was 43 vehicles on the Saturday of the study.** On the other days, the parking during that three-hour period did not exceed 39 vehicles.

During the **afternoon counts** on Saturday and Sunday, the **maximum parking use was 40 parked vehicles.**

TABLE 1
RESULTS OF PARKING USE COUNTS
BEST WESTERN MARINA PACIFIC HOTEL

HALF-HOUR BEGINNING	NUMBER OF PARKED VEHICLES COUNTED			
	Saturday, September 15, 2007	Sunday, September 16, 2007	Monday, September 17, 2007	Wednesday, September 19, 2007
12:00 noon	37	25	NC	NC
12:30 p.m.	40	26	NC	NC
1:00 p.m.	33	27	NC	NC
1:30 p.m.	29	26	NC	NC
2:00 p.m.	29	18	NC	NC
5:00 p.m.	37	28	31	31
5:30 p.m.	36	35	37	33
6:00 p.m.	40	27	31	39
6:30 p.m.	40	33	34	39
7:00 p.m.	43	31	30	37
7:30 p.m.	43	35	30	39
8:00 p.m.	42	33	37	38
8:30 p.m.	41	33	37	39
9:00 p.m.	44	37	36	42
9:30 p.m.	45	37	38	43
10:00 p.m.	50	36	43	46
10:30 p.m.	53	39	43	47
11:00 p.m.	60	40	42	55
11:30 p.m.	58	40	43	57
12:00 midnite	60	40	45	58
12:30 a.m.	59	41	45	58
1:00 a.m.	63	41	46	61
1:30 a.m.	64	44	46	60
2:00 a.m.	66	44	46	61

NC = Not Counted

HOTEL GUEST ROOM OCCUPANCY

Based on data provided by the hotel management, the actual room occupancies on the days of the parking counts were as follows:

<u>Day and Date</u>	<u>Number of Rooms Occupied</u>	<u>Percentage of Total Rooms</u>
Saturday, September 15, 2007	91	75%
Sunday, September 16, 2007	59	48%
Monday, September 17, 2007	67	55%
Wednesday, September 19, 2007	76	62%

The hotel rarely reaches 100% occupancy. Before the recently-completed expansion, when the hotel had only 92 guest rooms, the occupancy would reach 100% approximately five to six times per year, according to the hotel's long-time owner/operator.

August is the highest month of the year for the hotel occupancy. In August 2007, after the expansion to the current 122 rooms, the **average occupancy for the month was 64%**. (The highest occupancy day occurred on August 11, 2007, when the computers failed at LAX, stranding 20,000 airline passengers, and the occupancy of the hotel was 112 rooms, or 92%.) Increasing the average occupancy rate of 64% by a **safety factor of 1/3** yields an **occupancy rate of 85% for analysis purposes** [64% x 1.33 = 85%].

ANALYSIS OF PARKING USE

The counted parking use for each study day was factored upward to simulate a **worst-case scenario of 100% occupancy** of the hotel guest rooms. For each time period of each study day, the maximum number of parked vehicles was divided by the actual occupancy percentage on that day (tabulated above) to determine the potential parking use at 100% occupancy. The results of those calculations are shown in Table 2 for three time periods on Saturday and Sunday – mid-day, 12:00 noon to 2:30 p.m.; sunset, 5:00 p.m. to 8:00 p.m.; and night, 8:00 p.m. to 2:30 a.m. – and for two periods on Monday and Wednesday – sunset and night.

Also, shown in Table 2 are the calculations of parking needs and surpluses with an **85% occupancy of the hotel**, which is a reasonable level to use for parking needs analysis purposes, as discussed above.

TABLE 2

PARKING NEEDS AND SURPLUSES
FOR VARIOUS HOTEL OCCUPANCY RATES

DAY OF WEEK	TIME OF DAY *	HOTEL OCCUPANCY RATE			
		100%		85%	
		Spaces Needed	Surplus Spaces	Spaces Needed	Surplus Spaces
Saturday	Mid-day	53	57	45	65
	Sunset	57	53	48	62
	Night	88	22	75	35
Sunday	Mid-day	56	54	48	62
	Sunset	73	37	62	48
	Night	92	18	78	32
Monday	Sunset	67	43	57	53
	Night	84	26	71	39
Wednesday	Sunset	63	47	54	56
	Night	98	12	83	27

* Mid-day = 12:00 noon to 2:30 p.m.; no mid-day counts on Monday or Wednesday
 Sunset = 5:00 p.m. to 8:00 p.m.
 Night = 8:00 p.m. to 2:30 a.m.

FINDINGS

Even at the rare **hotel occupancy rate of 100%**, there would be a minimum of **12 surplus parking spaces** (110 available spaces – 98 parked vehicles) at the time of **maximum parking usage for the entire day**, which would occur **after 1:00 a.m.**, a time of probable **low patronage of the proposed new roof-top deck**.

During the **sunset** period, there would be a **minimum of 37 surplus spaces**, and during the **mid-day** period on the weekend, there would be **at least 54 surplus spaces** available for non-guest patrons.

At a more likely **hotel occupancy rate of 85%**, there would be a minimum of **27 surplus parking spaces** (110 available spaces – 83 parked vehicles) at the time of **maximum parking usage for the entire day, i. e., after 1:00 a.m.**

During the **sunset** period, there would be a **minimum of 48 surplus spaces**, and during the **mid-day** period on the weekend, there would be **at least 62 surplus spaces** available for non-guest patrons.

Considering that the proposed café and roof-top deck will attract most of its patronage from the hotel guests who are already parked, the **surplus parking spaces**, summarized above, **will accommodate the parking for the non-guests** throughout the times that the beverage and food service will be open.

APPENDIX

PARKING OCCUPANCY SURVEY

CLIENT: ART KASSAN, PE
 PROJECT: MARINA PACIFIC HOTEL PARKING
 DATE: SATURDAY SEPTEMBER 15, 2007
 PERIOD: 12:00 NOON - 2:00 PM AND 5:00 PM - 2:00 AM
 LOCATION: MARINA PACIFIC
 1697 PACIFIC AVENUE
 VENICE, CA

	Hotel Parking Structure						ALL HOTEL TOTAL
	Quarter Circle Driveway	Lower Level	Upper Level				
		Regular Spaces	Handicapped Space	Space Reserved For Hotel Van	Regular Spaces	Total Upper Level	
SPACE INVENTORY	5	49	1	1	38	40	94
HALF-HOUR COUNTS							
1200-1230	0	7	1	1	28	30	37
1230-100	2	8	1	1	28	30	40
100-130	0	4	0	1	28	29	33
130-200	0	4	0	0	25	25	29
200-230 PM	1	4	0	0	24	24	29
500-530 PM	1	2	1	1	32	34	37
530-600	0	2	1	1	32	34	36
600-630	0	2	1	1	36	38	40
630-700	0	2	1	1	36	38	40
700-730	2	3	0	1	37	38	43
730-800	2	3	0	1	37	38	43
800-830	1	7	0	1	33	34	42
830-900	1	7	0	1	32	33	41
900-930	0	9	0	1	34	35	44
930-1000	0	9	0	1	35	36	45
1000-1030	1	14	0	1	34	35	60
1030-1100	0	15	1	1	36	38	53
1100-1130	1	21	1	1	36	38	60
1130-1200	1	21	1	1	34	36	58
1200-1230 AM	1	22	1	1	35	37	60
1230-100	0	22	1	1	35	37	59
100-130	1	25	1	1	35	37	63
130-200	1	25	1	1	36	38	64
200-230	1	26	1	1	37	39	66

PARKING OCCUPANCY SURVEY

CLIENT: ART KASSAN, PE
 PROJECT: MARINA PACIFIC HOTEL PARKING
 DATE: SUNDAY SEPTEMBER 16, 2007
 PERIOD: 12:00 NOON - 2:00 PM AND 5:00 PM - 2:00 AM
 LOCATION: MARINA PACIFIC HOTEL
 1697 PACIFIC AVENUE
 VENICE, CA

	Hotel Parking Structure						ALL HOTEL TOTAL
	Quarter Circle Driveway	Lower Level	Upper Level			Total Upper Level	
		Regular Spaces	Handicapped Spaces	Space Reserved For Hotel Van	Regular Spaces		
SPACE INVENTORY	5	49	1	1	38	40	94
HALF-HOUR COUNTS							
1200-1230	1	9	1	0	14	15	25
1230-100	2	11	0	1	12	13	26
100-130	3	9	1	1	13	15	27
130-200	2	7	1	1	15	17	26
200-230 PM	0	8	1	1	8	10	18
500-530 PM	1	4	1	1	21	23	28
530-600	2	7	1	1	24	26	35
600-630	0	2	1	1	23	25	27
630-700	1	3	1	1	27	29	33
700-730	0	3	1	1	26	28	31
730-800	1	4	1	1	28	30	35
800-830	2	2	1	1	27	29	33
830-900	1	2	0	1	29	30	33
900-930	2	1	1	1	32	34	37
930-1000	1	1	1	1	33	35	37
1000-1030	0	2	1	1	32	34	36
1030-1100	1	2	1	1	34	36	39
1100-1130	0	2	1	1	36	38	40
1130-1200	0	2	1	1	36	38	40
1200-1230 AM	0	2	1	1	36	38	40
1230-100	1	2	1	1	36	38	41
100-130	0	2	1	1	37	39	41
130-200	0	2	1	1	40	42	44
200-230	0	2	1	1	40	42	44

PARKING OCCUPANCY SURVEY

CLIENT: ART KASSAN, PE
 PROJECT: MARINA PACIFIC HOTEL PARKING
 DATE: MONDAY SEPTEMBER 17, 2007
 PERIOD: 5:00 PM - 2:00 AM
 LOCATION: MARINA PACIFIC HOTEL
 1697 PACIFIC AVENUE
 VENICE, CA

	Hotel Parking Structure						ALL HOTEL TOTAL
	Quarter Circle Driveway	Lower Level		Upper Level		Total	
		Regular Spaces	Handicapped Space	Spaces Reserved For Hotel Van	Regular Spaces		
SPACE INVENTORY	5	49	1	1	38	40	94
HALF-HOUR COUNTS							
500-530 PM	0	3	0	1	27	28	31
530-600	2	4	0	1	30	31	37
600-630	0	4	0	1	26	27	31
630-700	1	4	0	1	28	29	34
700-730	1	2	0	1	26	27	30
730-800	0	2	0	1	27	28	30
800-830	2	2	1	1	31	33	37
830-900	1	2	1	1	32	34	37
900-930	0	2	1	1	32	34	36
930-1000	1	2	1	1	33	35	38
1000-1030	1	2	1	1	38	40	43
1030-1100	1	2	1	1	38	40	43
1100-1130	0	2	1	1	38	40	42
1130-1200	0	2	1	1	39	41	43
1200-1230 AM	0	2	1	1	41	43	45
1230-100	0	2	1	1	41	43	45
100-130	0	2	1	1	42	44	46
130-200	0	2	1	1	42	44	46
200-230	0	2	1	1	42	44	46

PARKING OCCUPANCY SURVEY

CLIENT: ART KASSAN, PE
 PROJECT: MARINA PACIFIC HOTEL PARKING
 DATE: WEDNESDAY SEPTEMBER 19, 2007
 PERIOD: 5:00 PM - 2:00 AM
 LOCATION: MARINA PACIFIC HOTEL
 1697 PACIFIC AVENUE
 VENICE, CA

	Hotel Parking Structure						ALL HOTEL TOTAL
	Quarter Circle Driveway	Lower Level		Upper Level		Total	
		Regular Spaces	Handicapped Spaces	Space Reserved For Hotel Van	Regular Spaces		
SPACE INVENTORY	5	49	1	1	38	40	94
HALF-HOUR COUNTS							
500-530 PM	0	4	1	1	25	27	31
530-600	0	4	1	1	27	29	33
600-630	2	4	1	1	31	33	39
630-700	1	3	1	1	33	35	39
700-730	1	3	1	1	31	33	37
730-800	2	3	1	1	32	34	39
800-830	0	2	1	1	34	36	38
830-900	1	2	1	1	34	36	39
900-930	0	3	1	1	37	39	42
930-1000	1	3	1	1	37	39	43
1000-1030	0	2	1	1	42	44	46
1030-1100	0	2	1	1	43	45	47
1100-1130	0	2	1	1	51	53	55
1130-1200	1	2	1	1	52	54	57
1200-1230 AM	0	9	1	1	47	49	58
1230-100	0	9	1	1	47	49	58
100-130	1	10	1	1	48	50	61
130-200	0	10	1	1	48	50	60
200-230	0	11	1	1	48	50	61