



WELLS + ASSOCIATES

MEMORANDUM

TO: Jeff Jennings, District Department of Transportation

CC: Dennis Mitchell, OTO Development, LLC
Mark Adamo, Perseus Realty, LLC
Chris Collins, Holland & Knight

FROM: Jami Milanovich, P.E.
Brent M. Tucker, E.I.T.

RE: 2201 M Street, NW--PUD Modification – ZC Case No. 07-21
Parking Evaluation

DATE: September 12, 2011

INTRODUCTION

As requested at the Set-Down Hearing on July 25, 2011 for the above-referenced case, a parking evaluation was undertaken to determine the adequacy of the parking proposed in conjunction with the development of a Hilton Garden Inn at 2201 M Street, NW. Specifically, this memorandum summarizes (1) the proposed parking operations and parking supply for the hotel, (2) the parking operations, parking supply and parking demand at four comparable hotels in the District, and (3) the proposed hotel policies on overflow parking.

The subject site is located on the northwest corner of the 22nd Street/M Street intersection in northwest, Washington, D.C. As proposed, the site will be developed with a 238-room Hilton Garden Inn. The hotel will include a 3,662 SF restaurant and 2,446 SF of function space. The site is located in the CR Zoning District.

DISTRICT OF COLUMBIA MUNICIPAL REGULATIONS

According to the District of Columbia Municipal Regulations (DCMR), for hotels in the CR District, one parking space is required for every four rooms plus one parking space per 300 SF of floor area in the largest function room or exhibit space, whichever is greater. The largest function room is the 2,446 SF meeting space. As summarized in Table 1, the proposed hotel would be required to provide 68 parking spaces under strict application of the Code.

Table 1
Off Street Parking Requirements

Land Use Category	Zoning Requirement	Proposed Size	Required Number of Spaces
Hotel	1 space per 4 rooms	238 rooms	60
Hotel	1 space per 300 square feet (sq. ft.) of functional room	2,446 SF	8
Total			68

PROPOSED PARKING OPERATIONS

The proposed hotel will provide a valet-only operated parking garage. The below grade garage will be a private garage for hotel patrons only. The parking garage will provide 38 regulatory parking spaces. An additional 15 tandem spaces will be provided for a total of 53 parking spaces, or 0.22 spaces per room.

COMPARISON TO EXISTING HOTELS

To assess the adequacy of the parking for the proposed hotel, Wells + Associates conducted parking occupancy counts at four similar hotels in the District. These four branded hotels were selected by PerStar M Street Partners because they generally are in the same service market and their customer profiles are similar to that anticipated at the proposed hotel. The sites selected are summarized below:

- The Hilton Garden Inn – Capital is located at 1225 1st Street, NE. The hotel provides 204 hotel rooms, a small restaurant, and 78 parking spaces. The parking garage is attached to the hotel and is shared with a condominium complex; there are 78 spaces designated for hotel patrons only. The parking garage is valet only.
- The Hilton Garden Inn – Downtown is located at 815 14th Street, NE. The hotel provides 300 hotel rooms, a small restaurant, and 63 parking spaces. The parking garage is for the hotel only and is only parked by valet.
- The Washington Marriott is located at 1221 22nd Street, NW. The hotel provides 470 hotel rooms, a small restaurant, and 147 parking spaces. The parking garage is open to public and provides hourly, daily, and overnight parking.
- The Marriott Renaissance – Dupont Circle is located at 1143 New Hampshire Avenue, NW. The hotel provides 355 rooms, a small restaurant, and 116 parking spaces. The parking garage is open to the public and provides hourly, daily, and overnight parking. The overnight parking is valet only.

Parking occupancy counts were conducted at 10:00 PM, 12:00 (midnight) and 2:00 AM on the night of Tuesday, August 23 and the morning of Wednesday, August 24, 2011. The counts were conducted overnight to capture the highest hotel parking occupancy. According the Urban Land Institute (ULI) Shared Parking, Second Edition, hotels have the highest parking occupancy during the overnight period. The nighttime period also minimized the likelihood of non-hotel parkers in the public parking garages.

The parking supply and demand for each of the hotels is summarized in Table 2. The parking supply ratio was calculated by dividing the number of hotel parking spaces provided by the number of hotel rooms. The parking demand ratio was calculated by dividing the maximum number of occupied parking spaces (observed during the counts) by the number of hotel rooms.

Table 2
Parking Summary
Comparable Sites

Hotel Name	Distance to Metro*	# Rooms	# Spaces	Parking Supply Ratio	Number of Occupied Spaces†	Parking Demand Ratio
Hilton Garden Inn – Capital	850	204	78	0.38	43*	0.21
Marriott Renaissance Dupont Circle	1,680	355	116	0.33	49	0.14
Washington Marriott	1,870	470	147	0.31	67	0.14
Hilton Garden Inn – Downtown	240	300	63	0.21	53	0.18
Average	1,160	332	101	0.31	53	0.17
* The distance to metro is measured in feet and is approximated by a straight line distance from the front door of the hotel to the nearest metro station. The front door of the proposed hotel will be approximately 1,880 feet from the nearest Metro Station. † The number of occupied spaces is the maximum number of occupied spaces observed during the three observation periods. *There were 46 parked cars counted; however, the parking operator confirmed that there were three monthly parking permits that used the hotel parking the night of the counts. Therefore, those three parked cars were removed from the parking demand.						

As shown in Table 2, the parking supply for the four sites ranges from 0.21 spaces per room to 0.38 spaces per room, with an average of 0.31 spaces per room. Note that the two hotels with the highest parking supply have garages that are open to the public making it profitable for the hotels to provide a higher parking ratio than the proposed hotel.

The results of the parking occupancy counts indicate that the peak parking demand ratios ranged from 0.14 spaces per room to 0.21 spaces per room, with an average of 0.17 spaces per room. With a proposed parking ratio of 0.22 spaces per room, the parking supply for the proposed hotel would be slightly higher than the range observed at the four selected hotels, and the proposed parking supply ratio would be higher than the observed average peak parking demand ratio.

At the time the parking occupancy counts were conducted, the hotel occupancy rates were recorded in order to determine the parking demand ratio based on the number of **occupied rooms** rather than the total number of rooms. Table 3 summarizes the hotel occupancy for each location and the resulting parking demand ratio, which is calculated by dividing the maximum number of occupied parking spaces by the number of occupied hotel rooms. As shown in Table 3, the peak parking demand ratios at the four sites ranged from 0.15 spaces per **occupied room** to 0.32 spaces per **occupied room**, with an average of 0.20 spaces per **occupied room**. Based on this data, the proposed ratio of 0.22 spaces per room would fall within the range of the four comparable sites. Just one of the four sites observed, showed a parking demand ratio in excess of the parking ratio for the proposed hotel. The proposed parking ratio of 0.22 spaces per room would be slightly above the average parking demand ratio of 0.20 spaces per **occupied room**,

Data provided by STR Global was examined to better understand the average hotel occupancies in Washington, D.C. STR Global surveyed 97 similar hotels in Washington D.C. and reported the monthly hotel occupancy for each month between January 1987 and March 2011. Over the latest 12 month period, the monthly hotel occupancy ranged from 89.9 percent (April 2010) to 53.0 percent (January 2011). Over the same 12 month period, the hotels in the dataset reached an average occupancy of 95 percent or greater on just 16 days. Based on the data, hotels in Washington, D.C. are rarely at full occupancy. Therefore, based on the observed parking occupancies at four similar hotels and the average hotel occupancy data, it is anticipated that the proposed hotel would not require overflow parking.

Table 3
Parking Summary
Based on Occupied Rooms

Hotel Name	Hotel Occupancy	Number of Occupied Rooms	Number of Occupied Spaces†	Parking Demand Ratio‡
Hilton Garden Inn – Capital	70%	143	46	0.32
Marriott Renaissance Dupont Circle	90%	320	49	0.15
Washington Marriott	89%	418	67	0.16
Hilton Garden Inn – Downtown	100%	300	53	0.17
Average	87%	295	64	0.20
† The number of occupied spaces is the maximum number of occupied spaces observed during the three observation periods.				
‡ The parking demand ratio was calculated based on the number of occupied rooms.				

Historical parking demand ratios were obtained for the Hilton Garden Inn – Capital and the Washington Marriott (the data was provided by the parking operator for those hotels). The Hilton Garden Inn – Capital observed an average parking demand ratio of 0.23 spaces per occupied room for its first four months of operation (May 2011 through August 2011). The average monthly parking demand ratio ranged from 0.20 in the month of June to 0.30 in the month of July, lower than that observed the night of Wells + Associates' survey. The Washington Marriott observed an average parking demand ratio

0.17 spaces per occupied room for the year 2010, consistent with that observed during the Wells + Associates survey. The average monthly parking demand ranged from 0.09 spaces per occupied to 0.23 spaces per occupied room.

OVERFLOW PARKING PLAN

The developer/operator intends to utilize the same parking operator as the Washington Marriott Hotel across the street and will negotiate an overflow agreement, if needed. The Washington Marriott occasionally requires overflow parking during the peak hotel seasons. To accommodate overflow parking that hotel has an arrangement to park cars at a nearby office parking garage that does not allow public overnight parking. To date, there has not been an occasion that overflow parking has not been accommodated at the office parking garage.

There are approximately ten commercially-operated parking garages within a two-block radius of the site that potentially would be available for use by the valets, should overflow parking ever be needed.

RESTAURANT PARKING

The parking provided in the garage will be reserved for hotel guests only. Restaurant patrons also will be valet parked; however, the valet operation for the restaurant will take place on M Street as opposed to 22nd Street. The valet parking operator will make arrangements with other parking garages in the area to park the restaurant patrons. A valet zone will be established on M Street in front of the restaurant entrance in accordance with DDOT policies and procedures. This approach is consistent with the previously approved PUD.

CONCLUSIONS

In summary, the proposed hotel is providing a valet-only garage that will provide 38 regulatory spaces and 15 tandem parking spaces. With a total of 53 parking spaces, the hotel will be providing a parking ratio of 0.22 spaces per room, which is comparable to similar hotels in the District. Based on data obtained at four comparable sites in the District, the average parking demand ratio for similar hotels is 0.17 spaces per room or 0.20 spaces per occupied room. Therefore, the hotel is anticipated to have adequate parking.

We trust this memo adequately addresses the parking needs for the proposed hotel. Please feel free to contact us at 724-933-9010, jlmilanovich@mjwells.com, or bmtucker@mjwells.com with any questions you may have regarding this matter.