



Nov 13, 2023

Attn: City of Roseville

Re: Roseville Junction - Hotel parking requirement and reduction request

Dear City of Roseville,

We are formally requesting a parking variance of 0.8 parking spaces per room to ensure the smooth operation of our hotel within the Roseville Junction project, all while mitigating any potential parking challenges.

In the existing zoning regulations, the parking requirement is calculated based on the number of hotel rooms. However, it's important to acknowledge that hotels are not consistently occupied at 100% capacity on a daily basis. Our standard operational model successfully maintains an 80% occupancy rate. Additionally, when our hotel coexists with other businesses and retail establishments with reciprocal parking agreements, it effectively addresses the parking demands during peak times for each business.

Furthermore, the strategic timing of hotel guest arrivals, often late at night, and departures in the morning, results in available parking spaces during daytime hours. These parking spaces can be utilized by neighboring businesses, rendering this transition exceptionally efficient.

It's worth noting that according to the American Hotel & Lodging Association (AHLA), the average occupancy rate in California was 74.9% in 2019, before the onset of the Covid-19 pandemic. It's common practice for many hotels to consider 80% occupancy as their full capacity. Even well-respected brands like Hyatt acknowledge that a parking ratio of 0.8 is a reasonable and acceptable standard.

According to the Institute of Transportation Engineers (ITE) citation, the ITE manual's recommended 0.72 or 0.62 spaces per room. Our ownership and management company has conducted several informal parking studies that validate the ITE's findings. From an operational perspective, we are comfortable with providing 0.8 parking spaces per room. By requesting this reduction, we aim to allocate more space for greenery.

The additional greenery can serve as a beautiful and environmentally friendly backdrop to our hotel properties, promoting sustainability and enhancing the overall aesthetic appeal of the area. This not only benefits our guests but also the communities in which we operate.

National Research

The national research in the 5th edition of the Institute of Transportation Engineers (ITE) *Parking Generation* has been expanded to better differentiate parking demands at typical suburban land uses from those in the dense multi-use areas. ITE shows an average weekday demand of 0.72 spaces per room for business hotels (Land Use Code 312) in suburban areas and 0.62 spaces per room in dense multi-use urban areas. These rates include the parking demand for internal restaurants, service staff, and meeting spaces.

It's important to note a growing nationwide trend: a shift towards reducing parking requirements for hotels. Many establishments are now capping parking at less than 0.85 spaces per hotel room. This shift is primarily driven by the evolving preferences of modern customers, who increasingly favor ride-sharing services such as Uber and Lyft as their preferred mode of transportation.

We appreciate your support in helping us achieve our goal of a successful and eco-friendly project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Young Kim', with a horizontal line extending from the end.

Young Kim, Principal
Architect, C29684
HRGA