



January 26, 2012

Mr. Geoff Hebert
Silver Rose Venture LLC
P.O. Box S
Aspen, CO 81612

RE: Focused Parking Analysis for the Proposed Silver Rose Resort Project in the City of Calistoga

Dear Mr. Hebert:

The following letter report provides a focused parking analysis for the proposed Silver Rose Resort project in the City of Calistoga. The project site is located at 400 Silverado Trail. Specifically, the analysis has focused on the shared parking characteristics associated with each project component for the peak weekday and weekend parking demand periods. As is typical with most inclusive resort projects, many of the amenities offered by the establishment tend to serve the needs of the on-site guests rather than off-site patrons. As a result of this focus on guests staying at the resort, off-site travel to/from the facility may not be as extensive and help to reduce overall parking demand. Currently, existing uses occupy the project site. Under proposed project conditions, these uses would expand and/or change to reflect new project uses and operation. With regard to peak parking demand, new project uses may “compliment” each other in such a way that hourly parking characteristics of various components may not coincide. Consequently, parking demand associated with specific project components would be more evenly spread out throughout the day rather than “peaking” during the same hours. Other examples of complimentary uses include the hotel and restaurant (or spa). Guests staying at the hotel would likely use the restaurant or spa thus reducing the overall parking demand for these two latter uses. Where applicable, previous transportation studies conducted for the proposed project were referenced including the recent *Focused Traffic Impact Analysis for the Silver Rose Winery and Resort Project, W-Trans, 2011*. The following sections describe the proposed project uses and the likely peak weekday and weekend shared parking demand due to new or changed project uses.

PROPOSED PROJECT USES/PARKING SUPPLY

The proposed project site would be located on the southeast quadrant of the Silverado Trail/Rosedale Road intersection. (A schematic site plan showing the location and type of proposed uses is attached.) With an all-inclusive resort project specific components would include such amenities as a hotel, restaurant(s), bar, spa, winery, retail, meeting space, warehouse, and residential uses. Based on project applicant data, proposed uses can be summarized as follows:

- Hotel: 85 rooms
- Restaurant (s) 9,097 square feet
- Bar 1,659 square feet
- Spa: 9,457 square feet
- Single Family Dwelling Units: 21 du’s
- Winery: 5,715 square feet

- Retail 2,604 square feet
- Largest Meeting Space 2,625 square feet
- Warehouse/Storage 6,221 square feet

Based on proposed project uses, there would be some specific component(s) that would likely not share parking due to their physical location. This would include residential units located on the far perimeters of the site that would not be convenient for other patrons use. In addition, warehouse/storage uses would tend to generate very low parking demand (other than employee driven) and would be designated as use-specific.

Overall parking supply would be made up of parking areas designated for residential, winery/hotel, and valet garage areas and would be as follows:

Residential:

North Vineyard Residences: 28 spaces

South Vineyard Residences: 14 spaces

Winery/Hotel:

Self-Park Area: 48 spaces

Overflow Area: 26 spaces

Valet Parking Garage:

Valet Area: 88 spaces

Valet Overflow: 16 spaces

Total Parking Spaces: 220 spaces

The total proposed parking supply would equal 220 spaces. Parking spaces dedicated to residential units would primarily be dedicated for these north/south units, and would not be available for “general” parking demand. However, the project applicant indicates that approximately 18 spaces could be used for overflow parking demand based on projected rental unit occupancy for residential units placed in the hotel rental management program.

PARKING CODE REQUIREMENTS AND RESEARCH:

Proposed project parking code requirements and hourly shared parking demand have been based on a combination of sources which include the following:

- City of Calistoga Municipal Code; Off-Street Parking and Loading;ⁱ
- Urban Land Institute (ULI), Shared Parkingⁱⁱ
- Urban Land Institute (ULI), The Dimensions of Parkingⁱⁱⁱ
- Historical and Project Applicant Data^{iv}

Parking code requirements for retail, restaurant, residential, and hotel uses have been based on the City’s municipal code for off-street parking and loading and would be as follows:

- Retail uses: 1 space per 200 square feet (5 spaces/1,000 s.f.);
- Restaurant and Bar uses: 1 space per 100 square feet (10 spaces/1,000 s.f.);
- Residential uses: 2 spaces per unit;
- Hotel uses: 1.1 space per room;
- Manufacturing Uses: 1 space per 500 square feet (2 spaces/1,000 s.f.);



- Spa Uses: 1 space per 400 square feet (2.5 spaces/1,000 s.f.);
- Meeting Uses: 1 space per 35 square feet of largest assembly area (28.4 spaces/1,000 s.f.);
- Warehouse/Storage Uses: 1 space per 2,000 square feet (0.5 spaces/1,000 s.f.).

SHARED PARKING DEMAND

A shared parking demand analysis has been conducted for the project using the City of Calistoga's municipal parking code and ULI's hourly demand ratios for each project use. However, ULI parking research does not cover the unique winery or spa uses. Therefore, hourly project demand for these uses has been based on project and use data information supplied by the applicant as well as previous annualized trip generation analysis conducted for the project. In addition, the residential project component has been removed from the base parking supply and shared parking calculations. The residential parking spaces are used exclusively for those units are not physically convenient for other patron parking. Overall project parking supply without residential units would be 178 spaces.

Weekday Peak Period:

Shared project parking demand for the weekday peak period has been calculated in Table 1. As calculated, the proposed project's shared parking demand would tend to peak in the late afternoon and evening hours beginning at 5:00 p.m. extending through 10:00 p.m. at 165 spaces. The main project components driving the peak demand include the restaurants, bar, and hotel uses that all begin to peak during the five-hour time period starting at 5:00 p.m. Other project components such as tasting room, deli, winery, and spa uses tend to have peak parking demand characteristics during the mid-day and early afternoon hours between 11:00 a.m. and 4:00 p.m. After 4:00 p.m., demand for these three uses is reduced due to limited hours of operations. It is noted that bar and warehouse/storage uses have not been differentiated in Table 1 due to their inclusion in other uses (restaurant and winery). A brief description of each use and its shared parking demand characteristics follows:

Retail (Tasting Room & Deli)

Retail uses of 2,604 square feet would be made up of smaller deli and wine sales associated with the winery operations and would primarily serve visitors to the winery and/or resort guests. Other sale items would include resort logo wear, food, and miscellaneous sundries items for resort guests and residences. With its primary use being ancillary to the winery and resort, tasting room and deli sales would not directly be marketed to attract off-site patrons. For this reason, an internal capture rate of 50% was applied to retail sales parking demand that would allow for both visitors and guests already on-site at the winery or hotel and still allow for a reasonable off-site demand.

Restaurants/Bar

Restaurant uses of 9,097 square and bar uses of 1,659 square feet have been combined into the same shared parking demand calculation. Both uses have a required parking requirement of 10 spaces/1,000 square feet based on City code. The City's municipal code allows resident serving businesses a reduction of 25% in required parking demand to allow for patrons arriving at the establishments from on-site. As noted in previous transportation analyses conducted for the project, it is very common for outside patrons visiting the resort for spa or winery activities to eat lunch or dinner at the restaurant. Combined with on-site guest activity, the internal capture rate for the restaurant and bar uses has been estimated at 50%.



Winery/Warehouse

Winery uses of 5,715 square feet and warehouse uses of 6,221 square feet have been combined into the same shared parking demand calculation. Under the City's parking code requirements, a manufacturing use requires 2 spaces per 1,000 square feet which would yield an overall demand of 11 spaces. However, winery uses are unique in that they are made up of employee and visitor uses (and sales). For this reason, shared parking demand calculations have been based on the number of employees (11) and expected daily visitors (60). Based on the County of Napa's Use Permit Application Package, auto occupancy for winery visitation is approximately 2.6 persons per vehicle during the weekday period. This would equate to 23 daily vehicles visiting the winery. Based on the winery's operating hours between 10:00 a.m.-- 6:00 p.m., this would equal a parking demand of three (3) vehicles per hour. Based on a constant employee demand of 11 vehicles, overall demand attributed to the winery would equal 14 vehicles per hour for all hours of operation. The warehouse uses of 6,221 square feet would require 1 space per 2,000 square feet or 3 parking spaces based on City code requirements. This demand would be constant throughout the day and has been added into overall winery uses for a total shared parking demand of 17 spaces during peak periods.

Spa

Spa use of 9,457 square feet would theoretically need 23 parking spaces based on a City code requirement of 1 space per 400 square feet. However, the spa uses will be very limited for any patrons coming from off-site and will be used most exclusively for on-site guests. Outside use for the spa will primarily occur during the "low season" when hotel occupancy is low. On an annual basis, it is expected that the internal capture rate will range between 70% during the low season to 100% during the high season. Hotel guests will receive first priority use for all six spa treatment rooms and only during the winter low season will outside patrons be marketed. For those patrons coming off-site (i.e. not guests), spa users tend to travel in pairs or groups based on the low season and weekday incentive packages. Based on the limited number of treatment rooms, high internal capture rate, preferential treatment of hotel guests, and multiple guests per vehicle, the spa design consultant estimates that no more than 20 outside guests could use the facility on a daily basis. For this reason, it is assumed that spa uses would have a high internal capture rate of approximately 93% and generate 20 daily vehicle trips (10 in, 10 out). The spa would be open between 10:00 a.m. and 4:00 p.m. Based on these hours, the spa's hourly parking demand would equate to 2 spaces per hour to allow for off-site patrons and some overlap (spa users still on-site as new users arrive).

Meeting Space

The largest meeting space of 2,625 square feet would require 1 space per 35 square feet or 75 spaces based on City code requirement. Based on information from the project applicant, the meeting space would be marketed primarily to meet targeted occupancy rates for the hotel. Hotel guests would receive first priority use for the meeting space and day use is expected to be quite low. In addition, the Institute of Transportation Engineers (ITE) parking research indicates that hotel uses include supporting facilities such as restaurants, cocktail lounges, and meeting/convention rooms and these uses are reflected in their parking demand rate (0.89 spaces/room). Based on the hotel operator's information on historical guest use and analyses of the meeting and events market, it is anticipated that 75% of the meeting space use would be from guests already staying at the resort. Since guest parking demand is addressed under hotel parking demand, meeting space shared parking demand reflects a 75% internal capture rate.



Hotel

Hotel use for 85 total rooms would require 1.1 spaces per room or 94 spaces base on City code requirement. No internal capture rate/deduction has been applied to this use. Overall parking demand for the hotel would remain somewhat lower during the daytime hours and begin to peak starting after 5:00 p.m.

Special Events

The project contemplates hosting 18-24 weddings per year with an average size of 75-100 attendees.^v The wedding business would be marketed primarily to meet targeted occupancy rates for the hotel and is intended to be for the exclusive use of guests staying at the resort whose parking demand is addressed under hotel use. It is anticipated that 75% of the wedding's guests would be staying at the resort.

Additionally, it would not be uncommon for larger wedding groups to reserve the entire resort for its exclusive use. This would have the net effect (after prohibiting outside guest use of the spa and meeting spaces) of increasing the available parking supply by up to 21 spaces due to a 100% capture rate of those program components by resort guests that would already be parked.

Weekend Peak Period

Shared project parking demand for the weekend peak period has been calculated in Table 2. Consistent with the weekday peak period, the proposed project's shared parking demand would tend to peak in the late afternoon and evening hours beginning at 5:00 p.m. extending through 10:00 p.m. at 164 spaces. The main project components driving the peak demand include the restaurants, bar, and hotel uses that all begin to peak during the five-hour time period starting at 5:00 p.m. Other project components such as retail, winery, and spa uses tend to have peak parking demand characteristics during the mid-day and early afternoon hours between 11:00 a.m. and 4:00 p.m. After 4:00 p.m., demand for these three uses is reduced due to limited hours of operations. It is noted that bar and warehouse/storage uses have not been differentiated in Table 2 due to their inclusion in other uses (restaurant and winery).

SUMMARY/CONCLUSIONS

The shared parking demand characteristics of the proposed Silver Rose Resort project would peak during the late afternoon and evening hours. During the weekday period, this would equate to a 165 space parking demand while the weekend would have an overall demand of 164 spaces. In both cases, there would be a parking surplus of 13 and 14 spaces (respectively) based on a 178 space supply. The residential portion of the project has been assumed to be self-parked and due to their location have not been included in the parking supply total (42 space supply meets City code requirement of 2 spaces/unit). The main project components creating demand would be the hotel, restaurant, and bar uses. However, other uses such as winery, spa, and meeting space tend to compliment these uses and their parking demand is largely addressed through the main project components.

Special events have not been included within the shared parking demand models for the weekday or weekend periods for typical project uses. Given the anticipated internal capture rate estimate of 75% for special events (weddings), adequate overflow parking could accommodated within the parking surpluses (calculated above) located in the southern portion of site and unoccupied residence parking spaces enrolled in the hotel rental program. On weekdays, this would equate to 31 spaces (13 surplus + 18 residential) and 32 spaces on weekends (14 surplus + 18 residential). As an example, a wedding event with 100 guests would generate an additional parking demand of 13 spaces. This assumes 75% of the



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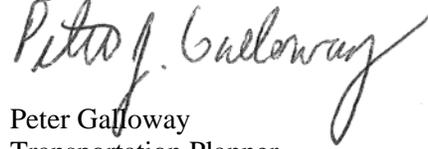
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guests are staying at the hotel and 25 guests drive in from off-site (2.0 person/vehicle). The hotel internal capture rate for special events could actually drop to 40% before on-site parking supplies would be impacted (assuming 100 guests). During special events, it would be beneficial if resort employees could park in the unoccupied residence parking spaces enrolled in the hotel rental program. This would allow special event guests driving in from off-site to park in the overflow surplus area in the southern portion of the site and/or valet spaces that are closer to the resort buildings.

Please call if you have any questions.

Sincerely,

OMNI-MEANS, Ltd.
Engineers & Planners



Peter Galloway
Transportation Planner

Cc: George W. Nickelson, P.E.
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Attachment: Silver Rose Resort Site Plan



Table 1
Weekday Shared Parking Demand Calculations
Proposed Silver Rose Resort Project^{1,2,3,4,5,6}

	RETAIL (1,000 SF)	FINE REST (1,000 SF)	WINERY/WARE (1,000 SF)	SPA (1,000 SF)	MEETING (1,000 SF)	HOTEL (ROOMS)	
Project Size:	2.604	10.756	11.936	9.457	2.625	85	
Pkg Rate	2.5	5	(custom)	(custom)	7.15	1.1	
HOUR	PARKING DEMAND						TOTAL
8:00 AM	1	3	3		8	61	75
9:00 AM	3	5	3		19	51	81
10:00 AM	4	11	17	2	19	42	95
11:00 AM	6	16	17	2	19	33	92
12:00 PM	6	27	17	2	19	28	99
1:00 PM	7	38	17	2	19	28	110
2:00 PM	6	32	17	2	19	33	109
3:00 PM	6	32	17	2	19	33	109
4:00 PM	6	27	17	2	19	42	112
5:00 PM	5	38	17		19	56	135
6:00 PM	5	48	17		19	65	155
7:00 PM	6	54			19	70	148
8:00 PM	6	54			19	84	162
9:00 PM	4	54			19	89	165
10:00 PM	2	48			8	94	152

(1) Urban Land Institute (ULI), *Shared Parking, Second Edition, 2005*

(2) Urban Land Institute (ULI), *Dimensions of Parking, Shared Parking Ratios; Hourly Parking Demand Ratios, Third Edition, 1995*

(3) City of Calistoga, *Municipal Code, Chapter 17.36.140, Off-street parking, commercial and industrial uses; retail, restaurant, places of assembly, and hotel uses, March 2007.*

(4) City parking code requirements for retail (5/1,000 s.f.) and restaurant (10/1,000 s.f.) have been reduced by 50%. Parking code requirement for meeting use (28.6/1,000 s.f.) has been reduced 75% (see text).

(5) Winery shared parking demand reflects employees (11 spaces), hourly visitors (3 spaces), and warehouse requirement of 3 space based on City code. Constant demand throughout the day (see text).

(6) Spa shared parking demand reflects off-site trip generation (20 daily trips) with an hourly parking demand rate of 2 spaces between 10:00 a.m. and 4:00 p.m.(see text).



Table 2
Weekend Shared Parking Demand Calculations
Proposed Silver Rose Resort Project^{1,2,3,4,5,6}

	RETAIL (1,000 SF)	FINE REST (1,000 SF)	WINERY/WARE (1,000 SF)	SPA (1,000 SF)	MEETING (1,000 SF)	HOTEL (ROOMS)	
Project Size:	2.604	10.756	11.936	9.457	2.625	85	
Pkg Rate	2.5	5	(custom)	(custom)	7.15	1.1	
HOUR	PARKING DEMAND						TOTAL
8:00 AM	1	2	3		8	56	69
9:00 AM	2	3	3		19	47	73
10:00 AM	3	4	17	2	19	37	82
11:00 AM	5	5	17	2	19	33	81
12:00 PM	6	16	17	2	19	28	87
1:00 PM	6	24	17	2	19	28	96
2:00 PM	7	24	17	2	19	33	101
3:00 PM	7	24	17	2	19	37	106
4:00 PM	6	24	17	2	19	47	115
5:00 PM	5	32	17		19	56	129
6:00 PM	4	48	17		19	65	154
7:00 PM	4	51			19	75	149
8:00 PM	4	54			19	84	160
9:00 PM	3	54			19	89	164
10:00 PM	2	48			8	94	152

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ⁱ City of Calistoga, Municipal Code, Chapter 17.36.140, Off-street parking – Commercial and industrial uses, March 2007.

ⁱⁱ Urban Land Institute (ULI), *Shared Parking*, Second Edition, 2005.

ⁱⁱⁱ Urban Land Institute (ULI), *The Dimensions of Parking*, Shared parking ratios, Third Edition, 1993.

^{iv} Silver Rose Venture LLC, Silver Rose Parking Needs Analysis, Memorandum from Mr. Geoff Hebert (Bald Mountain Development) to Mr. George Nickelson (Omni-Means Engineers & Planners), December 12, 2011.

^v Mr. Geoff Hebert, Silver Rose Ventures LLC, Personal communication on January 16, 2012.



