

TRAFFIC &
PARKING
CONSULTANTS

PARKING STUDY

NORTH SERVICE ROAD / QEW RAMP

Hotel Development
Oakville, Ontario

For:

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1.0 INTRODUCTION

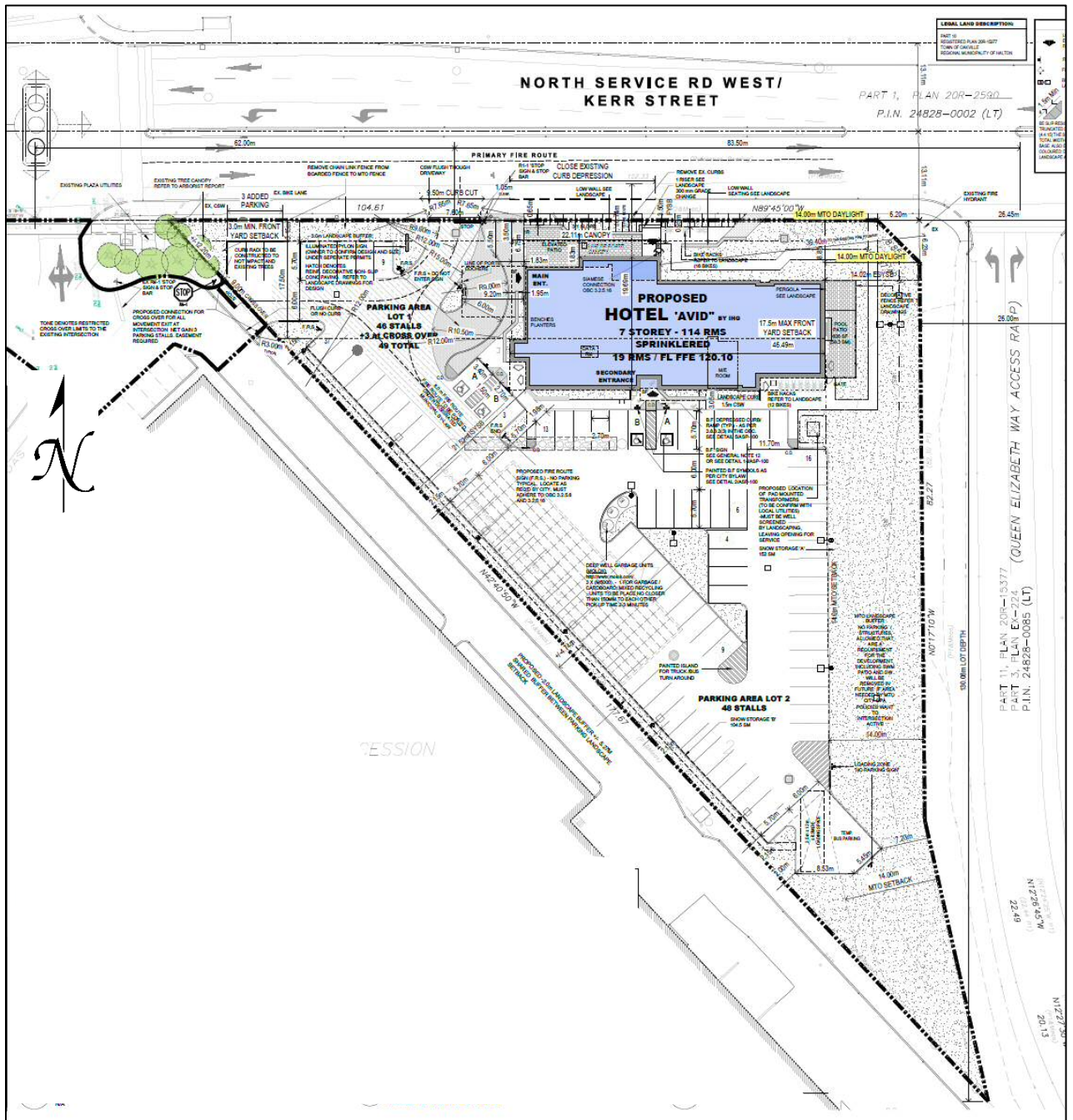
LMM Engineering Inc. was retained by API Development Consultants on behalf of Empress Capital Group to undertake a parking study to evaluate the parking demand at the proposed hotel located on North Service Road on the southwest corner of the North Service Road / Kerr Street / Queen Elizabeth Way (QEW) ramp intersection in Town of Oakville, Halton Region, Ontario. The parking study was originally submitted in March 2018 and has been revised to reflect the current site plan and address comments from the Town of Oakville.

The proposed development consists of a seven-storey hotel with a total gross floor area of 5,145.9 m² or 55,390 s.f. GFA with 114 hotel rooms. It is proposed to provide 98 surface parking spaces. This parking study addresses the parking needs of the proposed uses. The site location map is shown in **Figure 1-1** and the proposed site plan is shown in **Figure 1-2**.

Figure 1-1 Site Location Map



Figure 1-2 Proposed Site Plan



2.0 DEVELOPMENT PROPOSAL

As mentioned in Section 1.0 *Introduction*, the proposed development will consist of a seven-storey hotel with a total gross floor area of 5,145.9 m² or 55,390 s.f. GFA with 114 hotel rooms with 599 net floor area on the ground floor. It is proposed to provide 98 surface parking spaces.

The hotel is expected to function as a business hotel with an anticipated split of 70% corporate travellers and 30% leisure travelers. This hotel type typically has a 70% occupancy.

The site location map is shown in Figure 1-1 and the proposed site plan is shown in Figure 1-2.

3.0 ZONING BY-LAW REQUIREMENTS

According to the site plan, the zoning by-law requirement for the proposed development is 134 spaces based on 1 parking space / hotel room plus 1 parking space / 30 m² of non-suite area. The proposed parking provisions, 98 spaces, are 36 spaces less than the zoning by-law requirements.

4.0 PARKING UTILIZATION STUDIES

To estimate the future parking demand at the proposed facility, parking utilization surveys were conducted at two (2) similar hotel sites within Oakville (proxy sites).

The proxy sites were hotels in the same area as the proposed development. The proxy sites had approximately the same split of corporate / leisure travellers and occupancy. The proxy sites were of a similar scale and had meeting rooms of a similar scale to the proposed development. The proxy sites were also stand-alone separate buildings on-site parking lots, with no other uses in the same building.

The following sites were considered as proxy sites:

- The Country Inn & Suites by Carlston – 2930 South Sheridan Way, Oakville
- Fairfield Inn Toronto – 2937 Sherwood Heights Drive, Oakville

The intended business operation of the subject proposed use targets mostly business visitors. The Urban Land Institute (ULI) Shared Parking document indicates that the parking generation rate for a business hotel is higher on a weekday evening and that the peak for a business hotel typically occurs between 11 PM – midnight. The selected proxy sites target the same market segment and operate with a similar business model.

Both sites were surveyed on Tuesday, December 20, 2016 between 8:00 PM to 12:00 AM. The existing proxy sites parking demand summary is shown in Table 3-1 below. Detailed raw parking data for the proxy sites is included in Appendix A.

Table 4-1 Proxy Sites Parking Demand Summary

Site	On-Site Parking Supply	Hotel Rooms	Meeting Room Areas	Peak Parking Demand	Parking Rate (spaces per room)
Proxy Site:					
The Country Inn & Suites by Carlston 2930 South Sheridan Way, Oakville	85	71	2,800 s.f. GFA 4 rooms	44	0.62
Fairfield Inn Toronto 2937 Sherwood Heights Drive, Oakville	48	65	517 s.f. GFA 1 room	35	0.54
Average					0.58

The parking utilization studies at the proxy sites indicate that the average peak parking generation rate for this type of use is approximately 0.58 spaces per room.

December is typically a low month for travel although December 20 may have included some holiday travellers. The Government of Canada’s Destination Canada Tourism Snapshot December 2015 indicates the hotel occupancy rates in December in Ontario was 49.4% compared to the annual average occupancy of 65.2% as shown in **Figure 4-1**.

Figure 4-1 December Hotel Occupancy

	Occupancy Rates				Average Daily Rate (ADR)				Revenue Per Available Room (RevPAR)			
	Dec. 2015	15/14 [^] Change	Jan-Dec 2015	Year-to-date [^] Change	Dec. 2015	15/14 [^] Change	Jan-Dec 2015	Year-to-date [^] Change	Dec. 2015	15/14 [^] Change	Jan-Dec 2015	Year-to-date [^] Change
Alberta¹	41.0%	-11.0%	58.7%	-9.1%	\$129.04	-6.6%	\$140.03	-2.4%	\$52.91	-26.4%	\$82.24	-15.6%
British Columbia	50.3%	1.9%	66.1%	2.2%	\$153.07	7.3%	\$153.15	8.8%	\$76.95	11.6%	\$101.23	12.6%
Saskatchewan	43.3%	-5.8%	58.7%	-5.2%	\$126.65	-2.8%	\$131.85	-0.9%	\$54.84	-14.3%	\$77.44	-9.0%
Manitoba	49.1%	-0.7%	62.6%	0.2%	\$115.86	0.0%	\$120.09	2.2%	\$56.91	-1.5%	\$75.14	2.5%
Ontario	49.4%	1.2%	65.2%	1.1%	\$129.75	3.5%	\$138.62	5.8%	\$64.08	6.1%	\$90.39	7.6%
Quebec	52.9%	0.6%	66.4%	1.2%	\$149.94	3.8%	\$151.86	4.7%	\$79.26	5.1%	\$100.76	6.6%
New Brunswick	35.5%	1.5%	54.4%	-0.3%	\$105.69	4.0%	\$114.90	4.1%	\$37.50	8.5%	\$62.54	3.5%
Nova Scotia	41.3%	4.7%	61.7%	2.1%	\$120.26	4.9%	\$127.84	4.9%	\$49.63	18.3%	\$78.85	8.6%
Newfoundland	41.3%	-3.3%	63.7%	-2.7%	\$132.79	0.2%	\$146.99	-0.2%	\$54.85	-7.2%	\$93.58	-4.3%
Prince Edward Island	34.2%	5.5%	53.1%	2.6%	\$92.56	-0.1%	\$128.19	3.8%	\$31.69	19.3%	\$68.02	9.1%
Northwest Territories	66.2%	7.2%	65.8%	-1.9%	\$155.31	-1.6%	\$156.77	-0.3%	\$102.88	10.4%	\$103.15	-3.1%
Yukon	42.4%	-4.2%	63.7%	-1.8%	\$109.84	11.1%	\$119.32	7.7%	\$46.55	1.2%	\$76.05	4.7%
Canada	47.5%	-1.1%	63.6%	-0.7%	\$138.14	2.5%	\$143.71	4.5%	\$65.67	0.2%	\$91.34	3.3%

¹Based on the operating results of 223,202 rooms (unweighted data)
[^] Percentage points.
¹Excluding Alberta resorts.

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The observed peak parking rate of 0.58 spaces/room observed in December needed to be adjusted to reflect average annual conditions. As shown in Figure 4-1, average hotel occupancy in December is 49.4% in Ontario compared to the annual average hotel occupancy of 65.2%. Therefore, the following calculation was applied to seasonally adjust the parking rate:

$$0.58 \text{ spaces/room (December)} \times \frac{65.2\% \text{ (Annual Hotel Occupancy 2015)}}{49.4\% \text{ (December Hotel Occupancy 2015)}} = 0.77 \text{ spaces/room (Annual)}$$

The average annual peak parking rate was determined to be **0.77 spaces/room**.

5.0 FUTURE PARKING DEMAND

The proposed convention hotel will have 114 rooms. Applying a seasonal adjustment since the proxy site studies were completed in December, the annual average peak parking demand rate was determined to be 0.77 spaces per room, as detailed in Section 4.0

The anticipated peak parking demand for the subject proposed uses would be 88 parking spaces based on the above rate. It would therefore appear that, based on the above, the proposed 98 parking spaces would be in excess of the parking demand for the proposed use.

6.0 CONCLUSIONS AND RECOMMENDATIONS

LMM Engineering Inc. was retained API Development Consultants on behalf of Empress Capital Group to undertake a parking study to evaluate the parking demand of a proposed hotel located on the southwest corner of the North Service Road / Kerr Street / QEW ramp intersection in Town of Oakville, Halton Region, Ontario.

The proposed development will consist of a seven-storey hotel with a total gross floor area of 5,145.9 m² or 55,390 s.f. GFA with 114 hotel rooms with 599 m² of amenity space. It is proposed to provide 98 surface parking spaces.

Parking utilization studies were conducted at two (2) similar proxy sites in Oakville. The parking utilization studies at the proxy sites indicate that the average peak parking generation rate for this type of use is approximately 0.58 spaces per room. Since the proxy site surveys were conducted in December, a seasonal adjustment was applied based on typical occupancy rates in Ontario in December compared to the yearly average. The adjusted parking generation rate is 0.77 spaces per room.

Since the proposed hotel will have 114 rooms, the anticipated peak parking demand for the subject proposed uses would be approximately 88 parking spaces.

It would therefore appear that, based on the above, the proposed 98 parking spaces would be in excess of the parking demand for the proposed uses.

Appendix A

Parking Utilization Studies Proxy Sites

ONTARIO TRAFFIC INC - PARKING SURVEY

Location: The Country Inn & Suites by Calrston (2930 South Sheridan Way) & Fairfield Inn Toronto (2937 Sherwood Heights Dr)

Date: Tuesday, December 20, 2016

Time			The Country Inn & Suites	Fairfield Inn Toronto
20:00	to	20:15	33	24
20:15	to	20:30	31	23
20:30	to	20:45	30	23
20:45	to	21:00	34	24
21:00	to	21:15	36	26
21:15	to	21:30	35	25
21:30	to	21:45	38	25
21:45	to	22:00	39	28
22:00	to	22:15	40	29
22:15	to	22:30	41	32
22:30	to	22:45	43	33
22:45	to	23:00	44	32
23:00	to	23:15	44	34
23:15	to	23:30	43	34
23:30	to	23:45	44	35
23:45	to	24:00	42	35

Total available Spaces	
The Country Inn & Suites =	85
Fairfield Inn Toronto =	48