

Phayvanh,  
Here are  
my  
Comments  
Steve

## MEMORANDUM

Date: October 28, 2015  
To: Phayvanh Nanthavongdouangsy, County of Riverside Planning Department  
From: Paul Herrmann  
Subject: **12 Oaks Parking Analysis**

OC14-0337

Fehr & Peers has completed a parking analysis on behalf of the proposed 12 Oaks Winery Resort in Wine Country, Temecula, California. This memorandum documents our findings.

The remainder of this document is separated into the following sections: Project Description, Methodology, Analysis and Conclusion.

### Project Description

The 12 Oaks Winery Resort is proposed to be a large scale winery resort consisting of a full service hotel and winery. The winery is considered a large winery in terms of the Wine Country Community Plan and will be similar in size to the existing South Coast Winery. The winery will be equipped with a tank room and barrel room for wine production, lobby, retail space, offices, restaurant and general and VIP tasting rooms. The hotel will contain 250 rooms. The hotel will also offer additional amenities such as a spa, café, fine dining restaurant, pool, fitness center, and five different wedding venues. The project site is intended to hold large events, including weddings and conferences. During these events, the project site would require all guests to park on-site.

Land employees are required

The project site is located roughly 4.5 miles east of the City of Temecula city limits along Rancho California Road. The project proposes to provide one driveway accessing the hotel parking lots and one driveway accessing the winery parking lots. The site also has valet lots on an adjacent property.

### Methodology

Given that the project site has unique uses that peak at different times throughout the day, Fehr & Peers conducted a temporal parking demand analysis to ensure that the site would be equipped with enough parking capacity based on different demands that occur during different times of the day.

define. This is plannerize.  
Does it come from ULI?

Although parking is onsite...?



Fehr & Peers estimated the peak number of users that would generate parking demand for each hour of the day. First, parking demand rates were researched and used to identify peak parking demand by facility type. Then, assumptions were made considering the mix of uses on-site and that users would visit multiple facilities per visit. Finally, temporal (time of day) parking was estimated for each hour of the day relating to the percentage of peak use by hour of day.

how?

- Again how did they do it?

### Analysis

#### Step 1 – Parking Rates

Parking rates from the Riverside County Municipal Code were used to develop peak parking supply for each use. It is important to understand that, traditionally, parking assessment would begin with parking demand rates and, ultimately, recommend a circulation and turnover factor to derive a recommended supply rate. However, since we are beginning with the municipal code rates, the circulation and turnover factors are already included. Thus, the supply that would be required by applying the municipal code rates is shown in Table 1 and detailed calculations are provided in Appendix A.

what does this mean?

**Table 1**  
**Peak Parking Supply By Use – Riverside County**  
**Municipal Code**

Use	Peak Parking Demand
Hotel	254 spaces
Events	322 spaces
Winery	247 spaces
Spa	27 spaces
Retail	15 spaces
Fine Dining Restaurant	205 spaces
Family Restaurant	203 spaces
Bar	29 spaces
<b>Total</b>	<b>1,303 spaces</b>

Site exhibit correct  
can't confirm these #s

Source: Riverside County Municipal Code, Ordinance No. 348,  
Section 18.12 Off-Street Vehicle Parking (Effective 04/10/14)



**Step 2 – Captive Ratio Assumptions**

The following assumptions were made to develop the “captive ratio” for the proposed project. This captive ratio is an estimate of the number of users that don’t generate additional parking, but will be visiting multiple uses at the location. For example, visitors are likely to make a trip on-site for a primary attraction, such as to visit the winery or attend an event; and then will likely link their trip with a secondary use such as eating at one of the restaurants or shopping. The secondary uses on site, such as retail or spa, are not anticipated to generate additional parking demand like they would if it is a stand-alone use (which is how the Municipal Code rates were developed). The following assumptions were applied to the peak parking demand totals. This information was provided by the project sponsor to assist in assessing the shared parking characteristics of the project.

I would like to see

- 40% of event guests stay at the hotel
- 20% of winery guests stay at the hotel
- 50% of restaurant guests stay at the hotel or visit the winery or spa
- 75% of spa guests stay at the hotel
- 50% of retail customers are winery or hotel guests
- 25% of whiskey/cigar bar guests stay at the hotel or visit the winery

Comparative Examples (Similar Facilities) Possibly 2-3 other like facilities

As a conservative approach, the above estimates assume that the hotel would be at full occupancy. Table 2 summarizes the peak parking demand after the captive ratio reductions were applied.

**Table 2  
 Peak Parking Demand By Use After Captive Ratio Reductions**

Use	Reduction	Peak Parking Demand
Hotel	-	254 spaces
Events	40%	194 spaces
Winery	20%	198 spaces
Restaurant	50%	205 spaces
Spa	75%	7 spaces
Retail	50%	8 spaces
Bar	25%	23 spaces
<b>Total</b>	-	<b>930 spaces</b>

Source: Riverside County Municipal Code, Ordinance No. 348, Section 18.12 Off-Street Vehicle Parking (Effective 04/10/14) and the 12 Oaks Hotel Management Team, October, 2015

Not enough!





*Step 3 – Temporal (Time Of Day) Parking Analysis*

We used Urban Land Institute (ULI) Shared Parking to develop percentages of the peak parking that occurs per use by each hour of the day. Weekend rates were used since weekends are anticipated to generate the highest parking demand at the resort. Shopping center rates were assumed to be most representative of event parking demand. The meeting rooms are anticipated to only be used on weekdays but were included in the total weekend demand as a conservative approach. Given the various restaurants on-site and their anticipated users, the fine dining restaurant rate was applied to the formal dining restaurant, specialty restaurant (pub), and outdoor lounge space while the family restaurant rate was applied to the three-meal restaurant.

ULI does not have information for wineries, spas or bars so custom information was developed. The anticipated hours of operations by use are provided in Table 3. The spa was conservatively estimated to be at peak demand for all hours of operation. The Cal Poly San Luis Obispo Trip Generation and Parking Generation Data Collection Study was referenced for winery parking information. The bar was also conservatively estimated to be at peak demand for all hours of operation with rates similar to restaurant in the hours preceding opening of the bar. The resulting parking assumptions are shown in Table 4.

Not enough



**Table 3**  
**Hours of Operation**

Use	Peak Parking Demand
<b>Hotel</b>	24 Hours
<b>Events</b>	
Ball Room	10:00 AM – 8:00 PM
Meeting Rooms	8:00 AM – 5:00 PM
Event Hall	10:00 AM – 8:00 PM
Wedding Pavilion	10:00 AM – 8:00 PM
<b>Winery</b>	
Tasting Rooms	11:00 AM – 6:00 PM
Office	8:00 AM – 6:00 PM
Outdoor Lounges	11:00 AM – 6:00 PM
<b>Spa</b>	7:00 AM – 8:00 PM
<b>Retail</b>	8:00 AM – 6:00 PM
<b>Restaurant</b>	
Formal Dining Restaurant	5:00 PM – 10:00 PM
Specialty Restaurant (Pub)	11:00 AM – 10:00 PM
Three-Meal Restaurant	6:00 AM – 9:00 PM
Outdoor Lounges	11:00 AM – 9:00 PM
Cigar/Whiskey bar	7:00 PM – 11:00 PM
<i>Source: 12 Oaks Hotel Management Team, October, 2015</i>	



**Table 4**  
**Temporal Parking Rates**

Time	Hotel	Events	Winery	Fine Dining Restaurant	Family Restaurant	Spa	Retail	Bar
8:00 AM	90%	15%	5%	0%	45%	100%	10%	0%
9:00 AM	80%	35%	15%	0%	70%	100%	30%	0%
10:00 AM	70%	65%	15%	0%	90%	100%	50%	0%
11:00 AM	70%	85%	40%	15%	90%	100%	65%	0%
12:00 PM	65%	95%	85%	50%	100%	100%	80%	0%
1:00 PM	65%	100%	90%	55%	85%	100%	90%	0%
2:00 PM	70%	100%	95%	45%	65%	100%	100%	0%
3:00 PM	70%	100%	100%	45%	40%	100%	100%	0%
4:00 PM	75%	100%	100%	45%	45%	100%	95%	15%
5:00 PM	80%	100%	50%	60%	60%	100%	90%	50%
6:00 PM	85%	100%	10%	90%	70%	100%	80%	55%
7:00 PM	85%	95%	10%	95%	70%	100%	75%	100%
8:00 PM	90%	80%	5%	100%	65%	100%	65%	100%
9:00 PM	95%	50%	0%	90%	30%	0%	50%	100%
10:00 PM	95%	30%	0%	90%	25%	0%	35%	100%
11:00 PM	100%	10%	0%	90%	15%	0%	15%	100%
12:00 AM	100%	0%	0%	50%	10%	0%	0%	50%

Sources: *Urban Land Institute (ULI) Shared Parking 2nd Edition, 2005*  
*Cal Poly San Luis Obispo Trip Generation and Parking Generation Data Collection Study, 2014*



The peak parking values were applied to the temporal parking rates to determine the maximum recommended supply for parking on-site and the results are shown in Table 5.

**Table 5  
 Temporal Parking Results**

Time	Hotel	Events	Winery	Fine Dining Restaurant	Family Restaurant	Spa	Retail	Bar	Total
<b>Peak Demand</b>	<b>254</b>	<b>194</b>	<b>198</b>	<b>103</b>	<b>102</b>	<b>7</b>	<b>8</b>	<b>23</b>	
8:00 AM	229	29	10	0	46	7	1	0	321
9:00 AM	203	68	30	0	71	7	2	0	382
10:00 AM	178	126	30	0	92	7	4	0	436
11:00 AM	178	165	79	15	92	7	5	0	541
12:00 PM	165	184	168	52	102	7	6	0	685
<b>1:00 PM</b>	<b>165</b>	<b>194</b>	<b>178</b>	<b>57</b>	<b>87</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>695</b>
2:00 PM	178	194	188	46	66	7	8	0	688
3:00 PM	178	194	198	46	41	7	8	0	672
4:00 PM	191	194	198	46	46	7	8	3	693
5:00 PM	203	194	99	62	61	7	7	12	645
6:00 PM	216	194	20	93	71	7	6	13	620
7:00 PM	216	184	20	98	71	7	6	23	625
8:00 PM	229	155	10	103	66	7	5	23	598
9:00 PM	241	97	0	93	31	0	4	23	489
10:00 PM	241	58	0	93	26	0	3	23	444
11:00 PM	254	19	0	93	15	0	1	23	406
12:00 AM	254	0	0	52	10	0	0	12	327
<b>Recommended Peak Parking Supply</b>									<b>695</b>

Sources: Fehr & Peers, 2015



### **Conclusion**

Given the mix of uses at the 12 Oaks Site, Fehr & Peers believes that the Riverside County Municipal Code parking requirements overestimate the peak parking demand. As shown in Table 5, the recommended peak parking supply is 695 spaces and peak demand would occur at 1:00.

I'm not there. There needs to be more  
Comparative analysis



Riverside County Municipal Code Parking Requirements

SUMMARY TABLE	
Hotel	254.0
Events	322.3
Winery	246.9
Spa	27.2
Retail	14.8
Formal Dining Restaurant	205.3
Family Restaurant	203.1
Bar	29.4
<b>TOTAL</b>	<b>1,303.1</b>

HOTEL			
	Area (sq ft)	Parking Criteria	Parking Req/d
100 Hotel Rooms	44,719.0	1 sp / room + 2 for m	102.0
<b>LEVEL 2</b>			
100 Hotel Rooms	63,308.0	1 sp / room	100.0
<b>VILLAS</b>			
Honeymoon Villa	3,556.00	1 space / room	4.0
8-Key Villa	141,984.00	1 space / room	48.0

**TOTAL PARKING REQUIRED 254.0**

EVENTS			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>WEDDING PAVILION</b>			
Function (assembly area)	1,177.0	1/30 sf of assembly	39.2
<b>EVENT HALL</b>			
Event Hall	1,352.00	1/30sf of net area (60	45.1
<b>BASEMENT</b>			
Ballroom (60% of gross area)	5,680.00	1/30 sf	189.3
Meeting rooms	9,742.00	1/200 sf	48.7

**TOTAL PARKING REQUIRED 322.3**

WINERY			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>TASTING ROOM - LEVEL 1</b>			
Level 1 Function (serving area)	1,891.0	1/45 sf serving area	42.0
<b>TASTING ROOM - LEVEL 2</b>			
Level 2 Function (serving area)	1,417.0	1/45 sf serving area	31.5
<b>ADMIN BUILDING</b>			
Function (office space)	840.0	1/200	4.2
<b>OUTDOOR LOUNGES</b>			
Function (serving area)	7,615.5	1/45 sf serving area	169.2

**TOTAL PARKING REQUIRED 246.9**

SPA			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>LEVEL 1</b>			
Spa / gym / ancillary retail	5,446.0	1/200	27.2

**TOTAL PARKING REQUIRED 27.2**

RETAIL			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>RETAIL</b>			
Retail	2,951.00	1/200sf	14.8

**TOTAL PARKING REQUIRED 14.8**

FORMAL DINING RESTAURANT			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>FORMAL DINING</b>			
Function (serving area)	1,876.00	1/45 sf serving area	41.7
<b>SPECIALTY RESTAURANT</b>			
Function (serving area)	2,044.00	1/45 sf serving area	45.4
<b>OUTDOOR LOUNGES</b>			
Function (serving area)	5,320.19	1/45 sf serving area	118.2

**TOTAL PARKING REQUIRED 205.3**

FAMILY RESTAURANT			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>BASEMENT</b>			
3-Meal Rest. (incl. all service employees)	2,570.0	1/45 sf serving area +	203.1

**TOTAL PARKING REQUIRED 203.1**

BAR			
	Area (sq ft)	Parking Criteria	Parking Req/d
<b>CIGAR &amp; WHISKEY</b>			
Function (serving area)	1,324.00	1/45 sf serving area	29.4

**TOTAL PARKING REQUIRED 29.4**

