



CITY COUNCIL
SUPPLEMENTAL MEMORANDUM

MEETING DATE: APRIL 5, 2016

SUBJECT: GENERAL PLAN SCREENING FOR PROPOSED 150-ROOM HOTEL EXPANSION AT 3350 AVENUE OF THE ARTS FOR THE AVENUE OF THE ARTS HOTEL (FORMERLY WYNDHAM HOTEL)

DATE: MARCH 29, 2016

FROM: DEVELOPMENT SERVICES DEPARTMENT

**FOR FURTHER INFORMATION CONTACT: MINOO ASHABI, PRINCIPAL PLANNER
minoo.ashabi@costamesaca.gov**

The purpose of this memo is to provide the trip generation study prepared by the applicant submitted on March 25, 2016 and the parking study for the proposed 150-room hotel expansion. The study concludes that the approved and entitled project has no significant impact on the surrounding intersections as summarized in the 2007 EIR Traffic Study. The proposed project would generate a negligible amount of additional daily trips (60 trips), and therefore is expected to also not have a significant impact.

MINOO ASHABI, AIA
Principal Planner

GARY ARMSTRONG, AICP
Deputy CEO/Dev. Svcs. Director

ATTACHMENT: 1- Trip Generation Analysis
 2- Parking Study



Stantec Consulting Services Inc.
38 Technology Drive Suite 100, Irvine CA 92618-5312

March 25, 2016
File: 2073008840

Attention: Alex Asli, AIA
Arquitectonica
818 W. 7th Street, Suite 800
Los Angeles, CA 90017

Dear Mr. Asli,

Reference: 3350 Avenue of the Arts/Starwood Hotel Project Trip Generation Analysis Summary

The Starwood Hotel is located at 3350 Avenue of the Arts in the City of Costa Mesa. In 2007, the City of Costa Mesa approved a project to add 120 condominiums, 3,450 square feet of lounge/bar space, and 1,740 square feet of ancillary retail space to the existing hotel, and a remodeling of the hotel with a net reduction of 38 rooms (reduced from 238 rooms to 200 rooms). Currently the project applicant is proposing the expansion of the hotel use by 150 hotel rooms without the addition of condominium units.

An Environmental Impact Report (EIR) and Traffic Study were prepared for the approved project in 2007. The Traffic Study analyzed project impacts at 15 local intersections under short-range and long-range conditions, and found that the approved project had no significant impact on the surrounding circulation system. The approved and entitled development, before the reduction of 38 hotel rooms, would generate a total of 1,191 daily trips.

For purposes of this analysis, the approved daily trips (1,191) were converted to equivalent hotel rooms using an average daily traffic (ADT) trip rate for Business Hotels (6.66) obtained from the ITE Trip Generation Manual and the City of Costa Mesa, resulting in 179 hotel rooms. After discounting the 38 hotel rooms that would have been removed as part of the approved project (discussed above), the equivalent approved rooms would be 141. The currently proposed project would expand the hotel by 150 hotel rooms, resulting in a net increase of 9 hotel rooms and 60 daily trips. Table 1 (attached) summarizes the trip generation calculations.

CONCLUSION

The approved and entitled project had no significant impact on the surrounding intersections as summarized in the 2007 EIR Traffic Study. The currently proposed project would generate a negligible amount of additional daily trips (60 trips), and therefore is expected to also not have a significant impact.



March 25, 2016
Alex Asli, AIA
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Reference: 3350 Avenue of the Arts/Starwood Hotel Project Trip Generation Analysis Summary

Sincerely,

STANTEC CONSULTING SERVICES INC.

Maria Manalili, AICP, PTP
Senior Transportation Planner
Phone: (949) 923-6072
Maria.Manalili@stantec.com

Attachment: Table 1 Starwood Hotel Expansion Project – Trip Generation Summary

cc. Daryl Zerfass, Stantec
Cathy Lawrence, Stantec

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Table 1 Starwood Hotel Expansion Project – Trip Generation Summary

Land Use	Units	ADT
Approved 2007 Project		
Condo	120 DU	806
Retail	1.74 TSF	75
Bar/Lounge	3.45 TSF	310
Total		1,191
Approved Hotel Rooms ¹ (Equivalent)	179 Room	
Approved 2007 Project - Hotel Room Reduction	-38 Room	
Total Approved Rooms (Equivalent)	141 Room	
Proposed Hotel Expansion		
	150 Room	
Net Change – Proposed vs. Approved	9 Room	60
Trip Rate		
Business Hotel ²	Room	6.66
¹ Total Approved 2007 EIR Traffic Study ADT divide by Business Hotel ADT rate (1,191/6.66) ² Source: ITE Business Hotel Land Use Category 312, 9 th Edition and City of Costa Mesa		

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TABLE 2
 "TYPICAL" WEEKDAY (MONDAY - FRIDAY) SHARED PARKING ANALYSIS [1]
 3550 Avenue of the Arts Hotel Project, Costa Mesa

Land Use	(1) Wyndham Hotel	(2) Hotel Restaurants	(3) Conference / Meeting	(4)
Size	388 Rooms	8,500 SF	13,900 SF	Hotel Shared Parking Demand
Pkg Rate	0.50 Sp/Room	10 Sp/1000 SF	10 Sp/1,000 SF	
Rq'd Spaces [2]	Spaces 194	Spaces 96	Spaces 161	
Adjustments	---	w/67% non-guest	w/50% non-guest	
Time of Day	Hourly Parking Demand [3]	Hourly Parking Demand [3]	Hourly Parking Demand [3]	
6:00 AM	133	0	0	133
7:00 AM	144	6	0	150
8:00 AM	161	19	24	204
9:00 AM	147	6	49	202
10:00 AM	138	6	49	193
11:00 AM	138	3	49	190
12:00 PM	132	64	53	249
1:00 PM	132	64	53	249
2:00 PM	138	21	53	212
3:00 PM	138	6	53	197
4:00 PM	141	6	53	200
5:00 PM	138	19	81	238
6:00 PM	134	35	81	250
7:00 PM	125	38	81	244
8:00 PM	131	45	81	257
9:00 PM	139	43	81	263
10:00 PM	139	38	41	218
11:00 PM	141	26	41	208
12:00 AM	139	19	0	158

Notes:[1] Based on weekday hourly parking accumulation percentages provided in Urban Land Institute (ULI) *Shared Park*

[2] See Appendix A for details on the shared parking calculations for each project component.

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TABLE 3
"TYPICAL" WEEKEND (Saturday) SHARED PARKING ANALYSIS [1]
3550 Avenue of the Arts Hotel Project, Costa Mesa

Land Use	(1) Wyndham Hotel	(2) Hotel Restaurants	(3) Conference / Meeting	(4)
Size	388 Rooms	8,500 SF	13,900 SF	Hotel Shared Parking Demand
Pkg Rate	0.5 Sp/Room	10 Sp/1000 SF	10 Sp/1,000 SF	
Rq'd Spaces [2]	Spaces 194	Spaces 96	Spaces 161	
Adjustments	---	w/67% non-guest	w/50% non-guest	
Time of Day	Hourly Parking Demand [3]	Hourly Parking Demand [3]	Hourly Parking Demand [3]	
6:00 AM	146	0	0	146
7:00 AM	153	6	0	159
8:00 AM	164	19	24	207
9:00 AM	149	6	49	204
10:00 AM	136	6	49	191
11:00 AM	136	3	49	188
12:00 PM	129	64	53	246
1:00 PM	129	64	53	246
2:00 PM	136	21	53	210
3:00 PM	136	6	53	195
4:00 PM	141	6	53	200
5:00 PM	143	19	81	243
6:00 PM	141	35	81	257
7:00 PM	135	38	81	254
8:00 PM	143	45	81	269
9:00 PM	150	43	81	274
10:00 PM	150	38	41	229
11:00 PM	155	26	41	222
12:00 AM	154	19	0	173

Notes:

[1] Based on weekend hourly parking accumulation percentages provided in Urban Land Institute (ULI) *Shared Parking*

[2] See Appendix A for details on the shared parking calculations for each project component.