

January 29, 2013

Howard Kaufman
Storrs Center Alliance, LLC
c/o LeylandAlliance LLC
P.O. Box 878 – 233 Route 17
Tuxedo Park, NY 10987

**RE: *Storrs Center
Proposed Inclusion of Hotel
Analysis of Potential Impacts to Master Parking Study***

Dear Mr. Kaufman:

Desman Associates prepared the original Master Parking Study that was approved by the Planning and Zoning Commission as part of a zoning map amendment to the Storrs Center Special Design District. At your request, we have analyzed the potential impact of modifying the land use mix in Storrs Center to include a 100 unit hotel instead of 100 residential units. For the reasons set forth below, it is our opinion that this change will have no negative impact on parking in Storrs Center and is consistent with the conclusions that we reached in the original Master Parking Study.

Within the approved Master Parking Study for Storrs Center, Desman established a base parking demand ratio of 1.25 spaces per residential unit in Storrs Center. This ratio was consistent with Urban Land Institute (ULI) recommendations at the time, and reflected the types of residential uses and parking structures to be built in Storrs Center. The base demand ratio was not adjusted to reflect the potential impacts of modal use¹, internal capture², variation in demand according to time of year (i.e. seasonality) or variation in demand according to time of day.³

The Urban Land Institute's *Shared Parking: Second Edition* is considered the authoritative text on establishing and projecting parking demand requirements in mixed-use settings. Within this manual, the ULI recognizes two types of hotel: a business hotel, which sees higher use on weekdays, and a leisure hotel, which experiences increased utilization on weekends. The ULI recommends a base ratio of 1.25 spaces per room on a weekday and 1.08 spaces per room on a weekend day for business hotels and 1.15 spaces per room on a weekday and 1.18 spaces per room on a weekend day for leisure hotels.

Whether one characterizes the hotel use in Storrs Center to function more like a business hotel or more like a leisure hotel, the base demand ratios recommended by the ULI for hotel uses are equivalent to or less than the base demand ratios applied to residential units in the Master

¹ Referenced within the analysis as the percentage of users likely to arrive on site by means other than a single-occupant personal vehicle.

² Also referred to in this study as "synergy" or the percentage of users captive to one land use but also patronizing others.

³ Variations in demand by time of day were not included in calculations because it was conservatively assumed that all parking associated with residential users would be exclusively reserved for their use.

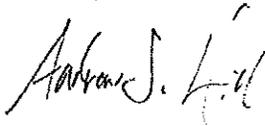
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Parking Study prepared for Storrs Center. For these reasons, Desman projects that any modification of the Storrs Center land use mix from residential units to hotel uses will have no negative impact on the ability of the Storrs Center parking supply to adequately accommodate parking demand across the project. In fact, hotel uses may experience some reductions in parking demand as a result of intermodal impacts⁴, variations in demand according to time of day⁵, and variations in demand due to time of year⁶. These factors could reduce parking demand generated by hotel land uses by up to 50% relative to the base demand ratio, depending on the time of day and year.

Modifying the Storrs Center land use mix by shifting 100 residential units to a 100 room hotel could also have a positive impact on the parking supply/demand dynamics across the project area as a whole. The Master Parking Study assumed that all of the parking spaces provided for residences (at a ratio of 1.25 spaces per unit) would be set aside exclusively for residential use. With a hotel, it is possible that some of the required parking spaces could be provided on a shared basis with other uses in Storrs Center with complementary use schedules, depending on specific demand factors such as time of day and time of year demand within the project. This could result in greater efficiency of parking usage across the entire project area.

I would be happy to answer any questions that you might have.

Sincerely,



Andrew S. Hill
Senior Consultant
DESMAN Associates (Boston)

⁴ Especially if the hotel offered shuttle service between the hotel and area modal hubs such as airports, train stations or bus stations.

⁵ Hotel occupancy can vary between 50% and 100% depending on the type of hotel and month of the year, reducing the base demand ratio by the same percentage.

⁶ Room occupancy (for visitors) can drop as low as 55% for business hotels and 65% of leisure hotels at mid-day, thereby reducing parking demand during standard business hours well below the basic demand ratio for the land use.