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RADWAY & WEAVER

Planning & Development Consultants

February 3, 2003

505 Westminister Drive
Chapel Hill, NC 27514Cal Horton
Town Manager
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, NC 27516

RE: Residence Inn Mixed-Use Development Application

Dear Mr. Horton:

The Council at its Public Hearing on January 22, 2003 asked that staff to provide additional information to the Council on several matters. With respect for their request for additional traffic analysis we offer the following information and comments for your consideration. We would expect to make this same information available to the Council and the advisory boards that will review the application during the month of February.

Traffic Analysis Requests

We heard requests for two additional analyses.

1. One request was for an analysis of the Erwin Road corridor and intersections near 15-501 if Weaver Dairy Road is not connected to Sage Road.

As we understand the current traffic analysis by the Town's consultant and the "tentative" schedule for Weaver Dairy Road improvements, the buildout year analysis (2005) does not have Weaver Dairy connected to Sage Road. The larger corridor analysis for 2025 does contain the connection of Weaver Dairy to Sage. We think that knowing the traffic repercussions in the 15-501 corridor of not connecting Weaver Dairy to Sage Road is important for residents and the Council. Although this analysis will be useful, it is a step beyond what we believe an applicant should be responsible for funding.

2. The second request is for a comparison of traffic generated by our application and several forms of medium density residential development.

We believe that Ramey Kemp & Associates, Inc., the Town of Chapel Hill Traffic Consultant, has erroneously used the Full Service Hotel traffic generation rates of the ITE (ITE Land Use Code 310) rather than the all Suites Hotel ITE trip generation rates (ITE Land Use Code 311).

While your consultant has stated that his choice of the Hotel – Land Use Code #310 is to provide a “worst case” or “conservative” analysis, those rates estimate total daily traffic to be 68% higher than traffic from an All Suites Hotel.

Attached to this letter are the land use descriptions for hotel/motel uses as they are reported and described in *Trip Generation*, 6th Edition published by the Institute of Transportation Engineers. Highlighted below are the pertinent elements of their description.

Land Use Code No.	Land Use Description
310	Hotel – “. . . places of lodging that provide sleeping accommodations, restaurants, cocktail lounges, meeting and banquet rooms or convention facilities, and other retail and service shops.”
311	All Suites Hotel – “. . . places of lodging that provide sleeping accommodations, a small restaurant and lounge, and a small amount of meeting space. Each suite includes a sitting room and separate bedroom; often, limited kitchen facilities are provided within the suite.”
312	Business Hotel – “. . . places of lodging aimed toward the business traveler. They provide sleeping accommodations and other limited facilities such as a breakfast bar and an afternoon beverage bar (no lunch or dinner is served, and no meeting facilities are provided).
320	Motel – “. . . places of lodging that provide sleeping accommodations and often a restaurant.”
330	Resort Hotel

Clearly, the proposed Residence Inn is an All Suites Hotel that provides a breakfast room/lounge and a small meeting room that will hold about 30 people.

Shown in the table below are the trip generation rates for the lodging facilities described above.

Land Use Code No.	Trips per Room ¹		
	Daily	AM Peak	PM Peak
310	8.23	0.56	0.61
311	4.90	0.38	0.40
312	N/a	N/a	N/a
320	5.63	0.45	0.47

¹ *Trip Generation*, 6th Edition

The difference in trips generated using the rates for the All Suites Hotel (the correct land use code for the Residence Inn) and the Hotel (the incorrect full service hotel category used by Ramey Kemp & Associates, Inc.) is shown below.

Land Use Code	Trips for 108 Suites		
	Daily Traffic (vpd)	AM Peak Hour (vph)	PM Peak Hour (vph)
310 – Full Service Hotel	889	61	64
311 – All Suites Hotel	529	41	43

We believe that the correct trip estimates are those associated with ITE Land Use Code 311, All Suites Hotel, and

We believe that the Town’s Consultant has severely overestimated the amount of traffic that will be generated by the Residence Inn proposal.

Comparison of Trips from Mixed Use Proposal and Potential Residential Development

We are providing you with our analysis of trips generated by our mixed-use proposal, a 72-unit apartment development, and a 53 dwelling unit attached single-family development. The residential developments could be developed with same amount of square feet as we have in our proposed mixed-use proposal.

Land Use Code	Quantity	Daily Traffic (vpd)	AM Peak Hour (vph)	PM Peak Hour (vph)
Mixed Use Proposal		585	47	50
All Suites Hotel (311)	108 Suites	529	41	43
Gen. Office (710)	3,000 SF	33	5	5
Condominiums (230)	4 Dwellings	23	1	2
Apartments (220)	72	566	39	58
Attached Single Family (210)	53	578	47	61

The information in this table shows that the total daily traffic from these three potential uses is almost identical. The AM Peak Hour traffic is estimated to be the same for Single Family and Mixed-Use. The PM Peak Hour traffic is estimated to be highest for the Single Family use and lowest for the Mixed-Use.

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We would like to discuss our traffic comparison assessment with you and other appropriate town staff in a timely manner.

Sincerely,

A handwritten signature in cursive script that reads "Scott Radway". The signature is written in black ink and is positioned above the printed name.

Scott Radway, AICP

CC: Gene Singleton, Summit Hospitality Group, Ltd.
encl. (4)

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Land Use: 310 Hotel

Description

Hotels are places of lodging that provide sleeping accommodations, restaurants, cocktail lounges, meeting and banquet rooms or convention facilities, and other retail and service shops. Some of the sites included in this land use category are actually large motels providing the facilities of a hotel noted above.

Additional Data

Studies of hotel employment density indicate that, on the average, a hotel will employ 0.9 employees per room.¹

Thirty studies provided information on occupancy rates at the time the studies were conducted. The average occupancy rate for these studies was approximately 63 percent.

The hotels surveyed were primarily located outside central business districts in suburban areas.

The sites were surveyed from the late 1960s to the 1990s throughout the United States.

For all lodging uses, it is important to collect data on occupied rooms as well as total rooms in order to accurately predict trip generation characteristics for the site.

Source Numbers

4, 5, 12, 13, 18, 55, 72, 170, 187, 254, 260, 262, 277, 280, 301, 306, 357, 422, 436

¹ Buttke, Carl H., Unpublished studies of building employment densities, Portland, Oregon.

(54)

Land Use: 311 All Suites Hotel

Description

All suites hotels are places of lodging that provide sleeping accommodations, a small restaurant and lounge, and a small amount of meeting space. Each suite includes a sitting room and separate bedroom; often, limited kitchen facilities are provided within the suite. These hotels are located primarily in suburban areas.

Additional Data

The peak hour of the generator typically coincides with the peak hour of the adjacent street traffic.

Only one hotel provided employment data; this site had 0.10 employees per room.

Four studies provided information on occupancy rates at the time the studies were conducted. The average occupancy rate for these studies was approximately 74 percent.

The sites were surveyed in the mid-1980s and the 1990s in suburban Atlanta and Florida.

For all lodging uses, it is important to collect data on occupied rooms as well as total rooms in order to accurately predict trip generation characteristics for the site.

Source Numbers

216, 436

(55)

Land Use: 312 Business Hotel

Description

Business hotels are places of lodging aimed toward the business traveler. They provide sleeping accommodations and other limited facilities, such as a breakfast buffet bar and an afternoon beverage bar (no lunch or dinner is served, and no meeting facilities are provided). Each unit is a large single room. All locations nationwide are in suburban areas.

Additional Data

The peak hour of the generator typically coincides with the peak hour of the adjacent street traffic.

The sites were surveyed in the late 1980s in suburban Atlanta and Dallas; all of the sites had approximately 130 rooms and employed 8 to 12 persons.

For all lodging uses, it is important to collect data on occupied rooms as well as total rooms in order to accurately predict trip generation characteristics for the site.

Source Numbers

216, 306

(56)

Land Use: 320 Motel

Description

Motels are places of lodging that provide sleeping accommodations and often a restaurant. Motels generally offer free on-site parking and provide little or no meeting space.

Additional Data

Typically, the average employment at motels is much lower than at hotels.

Twenty six studies provided information on occupancy rates at the time the studies were conducted. The average occupancy rate for these studies was approximately 78 percent.

The sites were surveyed from the late 1960s to the mid-1990s throughout the United States.

For all lodging uses, it is important to collect data on occupied rooms as well as total rooms in order to accurately predict trip generation characteristics for the site.

Source Numbers

2, 4, 11, 12, 13, 72, 88, 92, 172, 187, 191, 193, 277, 295, 300, 357, 439, 443