



David Christa  
Chief Executive Officer  
Christa Development Corporation  
119 Victor Heights Pkwy.  
Victor, NY 14564

January 25, 2016

RE: Canandaigua Finger Lakes Resort – Canandaigua, NY  
Parking Study Letter of Findings

Dear Mr. Christa,

The purpose of this Letter of Findings is to summarize the analysis performed by McFarland Johnson, Inc. (MJ) to determine the appropriate parking spaces required for the proposed Canandaigua Finger Lakes Resort on Lakeshore Boulevard, City of Canandaigua, New York. Determining the parking demand for a Hotel/Conference Center is a complex task. The proposed development has several distinctive aspects which will be discussed within this letter that adds to the complexity of determining the appropriate number of parking spaces necessary to successfully accommodate the various land uses utilizing the parking areas.

#### Previous Studies

This analysis is a revision and update to the “Steamboat Landing Hotel and Conference Center Parking Assessment” which was completed by Douglas C. McCord and Stantec, Inc. in August 2009, and last revised January 2013. Several key components for the project have changed since the prior parking study was completed; these include a new owner/developer, new site plan, revised lodging uses, revised conference/banquet facilities and revised dining/entertainment facilities. The previous parking assessment was approved by the City of Canandaigua; however due to these significant changes in the project, a revised parking analysis is warranted to ensure the appropriate number of parking spaces is provided for the site.

#### Technical References

Similar to the previous study, the following national and local documents were used to aid in determining the parking demand:

- City of Canandaigua zoning code for Mixed Use Building (Article VIII Special Regulations, Sect, 850-50.A.(14))
- “Parking Generation”, 4<sup>th</sup> Edition (2010) published by the Institute of Transportation Engineers
- “Shared Parking” Published by the Urban Land Institute, January 2005

#### Existing Conditions

The site is currently under construction with some public parking available in the city owned parking lot portions of the overall development site. Regardless of the parking demand for the proposed

development, the site must accommodate the existing parking demand for the “Canandaigua Lady” and general visitors to the lake, trails and park area which currently park on-site.

The “Canandaigua Lady” is a dinner/party cruise boat that docks on the pier along the site’s lake front and has a maximum guest capacity of 145 people. The cruises run from May through October with public lunch and dinner cruises scheduled regularly and also accommodates private charter events. Recreational visitors utilize the site parking as well on a seasonally basis as the primary attractions are the adjacent lake, parks and the trail systems.

There are approximately 155-170 public parking spaces to the west of the site on Lakeshore Drive that are more desirable for the Kershaw Park patrons; however based on research performed by the previous study, an estimated 30 spaces are occupied during the typical peak demand for access to Lagoon Park, kayak access to the lake and Kershaw Park overflow during the summer months. It should be noted that during several festivals, running races and other miscellaneous events, the parking demand is significantly higher as the parking lot and/or waterfront area are often used to accommodate these events. This parking demand is not included in the quantitative parking calculations as these events do not occur on a regular basis.

#### Proposed Conditions

The proposed project includes a 208-room hotel, pool and fitness facilities, 8,864 square feet of conference room space, 4,250 square foot restaurant with 1,800 square foot outdoor patio, a lake side tiki bar, two event tents and a parking garage. The proposed site, as shown on Final Site Plan, Dwg. 708, S-1 dated January 25, 2016 by McCord Landscape Architecture, shows 33 parking spaces on the northern portion of the owners property (Lot A), 102 parking spaces in the northwest corner on property owned by the city (Lot B), 86 spaces in the northeast corner of the owners property (Lot C), 124 parking spaces in the southeast corner area owned by the City (Lot D), and a proposed 4-level parking garage attached to the resort building with 357 parking spaces. The total number of parking spaces shown is 702 spaces.

Parking generation rates were assigned to the individual major land uses proposed within the site to determine a maximum base parking demand. These rates were determined by comparing national resources, local parking code for multi-use building development, familiarity with local trends and research/interviews performed as part of the previous parking study for the site. The analysis followed the industry standard which utilizes the 85<sup>th</sup> Percentile statistical peak to establish an appropriate parking capacity. The results of this comparison are shown in Table 1, with the overall base parking demand rates used for the project listed in the far right column.

**Table 1 – Parking Rate Calculations**

	ITE Parking Generation Manual (1)				City of Canandaigua Zoning Code Requirements (Mixed Use Building)		ULI Shared Parking (2)		Base Parking Study Rate
	Unit	85th Percentile Parking Demand			Unit	Overall	Units	Overall	Weekday
		Weekday	Friday	Saturday					
HOTEL ROOMS (ITE, 73-77) (ULI p. 16, 33 & 36)	Vehicles per Occupied Room	1.08	1.08	1.54	Spaces Required Per Room	1.25	Spaces Per Room	0.9	<b>1.0</b> Per Room
QUALITY RESTAURANT (ITE, Land use 931 - Quality Restaurant, Pg. 306-311)	Vehicles per 1000 GFA	14.2	19.0	22.7	Spaces Required Per 1000 sf	10	Spaces Per 1000 sf	10	<b>10</b> Per 1,000 SF
CONFERENCE/BANQUET/ WEDDING (3)	NA			Spaces Required Per Seat	0.5	Spaces Per 1000 sf	20	<b>0.45</b> Per Seat	
CANANDAIGUA LADY	Vehicles Per Seat	0.52		Vehicles Per Seat	0.5	Spaces Per 1000 sf	17	<b>0.5</b> Per Person	
PARK & TRAILS (4)	NA								<b>30 Total</b>

Notes:

(1) ITE Parking Generation Manual, 4th Editions (2010)

(2) ULI Rates from previous approved parking study were re-applied for this study.

(3) Conference Parking rate from the previous approved parking study was re-applied for this study.

(4) Estimated based on research from previous report. During festivals, races and other events in the area, the parking demand is significantly higher.

The proposed site has a variety of existing and proposed land uses; because of this, there will be some overlap of parking demand, meaning the appropriate parking accommodations are less than the total of all the individual uses combined (Maximum Base Parking Demand). For example, a significant portion of the hotel guest will also be conference attendees and/or restaurant customers. The ULI rates were weighted when determining the appropriate study rate as this publication estimates the amount of shared parking when determining the recommended parking demand rate for mixed-use developments similar to the proposed. The ULI’s rate for conference rooms, for example, is reduced by 33% when located in the same complex as a hotel facility. On top of the weighted parking rates, a multi-use credit was applied given the nature of the proposed development and the anticipated high percentage of hotel guests that will be associated with the on-site conferences/receptions and other events.

Various land uses utilizing a single parking field will also often result in a smaller parking demand than the individual uses because the peak demands for the different land uses will occur during different times of day and times of the year. To account for this, utilization/occupancy percentages were applied for time of day and season of the year. The utilization/occupancy rates are based on significant research and case studies used in the ITE Parking Generation manual which provides specific percentages for hotels and restaurants. The utilization and occupancy percentages used in the analysis for all land uses are identical to those used in the previously parking study which was approved by the City of Canandaigua.

The various factors utilized to refine the Maximum Base Parking Demand to realistic parking space requirements unique to the proposed site, along with the resultant parking demands, are shown in Tables 2, 3 and 4.





**Table 4 - Summer Parking Demand**  
Summer Months (June 1 to Oct. 1)  
**Parking Demand**

**Parking Spaces Provided = 702**

	Size Units	Parking Rate	Maximum Base Parking Demand	Weekdays						Weekends					
				Time			Time			Time			Time		
				6 a.m.	2-3 p.m.	8 p.m.	6 a.m.	2-3 p.m.	8 p.m.	6 a.m.	2-3 p.m.	8 p.m.	6 a.m.	2-3 p.m.	8 p.m.
				Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization	Occupancy/Utilization
HOTEL ROOMS (1) (ITE, 70-75) (ULI p. 16, 33 & 36)	208 Rooms	1.0	208	80%	167	56%	117	68%	142	85%	177	60%	125	72%	151
RESTAURANT (ITE, 260-262) Indoor Outdoor Patio Seating Tiki Bar/Grill	4.25 KSF	10	43	Not Open	0	50%	22	100%	43	Not Open	0	100%	43	100%	43
	1.8 KSF	10	18	0%	0	50%	9	100%	18	0%	0	100%	18	100%	18
	1.5 KSF	10	15	0%	0	50%	8	100%	15	0%	0	100%	15	100%	15
CONFERENCE (2) Indoor (3) Tent #1 - 2800 SF Tent #2 - 4000 SF	590 seats	0.45	266	0%	0	100%	266	60%	160	0%	0	100%	266	100%	266
	185 seats	0.45	84	0%	0	100%	84	60%	51	0%	0	100%	84	100%	84
	265 seats	0.45	120	0%	0	100%	120	60%	72	0%	0	100%	120	100%	120
CANANANDAIGUA LADY (2)	145 guests	0.5	73	Not Open	0	80%	59	66%	49	Not Open	0	80%	59	66%	49
LAKE PARK & TRAILS (2)	1 total	30 Total	30	0%	0	75%	23	25%	8	50%	15	100%	30	25%	8
		SUB TOTAL	857	167	708	558	558	558	558	192	760	754	760	754	754
		Mult-Use Credit		0	-70	-85	-85	-85	-85	0	-75	-91	-75	-91	-91
		<b>Total Site Parking Demand</b>		<b>167</b>	<b>638</b>	<b>473</b>	<b>473</b>	<b>473</b>	<b>473</b>	<b>192</b>	<b>685</b>	<b>663</b>	<b>685</b>	<b>663</b>	<b>663</b>
		Overall Site Projected Occupancy/Utilization	100%	19%	74%	55%	55%	55%	55%	22%	80%	77%	80%	77%	77%

**Notes:**

- (1) Hotel occupancy based on seasonal occupancy factors as well as time of day occupancy factors, both based on the ITE Parking Generation Manual
- (2) Estimated utilization rates.
- (3) Indoor conference space (8864 SF Total) includes the Ballroom, Jr. Ballroom, Meeting Rooms and Board Room utilizing Banquet Style Seating in the Ballrooms (Average Occupancy Rate during use)



### Required Parking Accommodations

The parking demand tables show that the proposed site is estimated to generate a need for a range of 349 spaces to 685 spaces at any given day throughout the year. The summer and early fall season from approximately June 1<sup>st</sup> to October 1<sup>st</sup> has the highest parking demand with the peak being in the afternoon/early evening. The primary contributor to the parking demand is the conference space which requires parking year round to accommodate conferences/conventions in the Spring/Fall, weddings/receptions in the Spring/Summer/Fall and special events during the winter months. The proposed site plan with 345 surface parking spaces and 357 parking garage spaces provides a total of 702 parking spaces which meets the anticipated parking demand generated by the proposed development and adjacent area.

### Benefits of the Parking Garage

Based on the projected parking demand calculated in the previous tables, the proposed parking garage is required to meet projected parking demands, specifically during the summer months when occupancy levels for all uses are the highest and the outdoor facilities are being utilized. The parking garage not only meets the areas parking demands, but also provides the following benefits:

- **Control of Parking** – The parking garage would typically be reserved for hotel/conference guests. The garage allows the owner to control the usage of the garage spaces and ensure his customers that there will be guaranteed parking for all their event attendees, particularly during scenarios when other large events or festivals in the area are also occurring simultaneously.
- **Convenient Covered Parking** – Three quarters of the garage parking spaces are covered and removed from the elements. This is important for the hotel/conference center, particularly in the winter months. The snow removal effort is significantly less for the parking garage in comparison to surface parking lots of equivalent parking capacity.
- **Site Aesthetics** – The parking garage will have a facade similar in material/decor as the hotel building creating an attractive and homogenous look. This allows for additional green space on the site for enhanced landscaping as opposed to a sea of asphalt necessary for appropriate surface parking lots.
- **Reduced Environmental Impacts** – The parking garage impervious footprint is significantly less than surface lots of similar capacity, allowing for additional pervious surfaces and reduced impact to stormwater runoff. As previously mentioned, the reduced snow removal effort over the lifetime of the resort also has environmental benefits.

### Conclusion

Having the necessary parking for a resort development of this nature is key to a creating a successful business with repeat clientele. Parking in the city portion of Canandaigua Lake is extremely variable and dependant on the season and events in the area. The lake front area at the north end of Canandaigua Lake is a popular entertainment district during the summer months and parking shortages are apparent at similar facilities on the lake during fair weather weekends. Guaranteed parking during this peak season is crucial to the viability and health of both the public and private sector uses.

The parking analysis revealed that the proposed site plan will provide adequate parking spaces for the proposed Canandaigua Finger Lakes Resort as well as the existing parking demand from the current area attractions during the summer season. The proposed parking garage is necessary for the proposed development's parking demand and provides a number of other benefits to the site.

Please do not hesitate to call should you require additional information or have any questions.

Sincerely yours,

McFARLAND-JOHNSON, INC.



Adam J. Frosino, PE  
Project Manager

Cc. Doug C. McCord, McCord Landscape Architecture  
Jerry Goldman, Woods Oviatt Gilman