



December 04, 2014

## SHERATON BLOOMINGTON HOTEL RENOVATION PROJECT NARRATIVE

TO: City of Bloomington Zoning

FROM: Heather Whalen, ESG Architects

RE: Sheraton Bloomington Hotel Renovation Project Narrative

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The renovation of the Sheraton Bloomington Hotel (formerly the Sofitel) is primarily an interior facelift to give the hotel new life as well as bring the design in line with Sheraton's standards. The interior work includes new finishes and furniture in all guestrooms, the addition of a new interior elevator to serve the public spaces, renovated lobby and restrooms, and conversion of some of the existing restaurant square footage into two new conference style meeting rooms. The remaining square footage of the existing restaurant will be renovated into a new dining concept.

The exterior and site work is intended to update the look of the existing porte cochere structure and to improve handicapped accessible parking. The exterior work will include new cladding on the existing Porte cochere structure, a new sidewalk café area adjacent to the existing restaurant, raising the grade slightly at the entry drive aisle to improve accessibility, new handicapped accessible sidewalk access to accessible parking, creation of the required number of accessible parking spaces near the hotel and restaurant entrances, and a new handicapped accessible sidewalk access to accessible parking. The landscaping will also be improved.

The site plan was most recently approved by Bloomington City Council at 675 parking spaces in 1983. The current uses within the building require 683 parking spaces per Bloomington City Code. Following the interior renovation of the spaces as we propose here, the required number of parking spaces per Bloomington City Code is 684. A shared parking study was conducted per ULI Shared Parking methodology in which shared uses between the hotel, restaurant, and banquet rooms were evaluated. That study supports a greater reduction due to shared use than the precedent of approving a shared use reduction of restaurant parking by 33% and banquet room parking by 25%. Applying this same rationale to our site would result in a required parking count of 580 spaces for our proposed renovation.



November 11, 2014 (revised)  
City of Bloomington

## SHERATON BLOOMINGTON HOTEL PARKING ANALYSIS

ESG Architects presents the following parking analysis for the Sheraton Bloomington Hotel site in order to request parking reduction flexibility measures. We are not traffic engineering professionals, but as we are seeking a reduction of 10% or less in the total number of required constructed parking spaces, the owner is not required to provide a parking study per Bloomington, MN Code of Ordinances, Chapter 21 Zoning and Land Development, Section 21.301.06(c). We have utilized the calculation methodology described in "Shared Parking, Second Edition" by Mary S. Smith of the Urban Land Institute (ULI) and the International Council of Shopping Centers, 2005 to calculate our proposed parking solution for the Sheraton Bloomington Hotel site.

### Executive Summary

The following proof of parking measures demonstrates that the amount of parking required by the City of Bloomington is in excess of what will actually be utilized when shared parking between each of the land uses is considered. Our proposed site plan accounts for 620 parking spaces, which is an **8% reduction** from City requirements.

### Project Program Information

The Sheraton Hotel in Bloomington is a mixed use building, housing a Business Hotel, a Fine/Casual Dining restaurant, and Meeting Rooms/Banquet spaces. The Urban Land Institute (ULI) provides many statistics on these land uses. According to ULI, hotels and restaurants are inherently complementary land uses. They have different operating hours and different peak parking demands. Because of their seasonal nature, much information is available regarding their peak parking demands based on weekday vs. weekend, month, and time of day. ULI treats Meeting Rooms and Banquet facilities as if they have steady use throughout the year, so parking demand factors remain constant year round. In contrast, the ULI assigns recommended base parking ratios to Business Hotel and Fine/Casual Dining that reflect a Business Hotel's peak use during the week and a Fine/Casual Dining establishment's peak use during the weekend (per Shared Parking, Table 2-2). In addition, the ULI recommends Monthly Adjustment Factors for Customer/Visitor parking that indicate a Business Hotel's peak use month to be June, while a Fine/Casual Dining establishment's peak month is listed as December (per Shared Parking, Table 2-3).

### Parking Analysis Methodology

In applying the ULI recommended method of determining shared parking, one must first establish the peak accumulation of vehicles at the peak hour on a “design day” for each land use on the site. This peak number is called the Unadjusted Demand (A). The Unadjusted Demand is then adjusted for the monthly activity pattern (B), the time-of-day pattern (C), the patronage of multiple land uses on the same auto trip (D), and mass transportation such as taxis and bus routes (E). The “design day” for the Sheraton Bloomington was established to be a weekday in July at 10:00 pm. We have developed the following table per ULI recommendations to document the shared parking calculations that are particular to the multiple land uses at the Sheraton Bloomington for this peak use time.

### **Sheraton Bloomington Hotel Parking Analysis**

<b>Land Use</b>	<b>(A) Unadjusted Demand (Weekdays)</b>	<b>(B) Monthly Adjustment (July)</b>	<b>(C) Peak Hour Adjustment (10pm)</b>	<b>(D) Noncaptive Mode Adjustment*</b>	<b>(E) Mode Adjustment*</b>	<b>Total (July 10pm)</b>
<b>Business Hotel Visitor</b>	282	98%	95%	100%	50%	132
<b>Employee</b>	71	100%	20%	100%	100%	15
<b>Restaurant Visitor</b>	178	98%	95%	63%	100%	105
<b>Employee</b>	32	100%	100%	100%	100%	32
<b>Meeting Room/Banquet Visitor</b>	363	100%	50%	88%	100%	160
<b>Employee</b>	3	55%	20%	100%	100%	1
<b>Total</b>	<b>929</b>					<b>445</b>

\* These adjustment factors are based on information provided by hotel management and are specific to the Sheraton Bloomington Hotel.

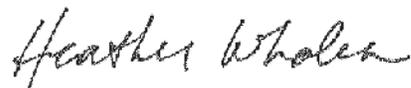
### Conclusions

Based on current City of Bloomington, MN Code of Ordinances (Chapter 21 Zoning and Land Development), **682 parking spaces** are required for the Sheraton Bloomington. This

method of calculating the required parking considers each land use separately (the so-called cornfield development) and does not consider variations in accumulation of vehicles by hour, by day, or by season at the individual land uses, or the relationships among the land uses that result in visiting multiple land uses on the same auto trip. When considering these factors per the ULI recommended method, we propose the total shared parking space requirement for the project to be **445 parking spaces**. This represents a **34%** reduction to the code requirements outlined under City Code. The new site plan we are proposing has a parking capacity of **620 parking spaces**. This represents an **9%** reduction to the City Code requirements.

Sincerely,

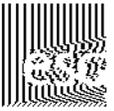
ELNESS SWENSON GRAHAM ARCHITECTS, INC.

A handwritten signature in cursive script that reads "Heather Whalen".

Heather Whalen, AIA, CID, LEED AP, Senior Associate

A handwritten signature in cursive script that reads "Terry Gruenhagen".

Terry Gruenhagen, AIA, CID, LEED AP, Vice President



## SHERATON BLOOMINGTON: CITY OF BLOOMINGTON PARKING REQUIREMENTS

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### Required Parking based on Existing Building configuration:

Hotel Guestrooms: 282 Guestrooms x 1.1 =	311 parking spaces
Existing Meeting Rooms: Cannes (630 sf) Dijon (560 sf) Lyon (420 sf) Nice (630 sf) Orleans (294 sf) Paris (630 sf) Toulouse (315 sf) Bordeaux (840 sf) Marseille (420 sf) Grand Ballroom (4,752 sf)	
Total Meeting Room Square footage of 9,491/ 15 occupants = Occupant load of 633/3 =	211 parking spaces
Existing Restaurant: Indoor Seat Count/2.5 = 348/2.5 = Outdoor Seat Count/5 = 64/5 =	140 parking spaces 13 parking spaces
Total Parking Spaces Required for Existing:	675 parking spaces

**Required Parking based on Proposed Building configuration:**

Hotel Guestrooms:  
282 Guestrooms x 1.1 = 311 parking spaces

Proposed Meeting Rooms:  
Cannes (630 sf)  
Dijon (560 sf)  
Lyon (420 sf)  
Nice (630 sf)  
Orleans (294 sf)  
Paris (630 sf)  
Toulouse (315 sf)  
Bordcaux (840 sf)  
Marseille (420 sf)  
Grand Ballroom (4,752 sf)  
New Meeting Room #1 (1,172 sf)  
New Meeting Room #2 (1,440 sf)

Total Meeting Room Square footage of 12,103/ 15 occupants =  
Occupant load of 807/3 = 269 parking spaces

Proposed Restaurant:  
Indoor Seat Count/2.5 = 232/2.5 = 93 parking spaces  
Outdoor Seat Count/5 = 44/5 = 9 parking spaces

Total Parking Spaces Required for Existing: 682 parking spaces