



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>September 10, 2014</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>September 17, 2014</u>	<input checked="" type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 202 E. Washington Avenue
Project Title (if any): AC Hotel

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: 202 E. Washington, LLC
Street Address: 1600 Aspen Commons, Suite 200
Telephone: (608-836-6060) Fax: (608-836-6399)

Company: The North Central Group
City/State: Middleton/WI Zip: 53562
Email: jlenz@ncghotels.com

Project Contact Person: Josh Wilcox
Street Address: 7780 Elmwood Avenue, Suite 204
Telephone: (608-829-1750) Fax: (608-829-3056)

Company: Gary Brink & Associates, Inc.
City/State: Middleton/WI Zip: 53562
Email: josh.wilcox@garybrink.com

Project Owner (if not applicant) : _____
Street Address: _____
Telephone: (____) _____ Fax: (____) _____

City/State: _____ Zip: _____
Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on 1/30/14.

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Josh Wilcox

Relationship to Property Architect

Authorized Signature

Date 9/10/14



WISCONSIN ENVIRONMENTAL INITIATIVE

16 N. Carroll Street
Suite 840
Madison, WI 53703-2726
(608) 280-0360
Fax (608) 280-0361
Email:
info@weigogreener.org
www.weigogreener.org

5 September 2014

Kevin Firchow, AICP
Department of Planning & Community & Economic Development
Madison Municipal Building Ste LL-100
215 Martin Luther King Jr Blvd.
P.O. Box 2985
Madison WI 53701-2985

Board of Directors

Richard Heinemann - Chair
Boardman & Clark Law Firm

Gregory Armstrong - Treasurer
Director Emeritus,
UW Madison Arboretum

Thomas J. Boldt
Boldt Company

Steve Hiniker
1000 Friends of Wisconsin

Joanne Kelley - Secretary
Madison Gas & Electric Company

Wisconsin Dept. of Natural
Resources

Tom Larson
Wisconsin Realtors Association

Jeff Simon - Vice Chair
J. Simon Design Build

Executive Director
John Imes

Advisor/ Co-founder(s)
L. Stuart Rosenberg
Richard Lehmann

Re: WEI program certification for proposed AC Hotel by Marriott

Dear Mr. Firchow:

I'm pleased to inform you that Wisconsin Environmental Initiative (*WEI), a Madison based nonprofit organization, has been selected to provide green certification for the proposed AC Hotel project to be located at the corner of East Washington Avenue and Webster Street in Madison. The AC Hotel project will be the first development of its kind in the state to achieve Green Built Home, Clean Clear Waters and Main Street Green certification.

Green Built Home is a nationally-recognized, made-in-Wisconsin green building initiative that reviews and certifies projects that meets the sustainable building and energy standards of the Green Built Home Checklist, a sustainability tool that incorporates many environmentally sensitive practices throughout the design and construction process. Since 1999, WEI has worked with stakeholders to certify over 8,000 building projects throughout the state.

Clean Clear Waters is a related program that certifies, supports and highlights development that reduces stormwater runoff. The Clean Clear Waters Checklist provides more than 40 strategies in landscape conservation, storm water management and builder operations.

Main Street Green is WEI's newest initiative focused on cultivating, educating and supporting businesses that make a strong commitment to the environment. We work with businesses that are ready to move forward with more sustainable operations. These leading "ecopreneurs" are implementing innovative "best practices" and technologies to benefit the community and environment in many ways.

Robin Pharo of The Treysta Group will serve as the certified third-party verifier to review completed Checklists, plans and other submissions, conduct site visits and document that all Basic Requirements and Green Built/Clean Clear Waters Specifications are met for the project. In addition, WEI will review the hotel operations and document that all requirements for Main Street Green certification are met.

(over, please)

By utilizing and combining these innovative green certification programs, the proposed AC Hotel will be making a strong commitment to more sustainable building and operation practices, including:

- Integration of green building systems.
- Establish a baseline of energy, solid waste, water consumption and storm water impacts.
- Pursue energy efficiency goals.
- Incorporate water-saving strategies.
- Implement best practices in landscaping and related efforts to reduce storm water run-off.
- Shift their purchasing practices to more local and environmentally responsible choices.
- Educate their customers, employees and the public about actions they can take to reduce their environmental impact.

Please feel free to contact me at (608) 280-0360 or jimes@weigogreener.org if you have any questions. In the meantime, we look forward to the AC Hotel receiving all the necessary approvals and working to create a successful project that serves as a model for more sustainable development in Madison.

Sincerely,

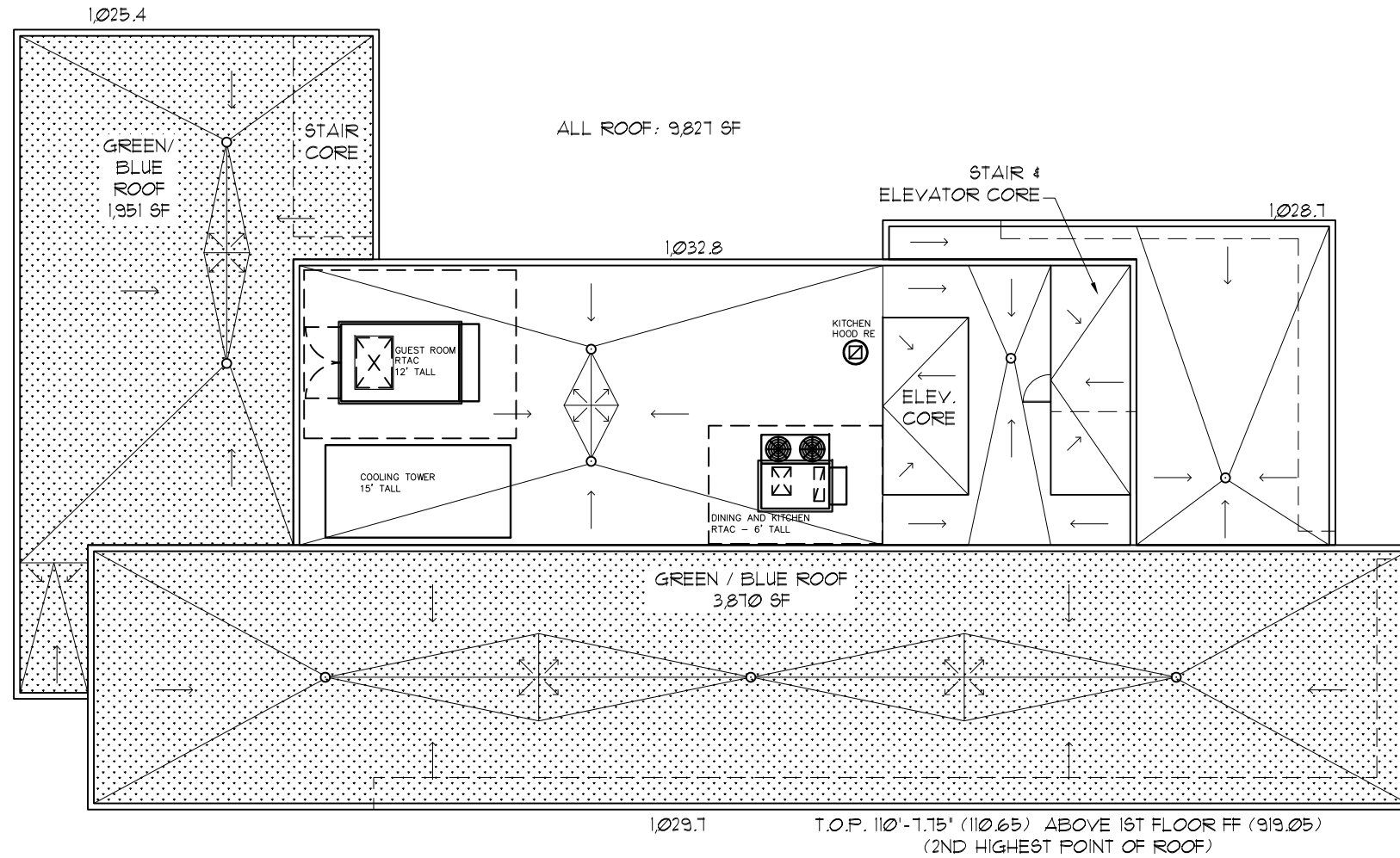
John Imes
Executive Director

WEI | www.weigogreener.org
jimes@weigogreener.org | (608)-280-0360
Mobile: 608-712-7898

* WEI works to improve the environment, economy, and quality of Wisconsin through initiatives that promote responsible business practices, sound environmental policy, green building and water stewardship. WEI has held many forums over the years covering diverse topics such as: Wisconsin Green & Growing, Green Tier Advantage, Bio-economy, Green Jobs in the New Europe, Quality Urban Development, Energy Policy, and Profit-Driven Environmental Management. Among WEI's most successful programs/partnerships include Green Built Home, Travel Green Wisconsin, and WEI's newest initiatives: Main Street Green and Clean Clear Waters.



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



ROOF PLAN
SCALE: 1/8" = 1'-0"



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON

202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Market Interconnect.

PROJECT: 201410

DRAWN BY: AR

DATE:

SCALE: AS NOTED

[DRAFT]

September 10, 2014

REQUEST FOR HEIGHT MAP MODIFICATION

HAND DELIVERED

CITY OF MADISON
DEPARTMENT OF PLANNING & PARCEL
215 MARTIN LUTHER KING JR. BLVD., RM. LL100
MADISON, WI 53703
ATTN: KEVIN FIRCHOW

Re: 202 E. Washington Avenue ("202 East") and 15 N. Webster ("15 North"), Madison, Wisconsin as shown on Exhibit A (together, the "Development Parcel")

Dear Kevin:

We submit this letter as a supplement to our request for rezoning of the Development Parcel to a Planned Development District. This letter summarizes our application for height in excess of the differing height standards currently prescribed for the Development Parcel as shown on the Downtown Height Map attached as Exhibit B (the "Height Map"). The Height Map currently provides a maximum height of 8-stories with an allowable 2-extra stories on 202 East and 6-stories on 15 North.¹ The Report of the Lamp House Block Ad Hoc Plan Committee (the "Lamp House Block Report"), which has been adopted as a supplement to the City's Downtown Plan, concurs with the Height Map with the caveat that any "height above 4 stories should require a shadow study to ensure meaningful sunlight reaches the Lamp House rooftop at the equinoxes." All of the recommendations of Lamp House Block Report, including the recommended building heights, are made with the larger goal of achieving a vision for the Lamp House Block resulting in "a thoughtful and vibrant built environment that...recognizes the potential economic value of heritage tourism for the Lamp House when accessible to the public."

As an alternative to the current Height Map, our application for excess height respectfully requests a modification to accommodate 10-stories on less than 4,500 square feet of the Development Parcel as shown on Exhibit C (the "Requested Standards"). In addition to allowing the development of an exceptionally-designed and higher quality building than could be achieved without the additional stories, we believe the Requested Standards result in a more compatible

¹ A prior developer had proposed a hotel development located entirely on the 202 East Washington lot. That proposal was withdrawn due largely to traffic and other logistical concerns. Subsequently, a 6-story multi-family development located on North Webster Street has been approved (the "Rouse Project"). In order to address the logistical concerns presented by the original hotel development and avoid an "orphaned" property between the Rouse Project and this development, we were encouraged by the City to include 15 North Webster as part of the Development Parcel.

development with neighboring properties that facilitates the adopted goals of the Lamp House Block Report by promoting heritage tourism through the creation of the first publicly-accessible pedestrian path to the Lamp House and guestrooms overlooking the Lamp House while still ensuring meaningful sunlight reaches the Lamp House rooftop at the equinoxes. We would also be willing to establish a room package that would further promote and celebrate the Lamp House history and Frank Lloyd Wright influences on the block. To that end, it is our belief that the deviation from six to ten stories on 15 North is consistent with the report's vision and will allow us to proceed with a project honoring and respecting that vision.

In reviewing our application, please consider the following:

Specific Standards for Review of Excess Height Applications under Planned District Developments

The City's Zoning Code specifically allows the Plan Commission to grant approval for applications of height in excess of the Height Map if it finds each of the following conditions present:

1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces; and
2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories. 28.098(2)(g)(1 & 2).²

Understanding the above standards should consider the recommendations made by adopted plans (discussed in more detail below), we believe our aggregate land-use submittal (including, contextual photos and renderings of our proposed building) provides ample support for a finding of compatibility between our proposed project and its surrounding built (and to be built) environment. Similarly, the second standard can be met by itemizing the multiple building enhancements included in this project. Namely, the architectural design, existence of underground parking, green build features (including the large green-roof canopy), omission of 'walpaks', incorporation of 15 North, 360-degree treatment of the exterior façade and high quality of interior fit and finishes are all demonstrative building qualities unachievable by a privately-financed development lacking the requested additional stories.

General Plan Recommendations and Lamp House Block Vision

More generally, the Planned Development District standards include a requirement to "facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans" 28.098(2)(b). While our project meets the goals of both the Comprehensive Plan and the Downtown Plan, this letter focuses on how the Requested Standards facilitate the recommended goals of the Lamp House Block Report. While the Lamp House Block Report does not focus specifically on 15 North or 202 East, (as neither is adjacent

² Standards 3 & 4 are not listed as they are not applicable to this project.

to the Lamp House parcel), it does provide an overall four-point vision for the entire Lamp House block.

Those four points are aimed at achieving "a thoughtful and vibrant built environment that:

1. Balances historic preservation and economic development values by encouraging appropriate development around the Lamp House; and
2. Recognizes the potential economic value of heritage tourism for the Lamp House when accessible to the public; and
3. Preserves the residential character of the area immediately around the Lamp House by retaining the compatible residential scale and feel of surrounding buildings; and
4. Protects Frank Lloyd Wright's design for the Lamp House on its original site, including associated views to the house from the street and from the house to Lake Mendota, as well as the "outdoor room" created around the house by its distance from the surrounding buildings."

With the foregoing vision in mind, the Lamp House Block Report recommends no changes to the Height Map (for the area that includes the Development Parcel) but provides that any buildings with a "height above 4 stories should require a shadow study to ensure meaningful sunlight reaches the Lamp House rooftop at the equinoxes." As shown by the shadow studies attached as Exhibit D, the Requested Standards allow meaningful sunlight to reach the Lamp House rooftop. As a point of fact, approval of the Requested Standards will create additional shadowing upon the rooftop an average of 1.5 additional hours (between the hours of 10:15 a.m. and 11:45 p.m.) during the equinoxes. The proposed building also provides significant setbacks along the back portion of 15 North as recommended by the Lamp House Block Report (See Exhibit C).

While the shadow impact is minimal, our proposed project's positive impact in facilitating the larger vision of the Lamp House Block Report cannot be understated, namely, our unique combination of promoting heritage tourism through Lamp House themed room packages and creating opportunities to experience currently unavailable views of the Lamp House. Our project as proposed will create new views to the Lamp House from the first publicly-accessible pedestrian path as well as guestrooms overlooking the Lamp House. The guestrooms will also provide hotel guests the opportunity to have the same type of view sheds envisioned by Frank Lloyd Wright when he designed the Lamp House.

We greatly appreciate you taking the time to review our request. We are available at your convenience to more fully discuss this request and our development plans.

Respectfully submitted,

Exhibit A
Development Parcel

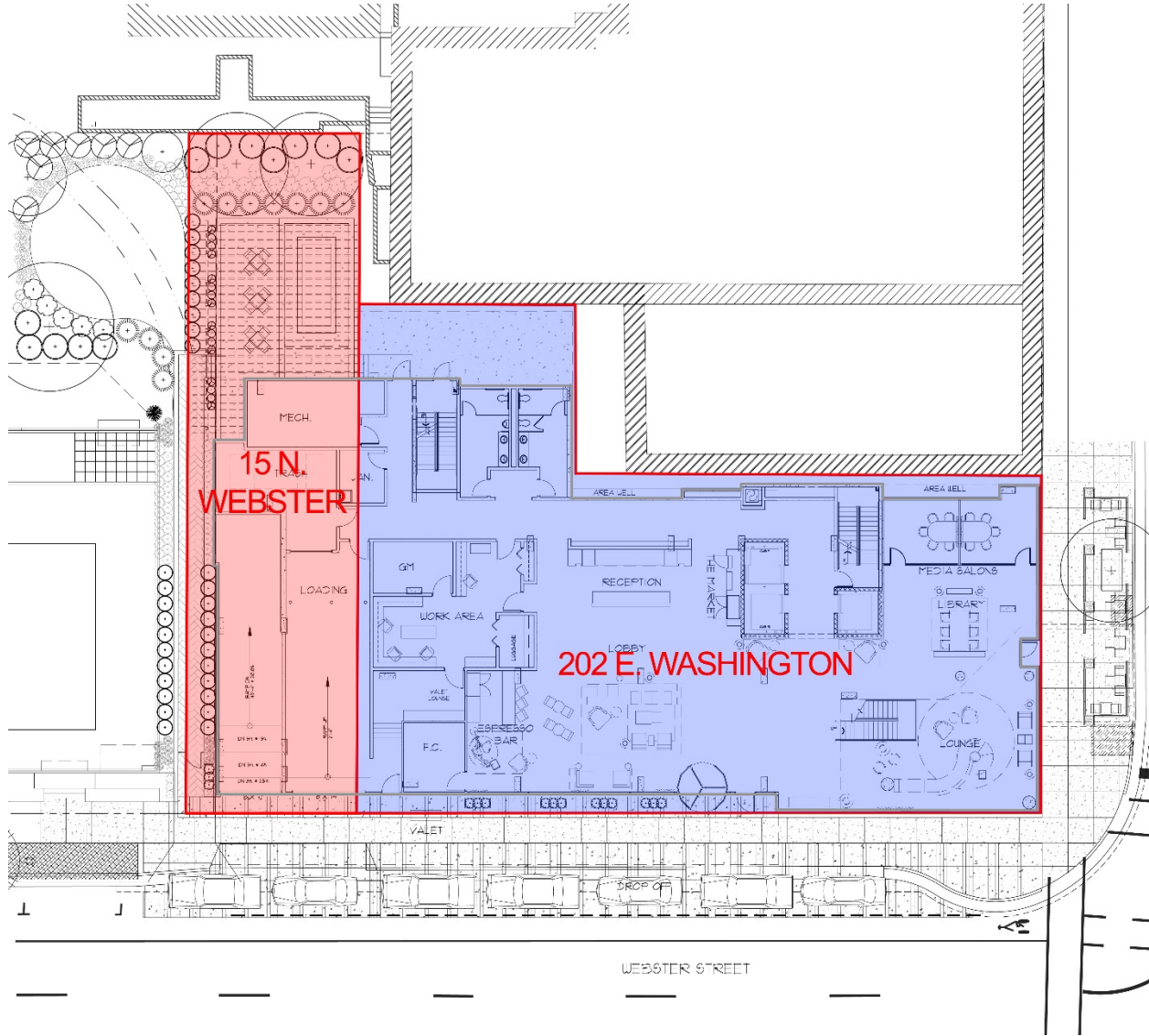


Exhibit B

Current Height Map

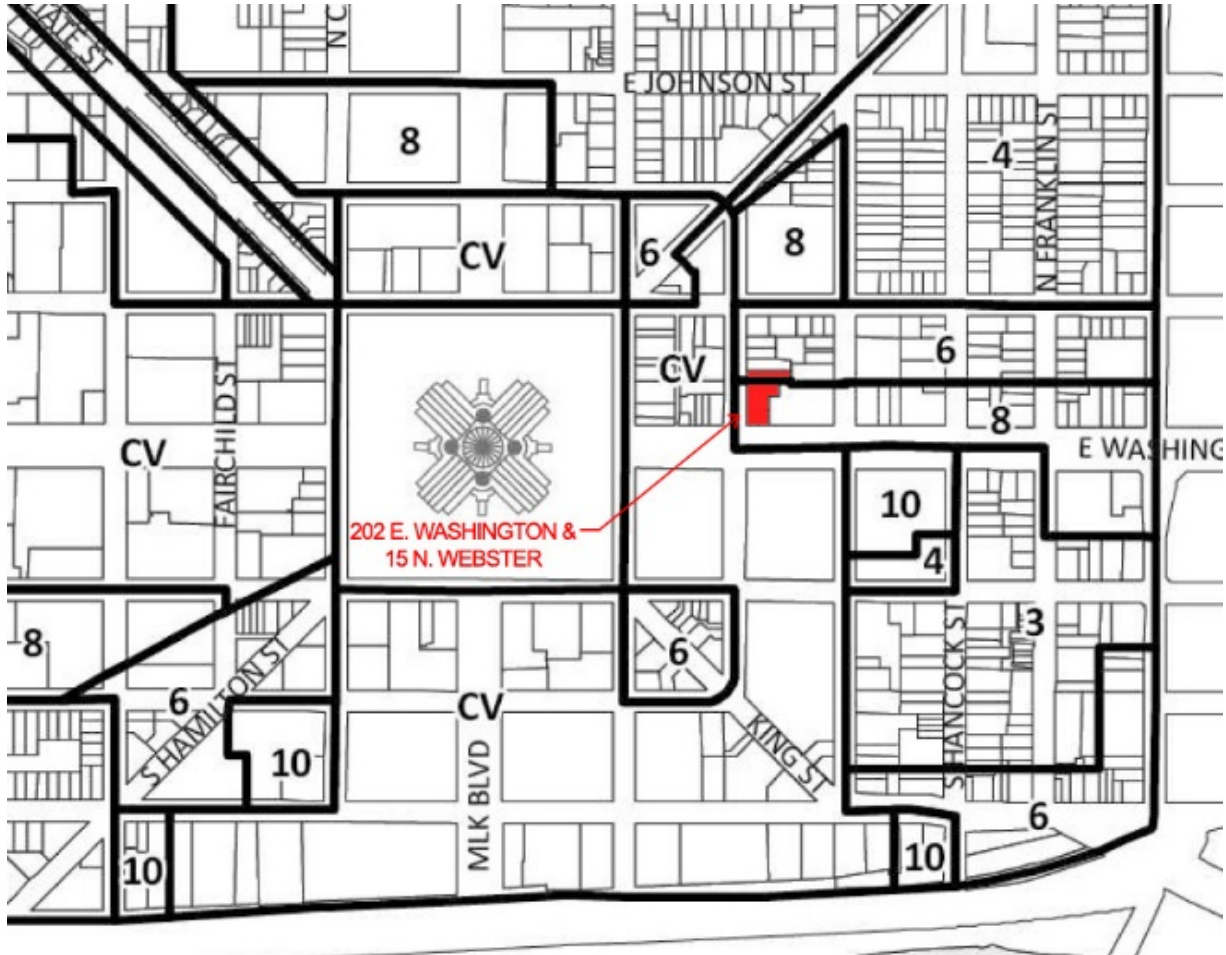


Exhibit C

Requested Standards

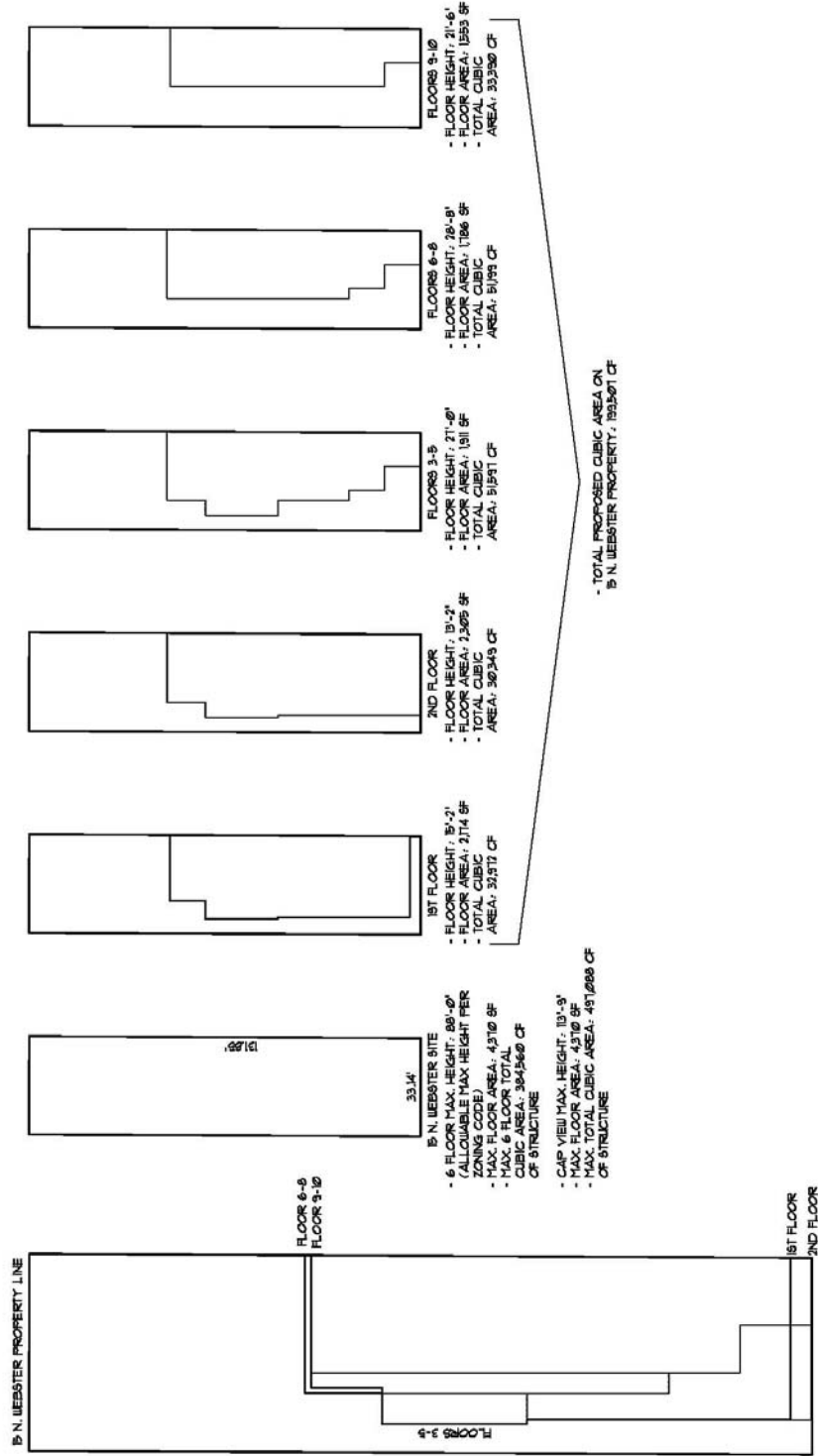
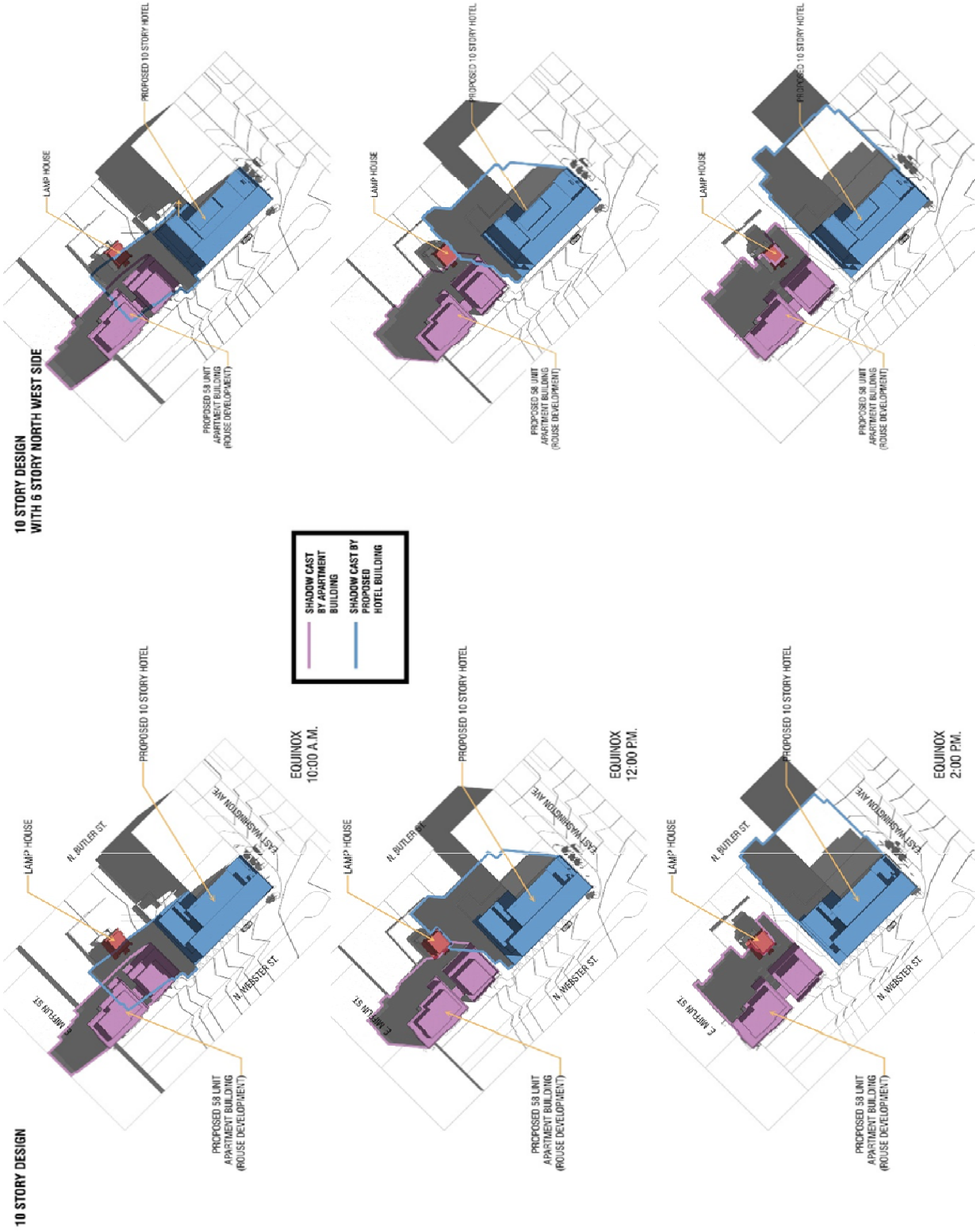


Exhibit D

Shadow Studies





STYLISH HOTELS FOR URBAN SPIRITS

MARRIOTT'S BRAND PORTFOLIO



Level of Service

LUXURY



LIFESTYLE | COLLECTIONS



SIGNATURE



SELECT SERVICE



EXTENDED STAY



DESTINATION ENTERTAINMENT



INTRODUCTION

- Founded in 1998 by Antonio Catalán, the leading owner of city hotels in Spain
- AC Hotels and Marriott formed a joint venture in 2011, announcing AC Hotels by Marriott
- Officially launched the development of AC Hotels by Marriott in the U.S. and Canada in June 2013
- Stylish, urban hotels designed for upper moderate tier business and leisure travelers
- AC builds, refurbishes and maintains its hotels to the highest standard of quality
- A total of 75 hotels* located in Spain, Italy, Portugal and France
- Growth is taking place in the top 20 travel markets in the U.S., including Miami, Los Angeles, Chicago, Houston, Philadelphia and New York, expanding Marriott's reach to an under-served \$2 Billion travel market.



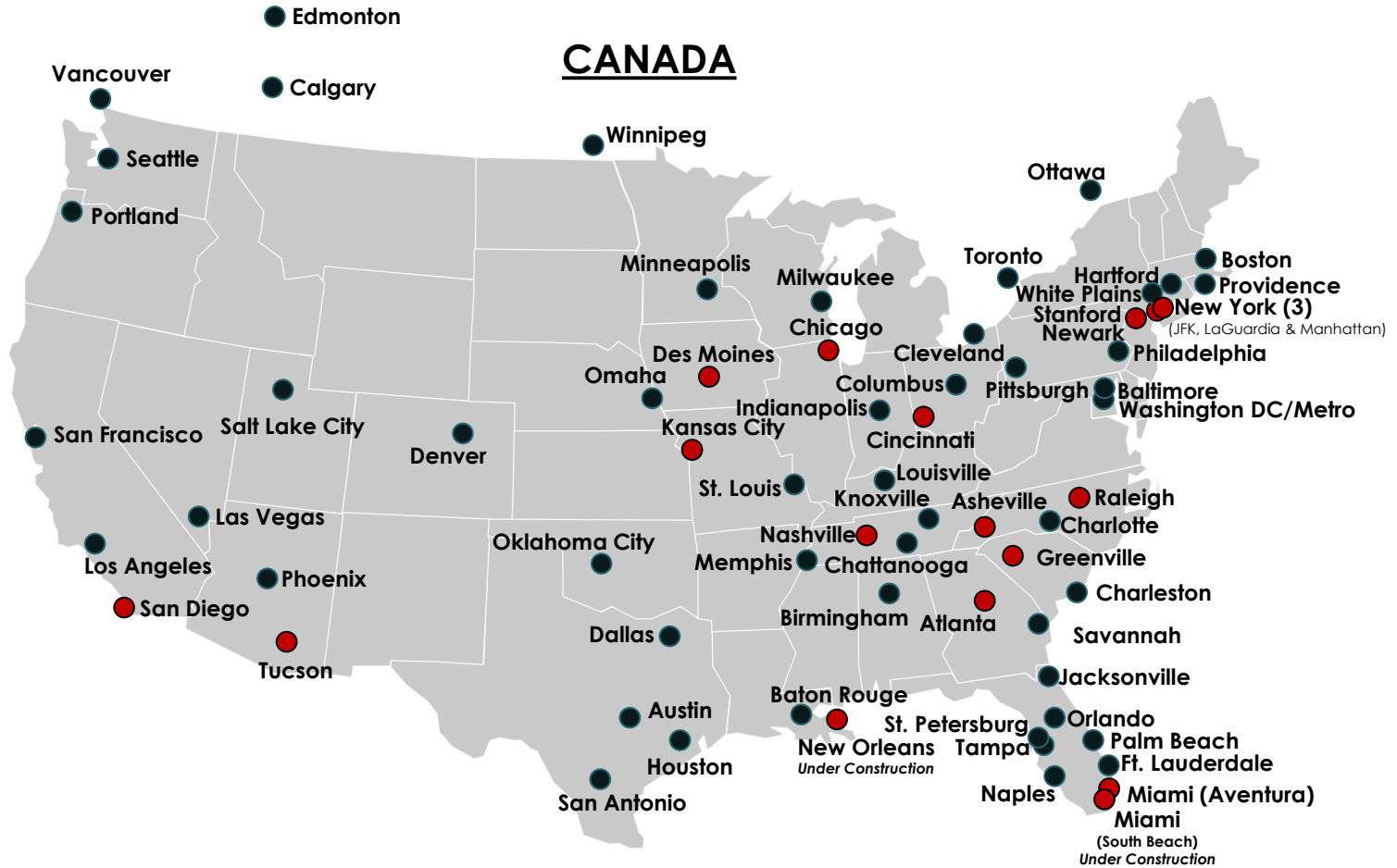
*Data as of October 2013

CURRENT HOTEL LOCATIONS



In Spain, AC Hotels are present in 70% of the cities with 50,000+ populations and present in 14 of the 15 main Spanish cities.

DEVELOPMENT UPDATE



- Approved/Under Construction
- Target Markets

BRAND POSITIONING

AC Hotels by Marriott is an upper moderate urban lifestyle brand, positioned as *“Stylish Hotels for Urban Spirits”* and *“Feel the City”*

- Contemporary, simple yet elegant, European-inspired design that appeals to business and leisure travelers
- The location of each hotel and intrinsic connection with the local area creates the urban soul of the brand – “Hotel for Urban Spirits”
- Stylish hotels best suited for business travelers during weekdays that become the favorite choice for a weekend visit

Target Guest

- Trend-setters, searching for a design-led hotel in a great location
- Design-conscious: the room design, with cool, neutral tones, appeals to this guest

AC Hotel Cordoba Palacio, Spain



AC Hotel Barcelona Forum, Spain



PRODUCT CORE VALUES



URBAN

AC Hotels by Marriott are primarily located in major metro markets. AC Hotels by Marriott have a cosmopolitan, urban vibe that ensure guests feel part of the city.

DESIGN SENSIBILITY

At the forefront of contemporary design and comfort, AC Hotels by Marriott have a differentiated motif that guarantees “stylish traveling”. Inspired by the fashion houses of Spain and the runways of Italy, the brand keeps pace with the most up-to-date trends.

FORM & FUNCTION

AC Hotels by Marriott are tech enabled and functional to satisfy all the needs of today’s traveler without sacrificing an aesthetically pleasing environment.

MARRIOTT ENDORSED

All hotels have a consistent and dependable quality, service and product standard backed by the Marriott name.

PUBLIC SPACE/REGISTRATION



European sensibility with linear clean aesthetic

Distinct tone-on-tone color palette

Local connection through museum-quality modern artifacts

Flexible public space layout options

The Market featuring a retail display system offering fresh food items, salty and sweet snacks and specialty beverages

AC LOUNGE



Bar is focal point of AC Hotels tailored to the next generation traveler

Dynamic atmosphere defining the local bar scene

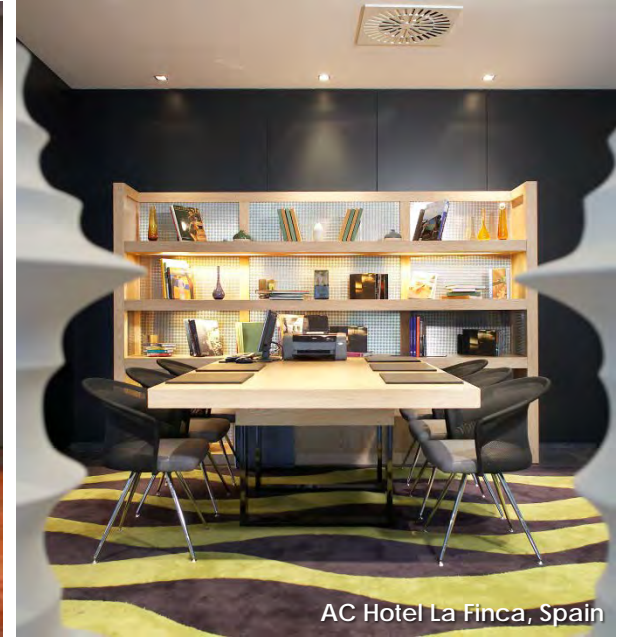
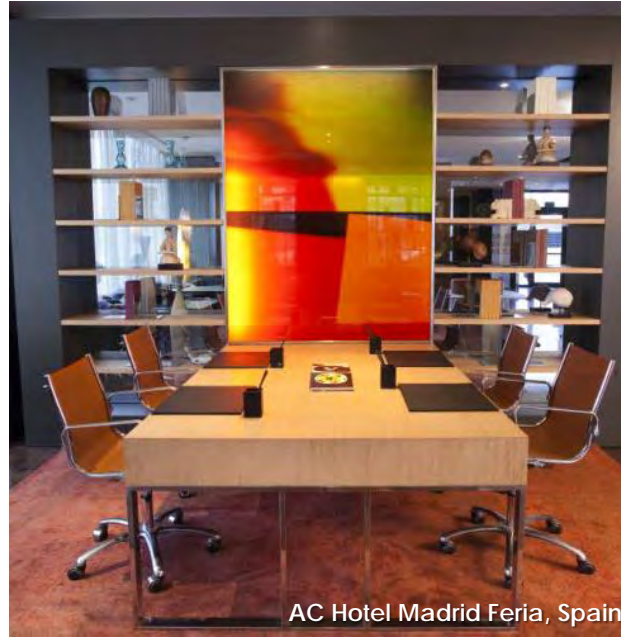
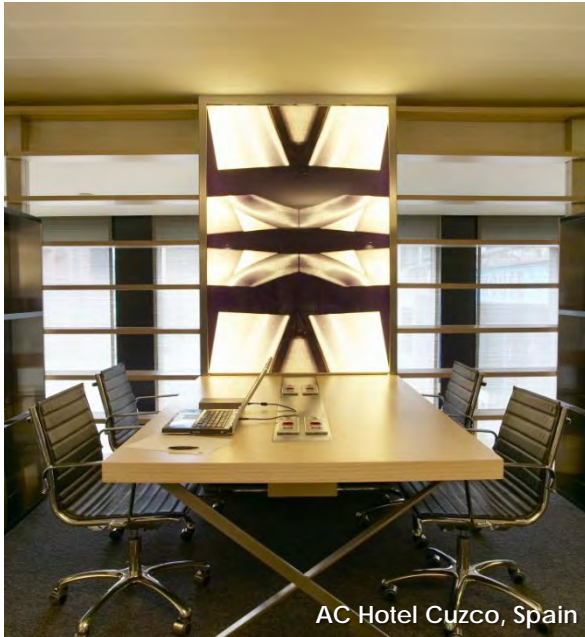
Focus is on beverage "B&F"

Craft beers, signature cocktails and specialty wines

Menu features shareable plates, bar bites and snacks

Multimedia area with comfortable sofas, 52" flat-panel TV

LIBRARY



Collaboration area with low communal table

Reading area with carefully curated press, magazines and city guides

Adjacent to the AC Lounge

Business services include printer, high speed internet and a notebook or tablet for guest use

BREAKFAST



Healthy crafted small-plate breakfast (paid offering)

Wide range of fresh products and juices

Flexible space cross-utilized for meeting room and private events

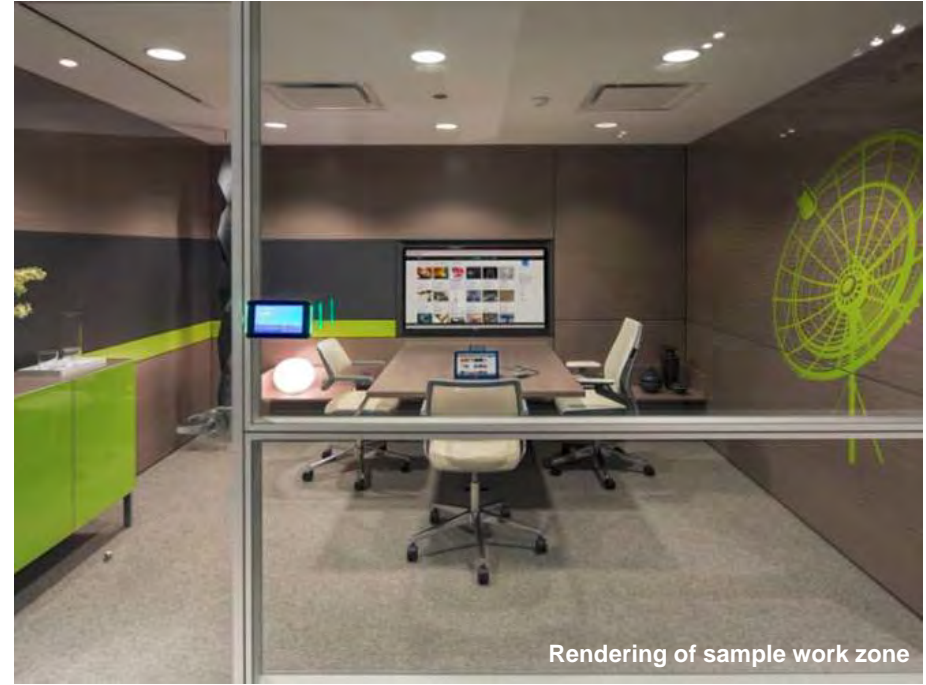
MEETINGS



One optional medium-sized meeting room (approx. 700 square feet)

Flexible space for business, social or family events

Available on Liquid Space



Minimum of two next generation work zones accommodating 6 – 8 people (150 square feet each)

Glass-enclosed walls integrating meeting zones into public area

Integrated technology enabling productive meetings

Available on Liquid Space

GUEST ROOM



- Simplistic design with consistent FF&E in all rooms
- Signature closet featuring exposed design
- Integrated work desk and luggage bench
- Thoughtful architectural lighting
- Two prototype layouts
- Showers as standard
- Signature AC amenities
- Complimentary WiFi



Complimentary state-of-the-art fitness facilities featuring
a deliberate design-conscious space

Accessible seven days a week, 24 hours a day

Personal viewing screens (i.e., LCD TV) on all cardio equipment

32" Flat-panel TV

- **The Strongest and Most Cost Effective Distribution Systems**
 - ▶ Sold through all Marriott distribution channels, including Marriott.com, Marriott's worldwide call centers, and Marriott's Global Sales Offices.
 - ▶ In 2012, over 42% of Marriott's gross sales, more than US\$14B, came via electronic channels
- **Marriott.com: World's Largest Lodging Web Site**
 - ▶ Used by 75% of all guests
 - ▶ 30 million visitors per month, an increase of 50% over the past 2 years
 - ▶ Marriott.com: World's 9th Largest Consumer Retail Site
 - ▶ 24% of Marriott's sales are booked through Marriott.com
 - ▶ Marriott Mobile is our fastest growing channel with 3.6 million visits per month and growing. It is the 3rd largest mCommerce site in the world.
- **Over 44 Million Rewards Members Worldwide (includes Marriott and RC Rewards members)**
 - ▶ Marriott Rewards Members on paid stays generate 50% of total roomnights at systemwide hotels
 - ▶ \$193.2M in annual property-level online revenue from email marketing campaigns in 2012
 - ▶ Marriott Rewards members pay a higher Average Daily Rate than non-members
- Hotels benefit from Marriott's preferred vendor contracts, including all GDS channels, third party intermediaries and credit card processing rates.



FEEL THE CITY

AC HOTEL BY MARRIOTT – MADISON DRAFT OPERATIONS PLAN

AC Hotel by Marriott

202 East Washington Ave.
Madison, WI 53703

September 9, 2014

“DRAFT” Operations Plan

The proposed AC Hotel by Marriott – Madison at 202 E. Washington will be developed and managed by North Central Group.

About North Central Group

Built on enduring principles and an unbridled passion for hospitality and real estate development, North Central Group is a Middleton, Wisconsin-based developer, owner and operator of “focused-service” hotels. The company currently operates 25+ hotels under the Hilton and Marriott franchise brands throughout Wisconsin, Illinois, Nebraska, Minnesota, Iowa and Arizona. To learn more about North Central Group and its hotels, visit ncghotels.com. For more information contact Katie Marron at (608) 698-9051.

About AC Hotel by Marriott

Founded by European Hotelier Antonio Catalan and officially launched in the U.S. in 2011 via a joint venture with Marriott International, AC Hotels by Marriott is a lifestyle brand providing innovative spaces of freedom and comfort, with a style that defines the most contemporary hospitality – the unmistakable AC style. Stylish, urban, cosmopolitan and tailor-made for people looking for a new way of understanding, experiencing and feeling the city. The AC Hotel brand targets travelers searching for a design-led hotel in a great location. Sleek, sophisticated European inspired aesthetics bring the culture of the location alive to support our guests’ experience. The public space in AC Hotels by Marriott has a crisp, linear design, and features carefully curated museum-quality artifacts. The AC Lounge creates a dynamic atmosphere, offering evening cocktails, quality wines, beverages and "small plate" food offerings. The signature AC Guestroom boasts sleek European-inspired design with sophisticated furnishings and dramatic retail-inspired lighting.

For more information or reservations, visit AC Hotels at <http://www.marriott.com/ac-hotels/travel.mi>.

GENERAL PROJECT DATA

- 166 Guestrooms and Suites
- Approximately 1,000 s.f. of meeting space
- Hotel hours of operation
 - 24 hours a day, 7 days a week, 365 days a year.
- Food & Beverage outlets
 - AC Kitchen/Lounge is approximately 5,000 s.f (seating for ±100)
 - Hours of operation
 - Breakfast - M-F 6am-10am, W/E 6:30am-11am
 - Evening – S-Th 4:30pm-Midnight, F-Sat 4:30pm-1am
 - Hours subject to revision based on actual demand
 - Coffee Bar – 1st Floor Lobby - approximately 250 s.f. (seating for ±6)
 - 6am-11pm
- Site total = 14,483 s.f. (.33ac) (lot 1 10,104) (lot 2 4,379)
- Total Building is 125,702 s.f.
- Building Footprint is 11,013 s.f.
- Building height to highest roof is 113'-8" Verify (2" below capital View)
- Parking
 - Valet and two off-site parking options
 - On site underground garage with dedicated valet parking access
 - 38 underground spaces
 - Queuing for 7 cars at drop off lane on Webster Street
 - Offsite
 - Capitol North Parking Ramp - 613 stall capacity = 60 exclusive stalls + available overflow and self-parks
 - Brayton Street Parking Lot – 247 space capacity = 70 exclusive stalls
 - Employee Parking
 - Capitol North or Brayton based on seasonality and business demand
 - Bus Parking
 - Coordinated effort with property Valet staff to ensure expedited loading and unloading at designated time periods.
- Job Creation
 - Hotel and related restaurant/lounge components are anticipated to employ between 40-50 employees
 - 30-35 Full time
 - 10-15 Part time

AC HOTEL BY MARRIOTT – MADISON – MANAGEMENT PLAN

The Management Plan for the AC Hotel by Marriott Madison will follow the same policy and procedures established by North Central Group for all 25+ properties we currently own and manage. These policies have been developed as best practices in our industry. What is described in this document is a summary of a much larger and more comprehensive proprietary operations manual and as a rule we do not publish these as they are trade secrets but we will provide a general outline for City Staff as to our procedures.

100% Satisfaction Guarantee

Everything we do starts with our guest in mind and the 100% satisfaction guarantee is a cornerstone of our company's philosophy on how we treat our guest. We must deliver a satisfying experience to every guest, every day, at every phase of his or her stay. It is the most tool we use to make sure every guest is pleased with their stay.

Manager on Duty Responsibilities

Every property NCG manages has a Manager on Duty (MOD) and an MOD emergency procedure manual on site. Every General Manager is required to review these procedures with their staff on an annual basis and Marriott will review our emergency procedures when they make their routine visits to our properties. The manual is constantly being updated by our Corporate Risk Management Committee.

Outline of Emergency Procedures covered in our MOD Policy and Procedure booklet.

Each item listed below has specific steps that must be followed depending on the nature of the emergency. Each Manager is required to have the manual with them at all times when they are the Manager on Duty. In addition, Emergency Procedures will be mounted to the wall in the back office.

- Bomb Threat
- Chemical Spill/Leaks
- Death Suicide Attempts
- Drowning
- Elevator Malfunction
- Evacuation Procedures
- Explosion
- Fire
- Food Borne/Airborne Illness
- Gas leak
- Guest Theft-Room and/or vehicle
- Insect Rodent Infestation/ Animal Disturbance
- Media Relations
- Medical Emergencies
- Power Utilities Failure
- Robbery/Violent attack/Shooting/Terrorism
- Severe Weather
- Water Leak/Break/Infiltration

TRAFFIC REPORT – GRAEF CONSULTING – EXECUTIVE SUMMARY

Graef, a full service engineering consulting firm with multiple offices nationwide conducted a traffic report to study the traffic impact of the proposed AC Hotel by Marriott-Madison. The report was completed in June 2014 and a copy provided to the City of Madison Traffic & Engineering Department. The study concluded that the study area intersections; 1) E. Washington Ave. and N. Webster St. and 2) E. Mifflin St. and N. Webster St., are expected to operate at an acceptable level assuming the increased traffic proposed by the development of the AC Hotel by Marriott-Madison with only minor signal/timing adjustments.

PARKING OPERATIONS

North Central Group will use the services of Standard Parking/SP+ Hotel Services for the hotel parking operations. SP+ operating group focuses exclusively on the hotel market and currently manages parking operations nationally for over 100 hotels. SP+'s personnel are experts at anticipating and meeting the unyielding service-oriented needs of the hospitality industry. They deliver red-carpet valet, self-park, and transportation services to the hospitality industry with a Five-Diamond customer service flare. Their expansive knowledge of just what makes a hotel special for guests always begins and ends with excellence in customer service.

SP+ Hotel Services raises "white glove" valet service to a whole new level. Guided by the highest standards of the service and hospitality industry, their employees project a professional image and deliver service levels commensurate with that of the hotels they serve. Coordinating with hotel staff, SP+ will anticipate and accommodate peak traffic times to ensure that each guest receives a courteous welcome, prompt car retrieval and smooth departure. The following procedures have been summarized as standard operating procedures for the AC Hotel by Marriott - Madison.

AC Hotel by Marriott – Madison Parking Plan

1. SP+ Hotel Services will review expected hotel occupancy on a daily/weekly basis to anticipate the parking demand that will be generated. This information will be utilized to schedule appropriate valet personnel and to create the daily traffic plan.
2. Signage will be a key component of the parking plan; identifying drop off/pickup areas, maps of available parking ramps/lots, and directions.
3. SP+ will base the operations on a 3-3-1 plan, meaning there will be 3 personnel 1st shift, 3 personnel 2nd shift and 1 person 3rd shift. In addition, 1-2 additional personnel will be staffed during peak times to ensure proper traffic flow and guest satisfaction (a total of 5 valet attendants anticipated to be in place during peak time periods). Hours and schedules will be based on hotel occupancy and higher staffing will be implemented as needed. Parking operations will run 24 hours a day, 7 days a week, 365 days a year. During the initial 2-4 weeks of operation we anticipate additional staffing to ensure the highest level of customer service and to gain knowledge of the traffic patterns, train staff and ensure that all systems and services are working harmoniously.
4. SP+ and the hotel will utilize three parking areas for the hotel parking operations; 1) on-site underground garage, 2) Capitol North Parking Ramp and 3) Brayton Street Parking Lot. More details on each individual parking area are summarized at the end of this section. Each individual vehicle's parking location will depend upon factors such as valet/self-parking

selection, length of stay, time of day, current availability and capacity in each parking location. In most instances, valet parking operations will begin parking vehicles in Capitol North Parking Ramp, then utilizing the on-site garage for peak traffic and/or short term parkers to the hotel and the Brayton Street Lot for overflow or on an as needed basis.

5. Average wait time for parking and retrieving vehicles is projected by SP+ to be 10 minutes for each vehicle. Parking retrievals in the morning will not encounter significant traffic at the exit gates of Capitol North and Brayton St. parking areas as most people will be arriving vs. exiting, therefore minimal conflict or back-up at the exit gates is anticipated. In addition, guests will be calling down for their vehicle and will be advised of anticipated retrieval time of 10 minutes if it is at peak level. The same should be true of our ingress traffic as we should not experience heavy inbound traffic into our parking areas as most cars in the facilities will be leaving and space is anticipated to be readily available.
6. SP+ has recommended the Flash Valet parking system as its primary ticketing/revenue/reporting system. Flash Valet is a cloud based parking management system where guests can request their vehicle by text. With key tracking, validations, revenue control and more managed directly from the Flash Valet app, Flash Valet's all-in-one solution allows the valet to manage the entire parking operation right from the curb providing personalized attention and an exceptional customer experience. This system is extremely dependable, and utilized at many hotels, including the Ritz Carlton in Chicago.
7. The vehicle travel route to the 3 locations are as follows:
 - a. Vehicles parking via valet in on-site garage will proceed to the end of the drop off lane and turn right and down ramp into the garage.
 - b. Vehicles parking via valet or self-park at the Capitol North ramp would proceed northwest on Webster St. and 1) enter at ramp entry point on Webster St., 2) turn right and proceed northeast on Mifflin St. and enter at ramp entry point on Mifflin St. or 3) turn right and proceed northeast on Mifflin St., turn left and proceed northwest on Butler St. and enter at ramp entry point at Butler St.
 - c. Vehicles parking via valet or self-park at the Brayton St. Lot would proceed northwest on Webster Street, turn right and proceed northeast on Mifflin St., turn right and proceed southeast on Butler St., proceed through E. Washington Ave, turn left to enter the Brayton St. lot at Butler St.
8. The travel route from the 3 locations are as follows:
 - a. Vehicles from on-site garage location will exit garage and proceed northwest on Webster Street, turn right and proceed northeast on Mifflin St., turn right and proceed southeast on Butler St., turn right and proceed southwest on E. Washington Ave, turn right on Webster St. and enter drop off lane.
 - b. Vehicles from Capitol North ramp would exit at Butler St. exit turn right and proceed southwest on Butler St., turn right and proceed southwest on E. Washington Ave, turn right on Webster St. and enter drop off lane.
 - c. Vehicles from Brayton St. lot would exit at Butler St. exit turn right and proceed northwest on Butler St., turn left and proceed southwest on E. Washington Ave, turn right on Webster St. and enter drop off lane.
9. On-site garage will have one lane traffic pattern and to alleviate safety/risk management issues we will be installing a lighting system/device that notifies valet traffic when a vehicle is present. This will warn the valet driver that another vehicle is in the pattern and not to proceed until that vehicle has vacated the single lane.

10. Bicycle Traffic – SP+ will valet any bicycle traffic in the on-site garage. We anticipate providing a bike rack for employee bike parking on-site, in the lower level garage.
11. Pedestrian foot traffic to be monitored by supervisor/lead person at drive aisle to politely monitor area and move people along if gathering in front drive aisle impacts ingress/egress operations.
12. Capitol North Ramp Parking Information
 - a. 218 E. Mifflin St. – 1 block NW of hotel off of Webster
 - b. Multi-level (3) above grade ramp
 - c. 3 entrance/exit locations – 1) Webster (entry only), 2) Mifflin and 3) Butler Streets
 - d. City tentatively agrees to provide hotel with 60 exclusive (Premium Use/Rate) stalls in ramp – 24/7 access
 - e. Stalls are first come/first serve – no reserved, marked or segregated stalls
 - f. Total ramp capacity 613 stalls
 - i. ±200 existing monthly parkers
 - ii. Overnight hours there is significant excess capacity beyond our 60 reserved stalls and existing monthly parkers.
 - g. Public Parking Rates:
 - i. \$5 Max fee for overnight (6pm-5am), then \$1/hr. before or after those times
 - ii. \$18 fee if car parked full 24 hours. \$5 max overnight plus 13 hours at \$1/hr.
 - iii. Example: Self parker parks at 4pm and leaves next day at 8am, total fee would be \$10 (\$2 for 4pm-6pm + \$5 max overnight + \$3 for 5am-8am)
 - h. AC Hotel Proposed Parking Rates:
 - i. 1.1 x Premium (24/7 access) Monthly rate - \$220/stall (\$200x1.1)
 - ii. \$13,200/month or \$158,400/yr. for 24/7 access to 60 stalls
 - iii. Final rate still TBD.
 - i. Term
 - i. 20 years, with two 5 year options
13. Brayton St. Parking Lot Information
 - a. 1 South Butler St. – 1.5 blocks NE of hotel off of E. Wash.
 - b. Surface lot
 - c. 1 entrance/exit location – Butler Street
 - d. City tentatively agrees to provide hotel with minimum of 70 stalls
 - i. Primarily evening access (6pm-7am) - will have limited access/availability 8am-4pm.
 - ii. Stalls are first come/first serve – no reserved, marked or segregated stalls
 - e. Total lot capacity 247 stalls
 - i. ±100 current monthly parkers
 - ii. Overnight hours there is significant excess capacity beyond the existing monthly parkers.
 - f. Public Parking Rates:
 - i. \$1.50/hr.
 - ii. \$130/\$150 per mth for resident/non-resident access – 4am-10pm, no premium (24/7) permits available.
 - g. AC Hotel Proposed Parking Rates:
 - i. Non-Resident/Business Rate - \$75/permit/mth
 - ii. \$4,500/mth or \$54,000/yr. max rate

- iii. City willing to charge on a monthly basis for the number of average uses of the access/proximity cards which would be issued for the number of agreed upon stalls. City also willing to allow the flexibility of the access prior to 6 p.m. and up until 8 a.m., which would be charged at the regular rate of \$1.50/hour for all uses and times outside of the 6 p.m. – 7 a.m. night permit validity period.
- h. Term
 - i. Month to month

GENERAL VALET/PARKING PROCEDURES

1. GUEST PRE-ARRIVAL PROCEDURES

Captain/Attendant:

- Assume duties of “traffic cop” for the hotel
- Be prepared for duty
- Be attired in a clean and approved uniform
- Stand tall, be confident and polite
- Maintain proper decorum with co-workers while waiting to assist approaching patients/visitors
- Know the layout of the Hotel, Parking areas, Capital Square and Madison area attractions and the location of local streets so that you can provide answers to likely questions
- Each attendant has been issued a lanyard with a clip. No keys are to be kept in a pocket or jacket when parking or retrieving a vehicle. All keys are to be clipped to the lanyard. This policy implemented with the intended result of no lost keys

Valet Stand

- Continually scan the area for litter or other housekeeping needs
- Address housekeeping issues while patients/visitors are not in the immediate area
- Solicit assistance from the appropriate staff if more extensive efforts are required
- Perform after hours cleaning when traffic is at a minimum

Guest Arrival Experience

- Direct vehicle to pull forward as much as possible
- Safely approach the arriving vehicle while watching for other vehicular traffic
- Safely open the driver and passenger doors as required
- Greet each arriving guest with a time appropriate salutation
- Determine purpose of stay – hotel, restaurant or meeting and how long they will be staying
- Determine if valet parking or self-parking – if self-parking, check any bags and inform guest of self-parking protocol and direct guest and vehicle immediately to appropriate parking destination.
- If valet parking, complete pre-park inspection portion of claim check reviewing for existing damage
- Issue the claim check portion and explain how the claim check is used
- Suggest valuables and/or luggage be removed from the vehicle

- Advise how to utilize the service to retrieve their vehicle and possible delays at peak
- Direct the guest to their destination

2. PARKING THE VEHICLE

- Start the engine if the vehicle is not already running
- Quickly familiarize yourself with the mechanisms that control the vehicle
- Check the mirrors and clearances around the vehicle, turn the headlights on, and proceed to the determined lot with caution
- While driving on local streets and/or through the storage facility, maintain a safe speed and continue to watch for pedestrian, bicycle and vehicular traffic
- Drive vehicle to pre-determined parking location and space which will be convenient for retrieval based on the time of day, length of stay or anticipated time of departure
- Once the space has been chosen, carefully back the vehicle into the space (provided that is the approved method of parking) so that retrieval of the vehicle can be accomplished in a timely and safe manner.
- Turn the lights and ignition off, lock the vehicle and bring the keys with you (via lanyard) to place in the valet key box for retrieval upon customer exit

3. GUEST RETRIEVAL OF VEHICLE

- Guest calls, texts or returns in person to the valet station to retrieve vehicle
- They present their claim check
- The captain will check number and retrieve keys and issue to an attendant to locate vehicle and retrieve
- Valet attendant will remove snow/ice from vehicle windows on an as needed basis
- Attendant will drive the vehicle in the same safe manner that it was parked, to the return location.
- Open the door(s) of the vehicle for the driver and passengers when applicable
- Assist guest if necessary or time allows
- 10 minute process

5. PROCEDURES FOR UNUSUAL SITUATIONS

Lost tickets

- The Manager or Supervisor on duty should be notified immediately
- Verification will need to be made that the guest owns or is renting the vehicle, which they are attempting to claim
- The guest will need to provide a government issued picture ID
- The information on the presented identification will need to match either the vehicle registration card that is in the vehicle or a valid vehicle rental agreement
- Once that information is verified, the Manager (or designate) will document the information, including name, driver's license number and expiration date, make and mode of vehicle, and guest's signature on the ticket
- Upon completion of this process, the keys can be released for the retrieval of the vehicle.

Guest Disputes

- If any dispute from a guest arises, the attendant should politely ask the complainant to standby while they have the manager or supervisor on duty respond to their location
- All complaints should be professionally addressed by the manager or supervisor in accordance with agreed upon Standard parking and hospital guidelines. If supervisor handles any disputes, the manager should still be made aware of the issue.
- Any dispute or incident that may result in a claim should be forwarded to the regional manager via cell or email

Stolen/Lost Vehicles

- The manager should be immediately notified
- If no manager on duty, then the supervisor should be notified immediately. They in turn should immediately notify the manager and the regional manager of the incident
- The manager (or designate) will make a personal walk through the storage area and attempt to locate the vehicle
- If the vehicle is verified to be missing, the manager (or designate) will need to make notification, in person and with an empathetic approach, to the owner of the vehicle
- The manager (or designate) will brief the hotel management staff
- While waiting for the arrival of law enforcement and/or security, the manager (or designate) will need to collect all of the pertinent information to document the claim
- The manager (or designate) will then make arrangement for alternate transportation for the guest (rental vehicle, taxi service or personal pick-up from family member)
- Prior to the guest's departure, the manger will provide the guest with the contact name and number of whoever will be processing the claim

Auto Damage Claims

- The manager (or designate) should be notified immediately
- The manager (or designate) will need to visually inspect the damage and compare with any information that might have been documented during the once-around check when the vehicle arrived
- Per parking company, the manager (or designate) will need to collect all of the pertinent information to document the claim
- Digital pictures of the damaged vehicle and the area where the vehicle had been parked are taken
- If the vehicle is inoperable, the manager (or designate) will then make arrangements for alternate transportation for the guest
- Prior to the guest's departure, the manager (or designate) will provide the guest with the contact name and number of whoever will be processing the claim
- Information either supporting or refuting the claim should be include in a supplemental note format that should be turned in to the claims processor with the original claim report

Lost Keys

- The manager (or designate) should be notified immediately
- The manager (or designate) will make a personal walk through of the facility used for storage with in an attempt to locate the keys

- If the keys are verified to be missing, the manager (or designate) will make notification, in person and with an empathetic approach, to the owner of the vehicle
- The guest should be advised of the existing circumstance by the manager immediately and describe what steps will be taken to resolve this incident

The manager (or designate) will make a personal walk through of the facility used for Options for resolution vary as this is generally a case by case discussion between the guest and Standard Parking staff.

Options available to the guest include:

- See if it is possible for a family member to bring additional key to the site. Standard Parking will arrange for the replacement key to be made and shipped or delivered to the home, authorize compensation to the family for the claim and out of pocket expenses as a result of the incident. Prior to the guest's departure, the manager (or designate) will provide the guest with the contact name and number of whoever will be processing the claim
- A local locksmith will be called to have new vehicle keys made, if possible. If the vehicle is a rental unit, the rental company should be contacted as an alternative. While waiting for the arrival of the locksmith, per parking company guidelines, the manager will need to collect all of the pertinent information to document the claim. If the guest is unable to wait for a locksmith to arrive, the manager (or designate) will then make arrangement for alternate transportation for the guest such as rental car or taxi service. Prior to the guest's departure, the manager (or designate) will provide the guest with the contact name and number of the office which will process the claim.
- If no family member is available and it is determined that a locksmith will be unable to make a key, the manager (or designate) will offer the guest alternative transportation options paid for or reimbursed by Standard Parking. The guest can utilize a rental car or request taxi service to their destination. If the guest has the means to drive an additional vehicle the alternative transportation service can be one way. The guest will be reimbursed for the additional out of pocket expenses as part of the claim if they drive their own additional vehicle, or they can return to the hotel with the rental car or taxi service. Prior to the guest's departure, the manager (or designate) will provide the guest with the contact name and number of the office which will processing the claim.

Standard Parking has a national relationship with enterprise car rental. Locally, we are currently working to see if the car rental agency will bill/invoice Standard Parking directly for any car rental service so the guest has no out of pocket expense for this option.

Standard Parking is also working an agreement with the intent that our preferred locksmith and taxi service will also sign an agreement with us where Standard Parking would be billed directly for any of these services so the guest has no out of pocket expense for this option. We hope to resolve these agreements by the end of January 2014.

General Deliveries and Trash Removal Procedures

Trash Removal

The contractor for trash removal will be Lincoln Waste Solutions (or alternative company in future), they currently are the contractor for all our properties in Madison, WI.

Number and size of dumpsters-

1. There would be four 4 YD dumpsters – 16 yds total - Combination of trash and recycling.
2. Number of time per week you would be picking up the trash
 - a. Assumed pickups 3X per week
 - b. Trash/Recycling pick-ups will be scheduled (subject to special circumstances) during non-peak registration/check-out and parking ingress/egress times - between 10:00-11:30 am and 1:30-3:00 pm to ensure staff and front drive area are not adversely impacted.
3. AC Lounge Restaurant/cafe will use the same dumpsters as hotel

Deliveries

1. Primary Supply/Food Delivery Trucks
 - a. 3-4 times per week
2. UPS/Fed Ex Deliveries
 - a. 1 time per day
3. We will manage as many deliveries as possible to be after 9:00 am and before 3:00 pm.



AC Hotel Madison

Why this project makes sense.

Throughout the approval process, the development team has continuously been tasked to make all aspects of the project as “exceptional” as possible in order to justify our plan development request. To that end, we have developed a list of items that we feel exemplify how we have exceeded expectations for an urban hotel on a challenging .33 acre site.

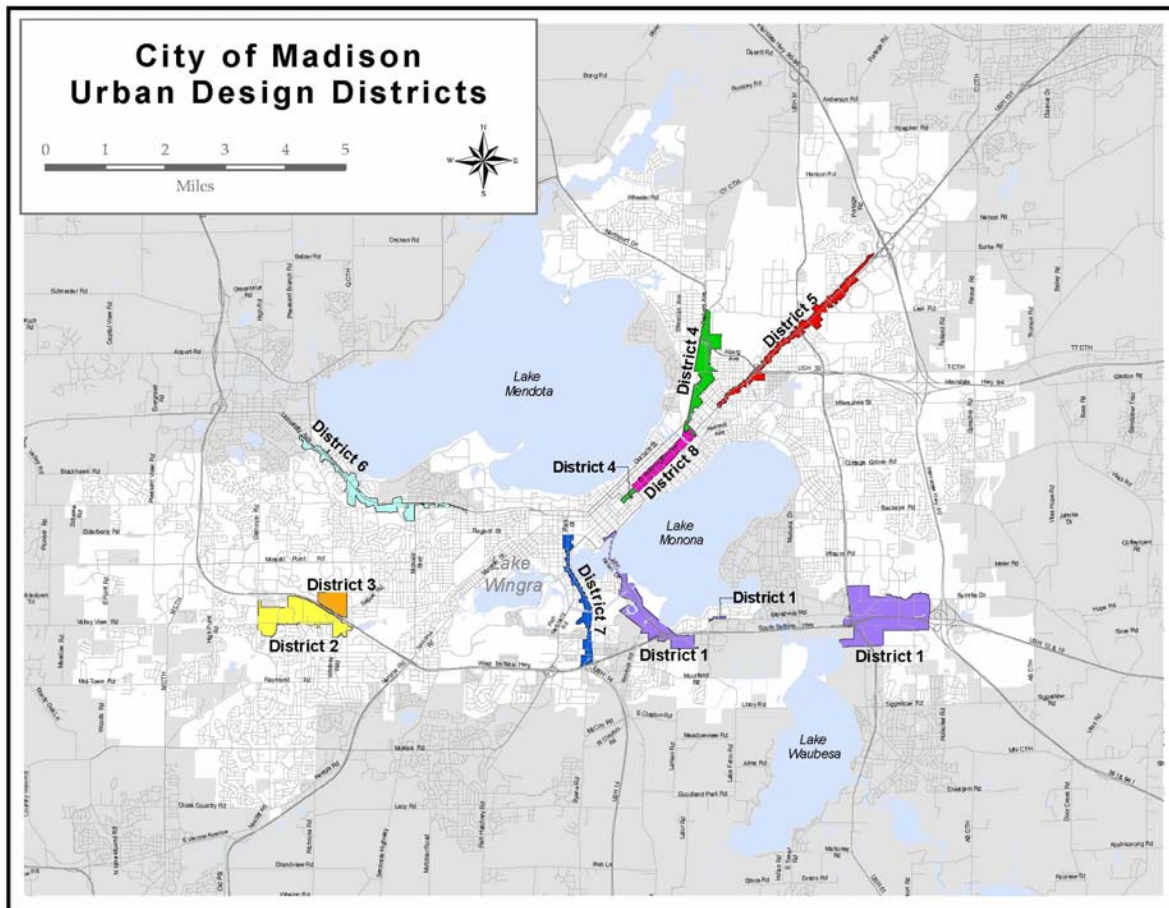
- AC Hotels by Marriott
 - Exclusive boutique/lifestyle concept that will be one of a kind in Madison.
 - First Marriott brand in the downtown.
 - Combination of new and unique brand coupled with the power of the Marriott name.
 - Cost to build is significantly higher than other select service hotel products.
 - See attached exhibit for more brand details.

- Detailed Items:
 - Unique, timeless modern design with high quality materials that is respectful of the neighborhood.
 - Ideal location for urban infill.
 - Clean up an underutilized site that has contaminated soils.
 - Create 200+ construction and 50 hotel/restaurant jobs.
 - Incorporated the “orphaned” 15 N. Webster site per staff’s recommendation in order to complete the Webster Block of redevelopment.
 - Hotel is the most efficient use of the small .33 acre site that has many challenges with access, height, environmental and shadow concerns.
 - A great bookend to East Washington Street and gateway to the downtown core. The enhanced activity, modern urban vibe and design is a great cornerstone for the neighborhood.
 - Increasing access and exposure to Lamp House by being a catalyst for heritage tourism, providing access from Webster street, viewpoints from guestrooms and enhancing it’s “outdoor room”.
 - Eliminated VTAC louvers in favor of a significantly more expensive mechanical system.
 - Underground parking.
 - 8th Level step back on East Washington Street.
 - Transparent 2-story corner with deep site lines into the first and second floor public space.
 - 10th Level bar/restaurant with great site lines that is open to the public.
 - 9th Level terrace and flex meeting that is available for public use.
 - \$22,482,000 project will increase property and room tax base over underutilized vacant building.
 - Green designs that will be the first GreenBuild, Main Street Green and Clear Clean Lakes certified hotel. 50% of the upper roof will be a Green or Blue roof system while the canopy will be all green, featuring native grasses.
 - Nearly all the art will be locally sourced, providing a great resource for local artists work to be viewed by a wide audience.
 - Valet parking operation year around and 24 hours each day. A professional third party valet will utilize the latest technology to safely and efficiently manage all aspects of guest and delivery movements at the street, including the cities first bike valet.

The term “exceptional” takes on many forms and means different things to the people, committees and commissions that have been tasked with evaluating the merits of this project. The hotel design and concept has evolved significantly from its inception over 18 months ago and we are proud of where it has landed. The development team attributes the success of the design directly to the amount of communication that has occurred with the alder, neighborhood, UDC and staff. We look forward to continuing the conversation as we progress through the final levels of approval.

AC Hotels - UDC Requirements for Urban Design District #4

Urban Design District Map



Urban Design District #4 Requirements

(a) Statement of Purpose. Urban Design District No. 4 is hereby established to improve the appearance of those major transportation corridors east of the Capitol Square which constitute a major entrance to the City of Madison, to preserve and enhance the property values in the district, and to avoid a substantial depreciation of the property values in the district. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways..

(b) Property Included in the District. The District shall include property having any frontage on East Washington Avenue between Pinckney Street and Blair Street; the south side of East Washington Avenue from North First Street to the western boundary of Urban Design District No. 8; North First Street between East Washington Avenue and East Johnson Street except those properties located in Urban Design District No. 8; East Johnson Street between North First and North Second streets; Pennsylvania Avenue between North Second Street and Packers Avenue; Packers Avenue between Pennsylvania Avenue and International Lane. If any portion of a zoning lot is in the district, the entire lot is within the district. A map of the District is available from the Department of Planning and Community and Economic Development. (Am. by Ord. 11,226, 4-13-95; ORD-09-00155, 11-20-09)

(c) Design Review Required. All development in the district (including, but not limited to, new buildings or structures, additions to existing buildings or structures, major exterior alterations of existing buildings or structures, painting of existing unpainted exterior surfaces, and screening done in conjunction with new buildings or structures or additions to existing buildings or structures, and permits for new signs), except residential buildings containing eight (8) or fewer dwelling units, shall require approval of the Urban Design Commission or the Secretary if authorized under 33.24(4)(g), and shall be designed, erected, and maintained in compliance with this ordinance, all applicable federal and other state laws, and the Building Code, Zoning Ordinance and other applicable codes of the City of Madison not in conflict with this ordinance. Approval of the Urban Design Commission under this subsection shall not be required for an awning unless it is part of other development requiring approval under this subsection. The applicable regulations of other codes shall continue to apply with full force and effect to all properties in the district. However, if this ordinance conflicts with other City regulations, the regulations which are more restrictive or which impose higher standards or requirements shall govern. (Am. by ORD-09-00091, 8-1-09)

(d) Basis for Design Review. In reviewing plans for development in the district, the Urban Design Commission shall consider the following requirements and guidelines as may be appropriate. The development shall meet the requirements and conform as much as possible to the guidelines. The overall design of each development shall be of high quality.

1. Public Rights-of-Way.

a. Requirement. Public rights-of-way shall be landscaped with appropriate trees and shrubs in accordance with planting plans prepared by the city Forester, after consultation with the Urban Design Commission.

b. Guidelines.

- i. The appearance of the public rights-of-way is of importance in view the mixed land use patterns which characterize the designated transportation corridors. The treatment of these rights-of-way should achieve a degree of visual continuity.
- ii. When appropriate and where the right-of-way width is sufficient, the use of earth berms should be considered to reduce traffic noise in residential areas.

Applicant: The work in the ROW is extensive on this project and has been discussed thoroughly with city real estate, traffic engineering, Parks and Metro to make the most efficient use of the space while respecting the visual continuity of the outer square.

2. Off-Street Parking and Loading Areas.

a. Requirements.

- i. Parking lot landscape plans shall be developed in accordance with the revised New Approach to Parking Lot Landscaping adopted by the Common Council by Substitute Resolution No. 37,196, copies of which

are on file with the City Clerk and are available in the Department of Planning and Community and Economic Development.

- ii. The quantity of parking and service areas as well as the tree islands on the interior of new parking areas shall conform to the provisions of Chapter 28 of the Madison General Ordinances. No new parking space shall be more than fifty (50) feet from a canopy tree of at least 3-inch caliper.

b. Guidelines.

- i. Whenever possible, parking areas shall be located to the side or to the rear of buildings rather than in the front.
- ii. Whenever possible, landscaped earth berms should be used to screen the view of parking areas.
- iii. The use of chain link or other metallic fences should be avoided where visible from roadways identified in Section 33.02(10)(b).
- iv. Off-street parking and loading areas should be integrated into the overall site development. Their relationship to the building they serve and to the street should receive careful attention in preparing the site plan for the property.

Applicant: The design does not contain any long term surface parking stalls, so those items are not applicable. The loading zone and associated trash movements are all integrated into the building.

3. Signs. The mixed land use patterns that characterize substantial portions of the district contribute to a proliferation of business and product identification signs which detract from the appearance of these areas.

a. Requirements.

- i. Signs in the district shall conform to all provisions of Chapter 31 of the Madison General Ordinances.
- ii. Signs shall be integrated with the architecture of the building.
- iii. Electronic changeable copy signs, if permitted in the District, shall comply with Sec. 31.046(1) which requires that electronic changeable copy signs in Urban Design Districts shall not alternate, change, fade in, fade out, or otherwise change more frequently than once every one (1) hour. Additionally, no sign or portion of sign shall change its level of illumination more than once every one (1) hour. (Am. by ORD-09-00091, 8-1-09)
- iv. Signs along East Washington Avenue west of First Street shall not be so high or so large that they detract from the view of the State Capitol.

b. Guidelines.

- i. A sign should identify the activity without imposing upon the view of residents, businesses or activities of the district.
- ii. A sign should be appropriate to the type of activity and clientele at which its message is directed.

- iii. Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- iv. Signs should avoid covering or impinging upon landscape features or significant structures.
- v. Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the signs.
- vi. Internally illuminated signs displaying illuminated copy shall be designed in such a way so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
(Am. by ORD-09-00091, 8-1-09)

Applicant: The two illuminated signs are fully integrated into the architectural and are at a pedestrian scale so as to direct guests to the hotel and not take away from the capital.

4. Building Design.

a. Requirements.

- i. Exterior building materials shall be low maintenance and harmonious with those used on other buildings in the area.
- ii. Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.
- iii. Along East Washington Avenue west of First Street, metal shall be used as an exterior building material only as an integral part of a design of exceptional merit.

b. Guidelines.

- i. Structures should be designed to be compatible with the structures that are adjacent to them.
- ii. Large unbroken exterior facades should be avoided.
- iii. All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the overall design.
- iv. The architecture of new in-fill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

Applicant: The exterior building design of the AC Hotel has been developed to exceed the UDD requirements by providing a building with a modern form that is compatible with its environment. The form and materials of the building is respectful of what is likely to be other 8 story buildings on E. Washington, views to the capitol and impact to the Lamphouse. All mechanical units are screened from view by integrating them into the architecture along with having no wall pack louvers on the primary facades. Attention has been paid to create a terminal view corner that is befitting of being to bookend of E. Washington while promoting viewsheds of the city.

5. Lighting.

a. Requirements.

- i. The functions of exterior lighting on private property shall be to illuminate building facades, especially those bearing business identification signs; to illuminate pedestrian walks and spaces; and to illuminate parking and service areas.
- ii. The choice of equipment, design, quantity, and placement of onsite lighting shall relate to these functions.
- iii. Lighting shall be adequate, but not excessive.
- iv. The height and number of lighting standards shall be appropriate to the building and its function and to the neighborhood.
- v. Off-street parking area lighting shall be so arranged as to conform with applicable sections of Sections 10.08 and 10.085 of the Madison General Ordinances.

b. Guidelines.

- i. Building Facades. Architectural lighting should be free from glare and of a type to complement the existing development in the district.
- ii. Building and Grounds Security. Security lighting should provide necessary levels of illumination to insure safety of the property and its residents, while not reflecting direct rays of light into adjacent property.

Applicant: The lighting of the building is primarily at the pedestrian level to provide functional lighting for safe guest and pedestrian movements at the ROW. Architectural lighting is comprised of down lighting of columnar elements and indirect lighting at the outdoor viewing platforms. The light levels associated with the architectural and functional lighting is within city standards.

6. Landscaping.

a. Requirements.

- i. Landscaping shall be used for functional as well as decorative purposes, including framing desirable views, screening unattractive features and views along the roadway, screening different uses from each other, and complementing the architecture of the building.
- ii. In new developments the quality of existing vegetation shall be assessed and integrated into the site planning and landscape design when appropriate.

b. Guidelines.

- i. Landscape plans should include a selection of plants which will provide interest and color during the entire year.
- ii. Plant materials should be hardy to this region and should be of sufficient size to have immediate visual impact. Canopy trees should be at least 3-inch caliper when planted.
- iii. Plant materials should be well-maintained, especially during the year following their installation. Any dead plant should be replaced during the next planting season.

iv. All planting beds should be edged and properly mulched.

(e) Utility Service. It shall be a goal of this district to eliminate overhead wiring within the district. The undergrounding of utility wires should be considered in all street improvement projects undertaken within the district. To this end, the City of Madison and owners of property within the district, working with the Madison Gas and Electric Company, Wisconsin Bell, and cable television licensees, shall, in all major new developments and major additions, including street lighting and traffic signals, make provision for underground service. Whenever possible, this shall be accomplished during building development and construction. When it is not possible, certification to the fact that provisions have been made for the future placement of service underground, signed by representatives of each utility company, licensee or service provider, shall appear on plans submitted to the Urban Design Commission for review.

(Sec. 33.02(10) Cr. by Ord. 10,440, Adopted 5-5-92; Renumbered by Ord. 13,216, 12-20-02)

Applicant: The landscape has been designed to accentuate the lamphouses "outdoor yard" and compliment the architecture- including the green roof at the entry canopy. All plants will be well maintained, irrigated and designed to provide year around interest.



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



SIXTH THRU EIGHTH
FLOOR PLANS

SCALE: 1/8" = 1'-0"



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

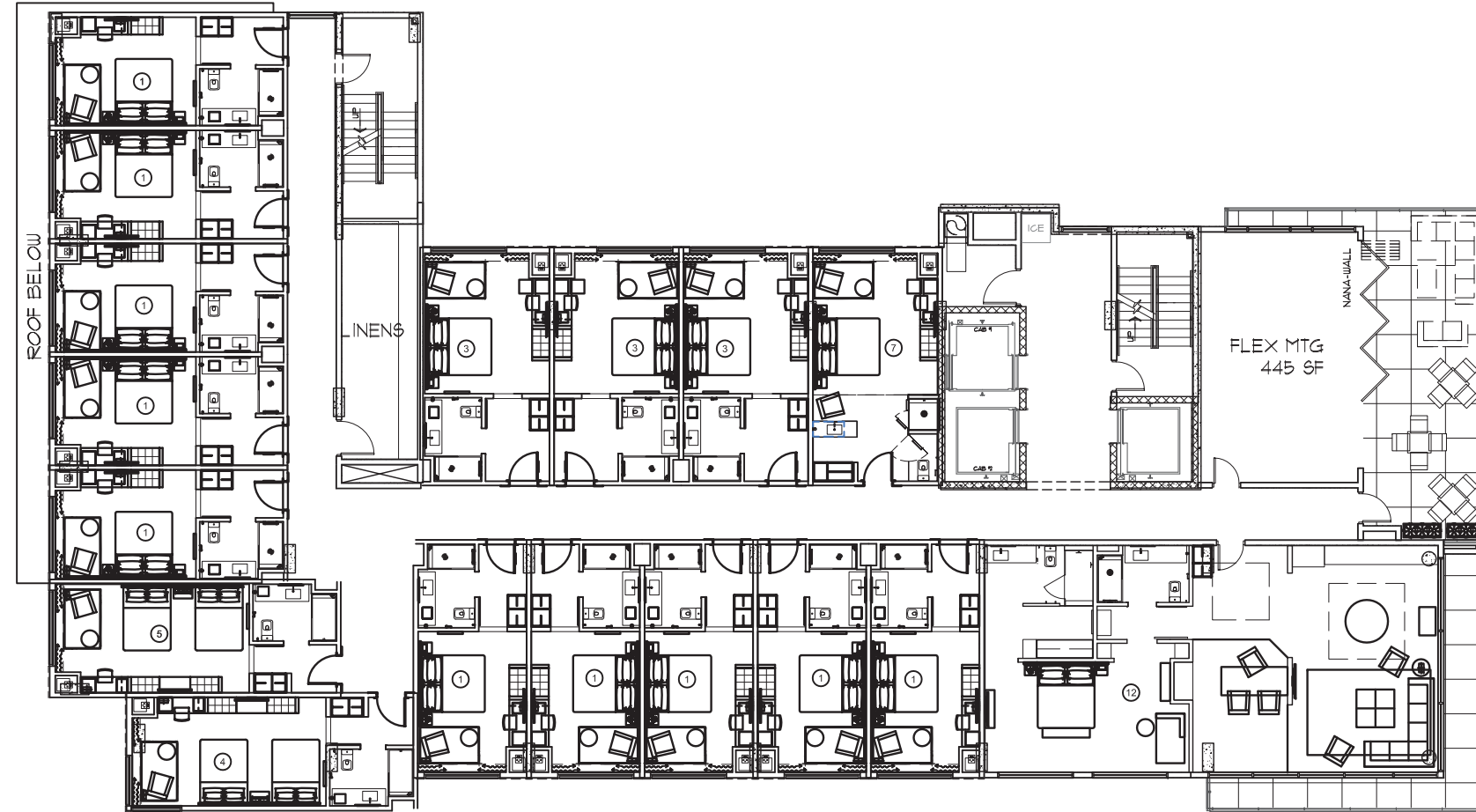
PROJECT: 201410
DRAWN BY: AR
DATE:
SCALE: AS NOTED

SIXTH
THRU EIGHTH
FLOOR PLANS

A2.04



GARY BRINK & ASSOCIATES
 ARCHITECTS
 7780 ELMWOOD AVENUE
 MIDDLETON, WI 53562
 608-829-1750
 608-829-3056 (FAX)



NINTH FLOOR PLAN

SCALE: 1/8" = 1'-0"



PROJECT: **AC BY MARRIOTT - DOWNTOWN MADISON**
 202 E. WASHINGTON AVE.
 MADISON, WISCONSIN

OWNER: **202 E. WASHINGTON LLC**
 C/O: NORTH CENTRAL GROUP
 1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
 Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC or Market Interconnect.

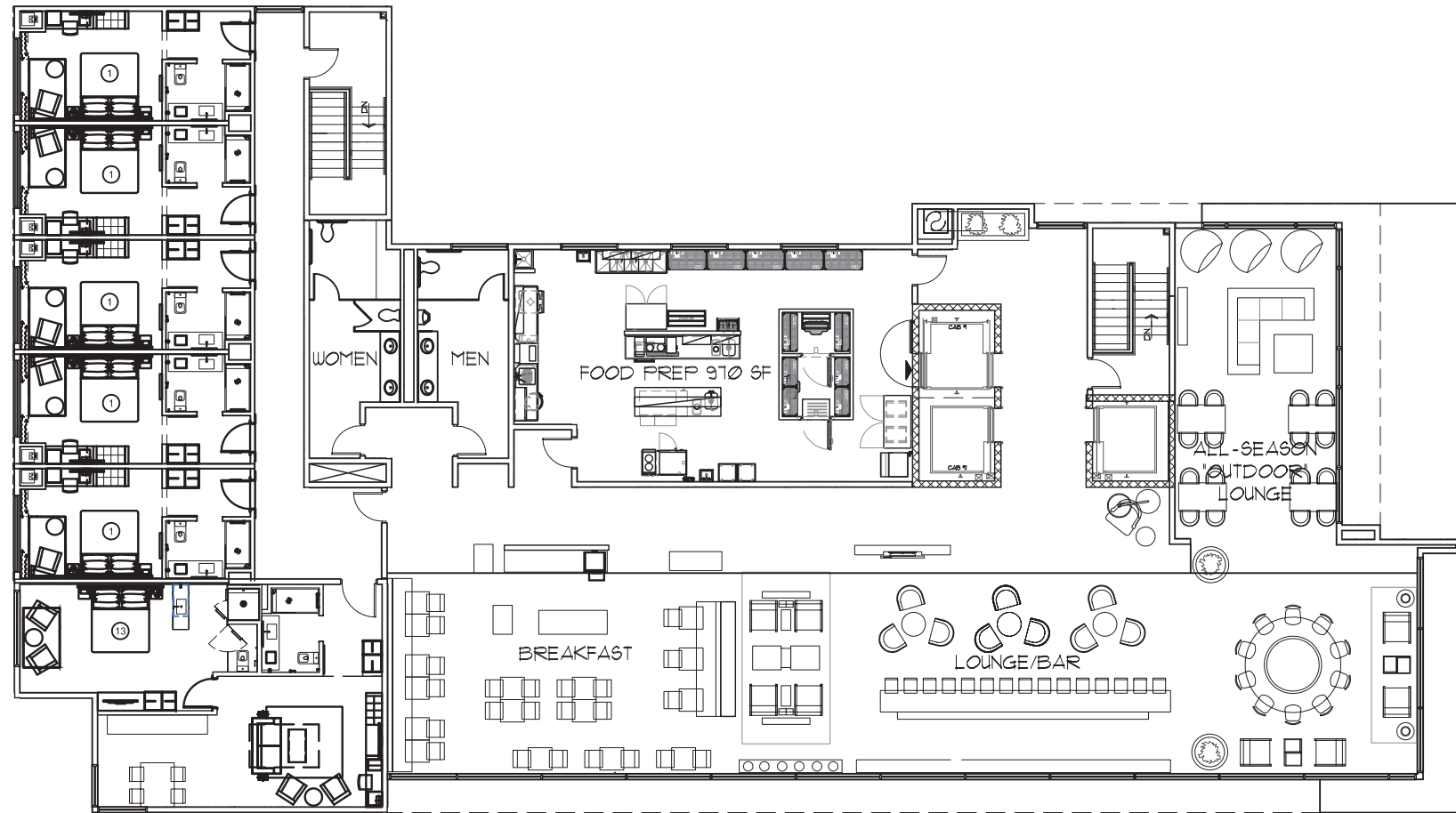
PROJECT: 201410
 DRAWN BY: AR
 DATE:
 SCALE: AS NOTED

NINTH FLOOR
 PLAN

A2.05



GARY BRINK & ASSOCIATES
 ARCHITECTS
 7780 ELMWOOD AVENUE
 MIDDLETON, WI 53562
 608-829-1750
 608-829-3056 (FAX)



TENTH FLOOR PLAN
 SCALE: 1/8" = 1'-0"



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
 202 E. WASHINGTON AVE.
 MADISON, WISCONSIN

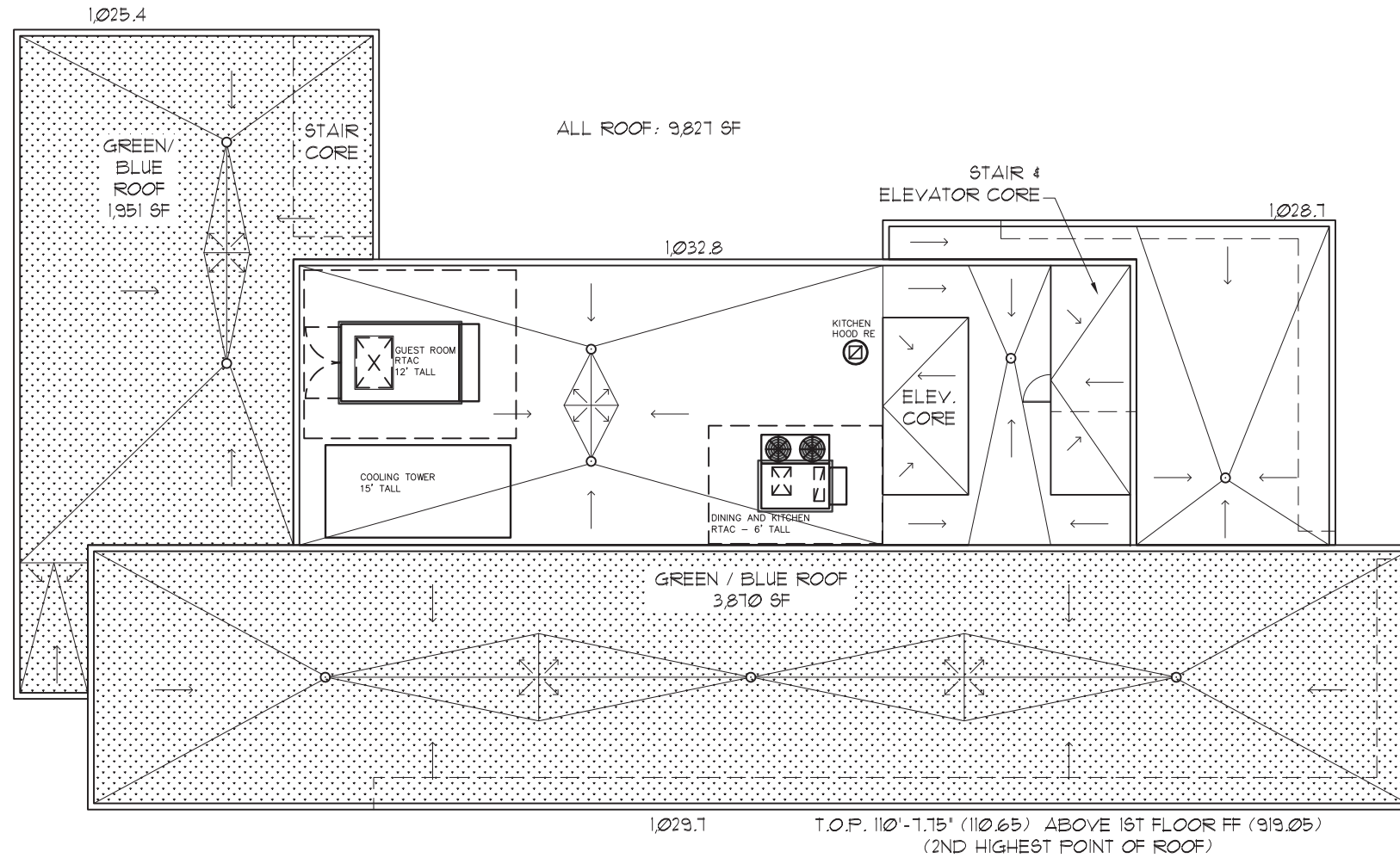
OWNER: 202 E. WASHINGTON LLC
 C/O: NORTH CENTRAL GROUP
 1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
 Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Market Interconnect.

PROJECT: 201410
 DRAWN BY: AR
 DATE:
 SCALE: AS NOTED



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



ROOF PLAN
SCALE: 1/8" = 1'-0"



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON

202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER:

202 E. WASHINGTON LLC

C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Market Intermarket.

PROJECT: 201410

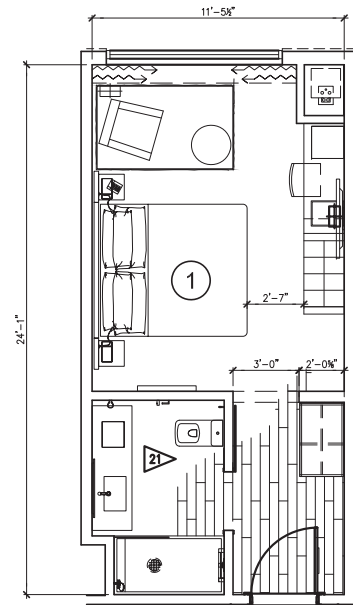
DRAWN BY: AR

DATE:

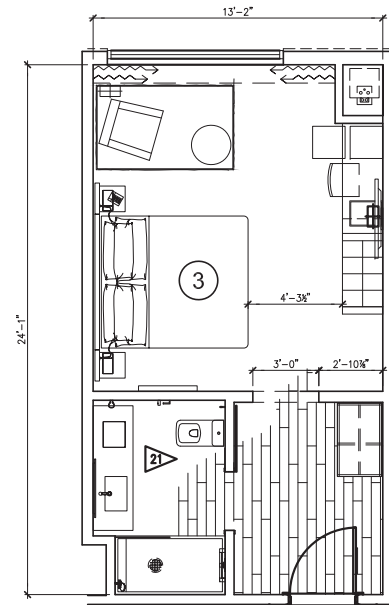
SCALE: AS NOTED



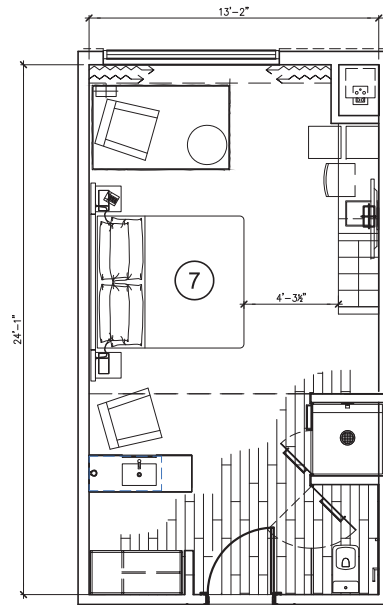
GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



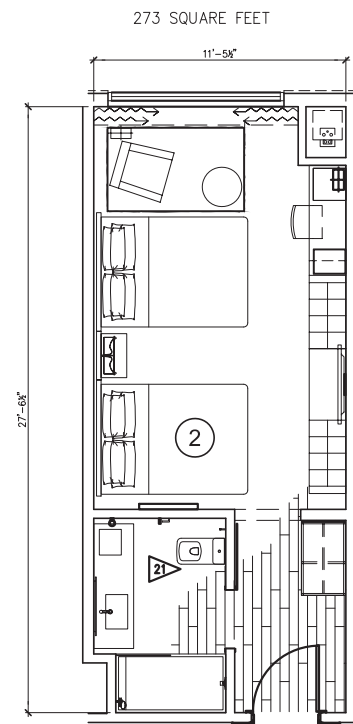
1 AC MODIFIED KING
SCALE: 1/4" = 1'-0"



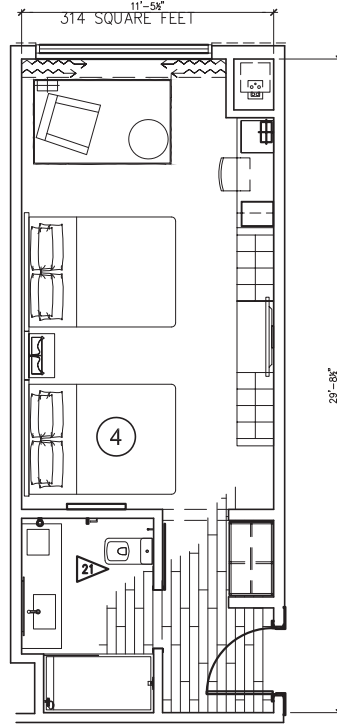
3 AC MODIFIED KING-WIDE
SCALE: 1/4" = 1'-0"



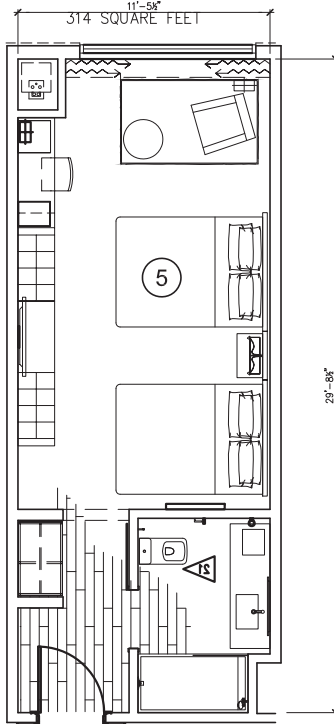
7 AC MODIFIED KING-WIDE
SCALE: 1/4" = 1'-0"



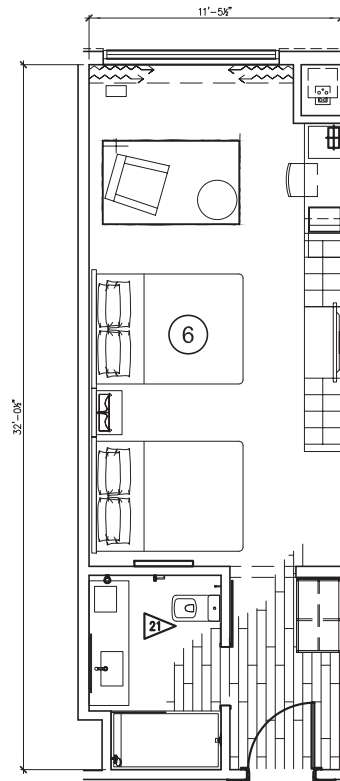
2 AC MODIFIED DOUBLE QUEEN
SCALE: 1/4" = 1'-0"
273 SQUARE FEET



4 AC MODIFIED DOUBLE QUEEN-ALT1
SCALE: 1/4" = 1'-0"
314 SQUARE FEET



5 AC MODIFIED DOUBLE QUEEN-ALT2
SCALE: 1/4" = 1'-0"
314 SQUARE FEET



6 AC MODIFIED DOUBLE QUEEN-ALT3
SCALE: 1/4" = 1'-0"
314 SQUARE FEET

PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

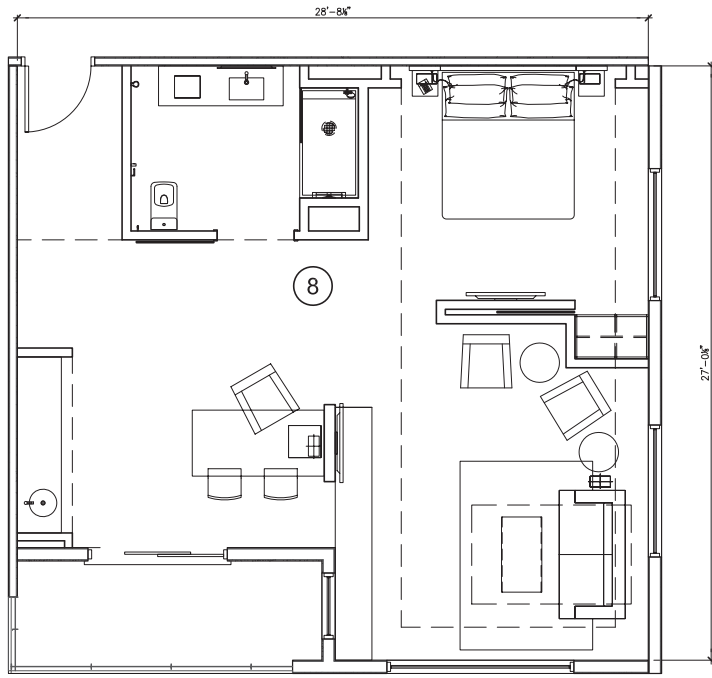
OWNER:
202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC or Market International.

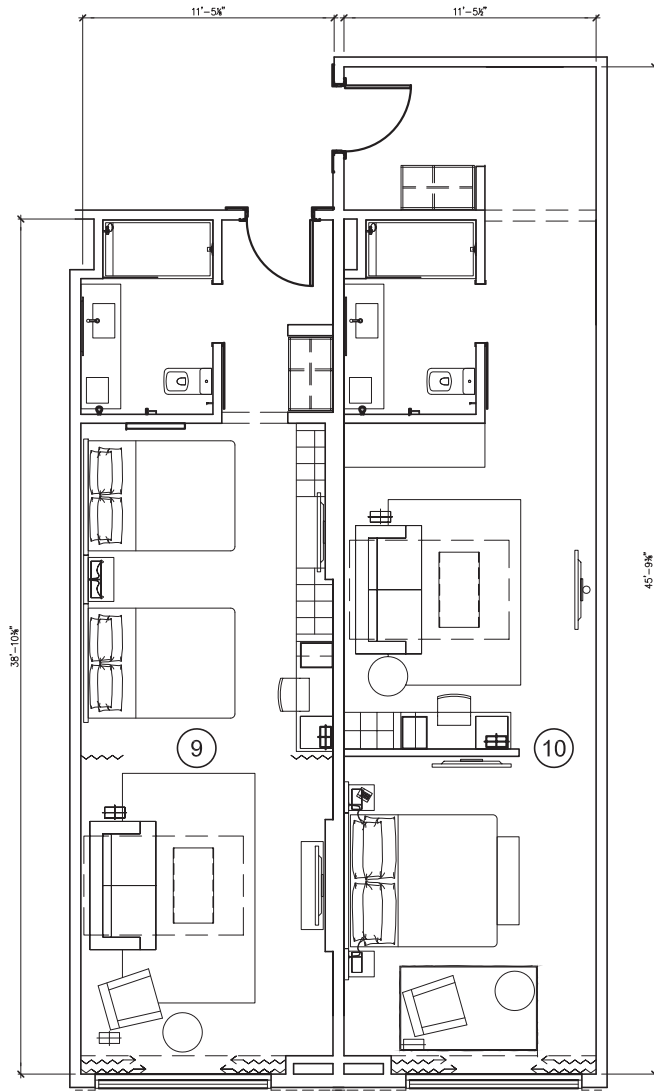
PROJECT: 201410
DRAWN BY: AR
DATE:
SCALE: AS NOTED



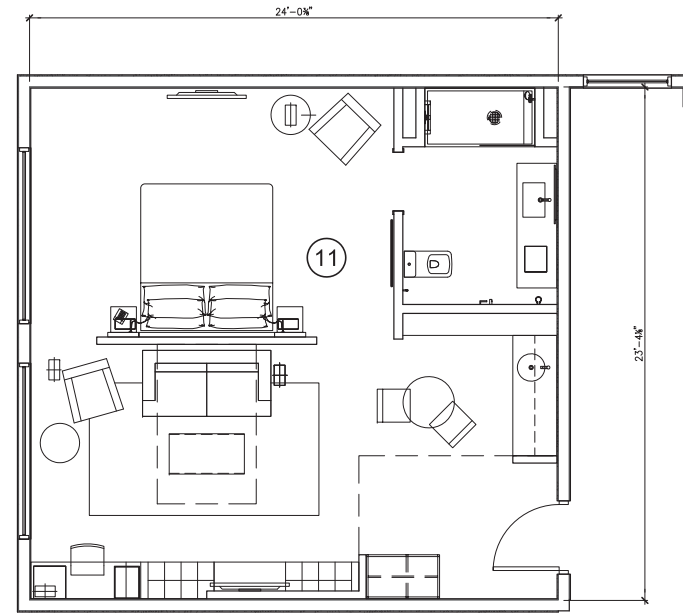
GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



8 AC MODIFIED SUITE
SCALE: 1/4" = 1'-0"
701 SQUARE FEET

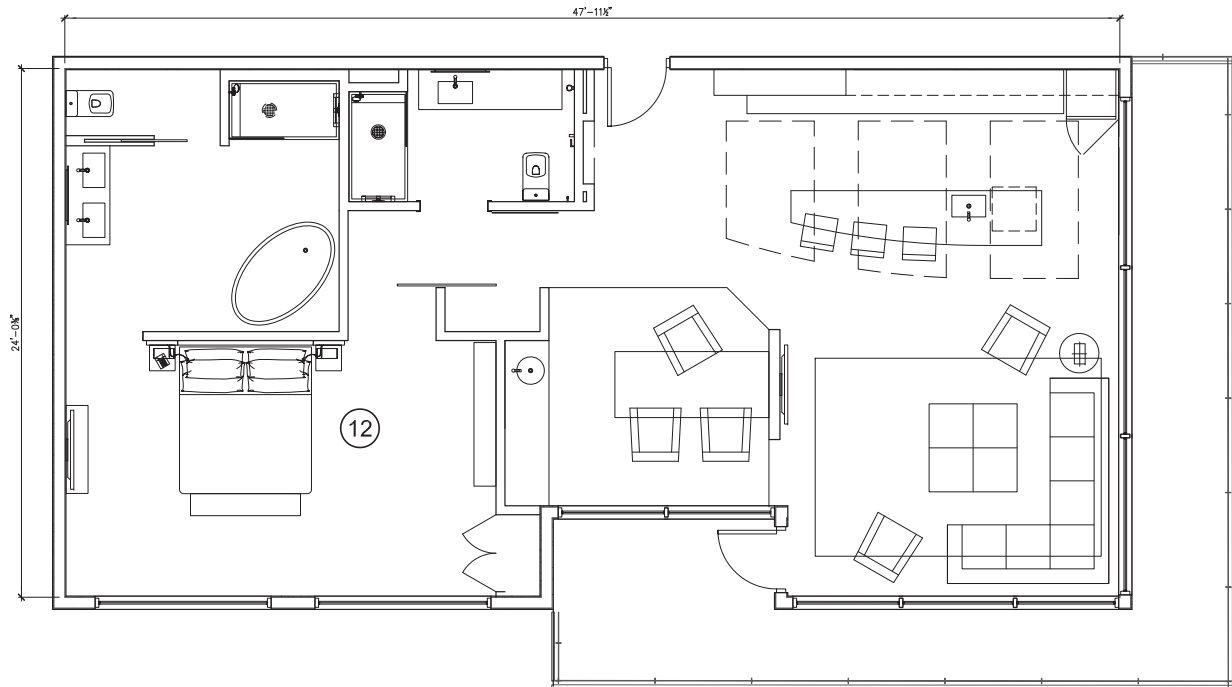


9 AC DQ SUITE - 2ND
SCALE: 1/4" = 1'-0"
440 SQUARE FEET

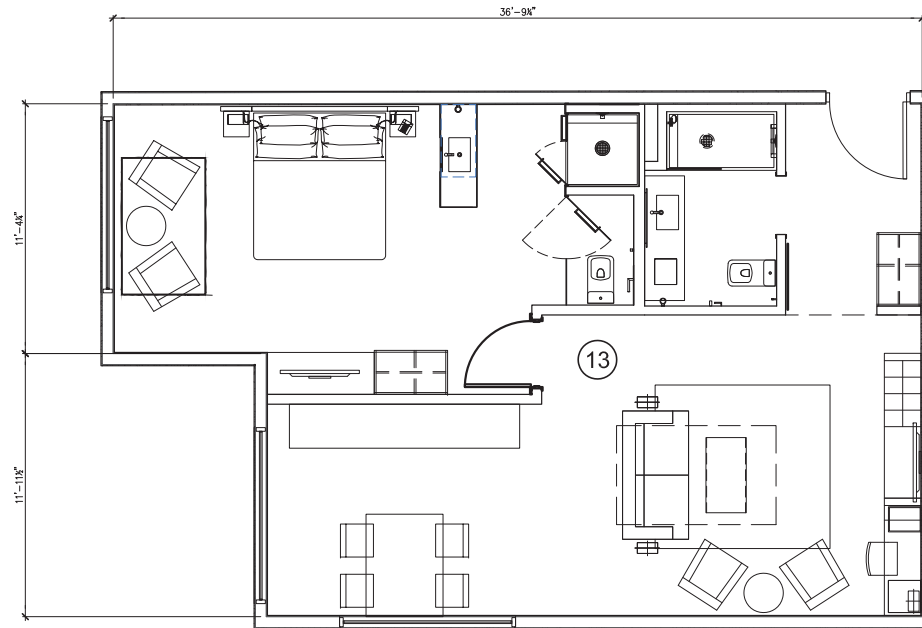


11 AC KING SUITE - 10TH
SCALE: 1/4" = 1'-0"
557 SQUARE FEET

10 AC KING SUITE - 2ND
SCALE: 1/4" = 1'-0"
525 SQUARE FEET



12 AC APARTMENT - 9TH
SCALE: 1/4" = 1'-0"
1100 SQUARE FEET



13 AC KING SUITE - 10TH
SCALE: 1/4" = 1'-0"
771 SQUARE FEET

PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or Market International.

PROJECT: 201410
DRAWN BY: AR
DATE:
SCALE: AS NOTED



GARY BRINK & ASSOCIATES
ARCHITECTS
1780 ELMWOOD AVENUE
MIDDLETON, WI 53542
608-829-1750
608-829-3056 (FAX)

GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION
	(1)	MASONRY FIELD MFR: NORFIELD BLOCK COMPANY SIZE: UTILITY 8"x24" COLOR: ALABASTER GROUNDFACE
	(2)	MASONRY FIELD MFR: NORFIELD BLOCK COMPANY SIZE: UTILITY 8"x24" COLOR: ALABASTER TEXTURED FACE
	(3)	PRECAST SLLS MFR: NORFIELD BLOCK COMPANY SIZE: VARIES COLOR: ALABASTER GROUND FACE
	(4)	CERAMIC TILE MFR: B&B SIZE: 30"x60" COLOR: GREY METAL
	(5)	METAL PANELS COPINGS, FASCIA, ETC. MFR: FIRESTONE SIZE: N/A COLOR: MEDIUM BRONZE
	(6)	METAL COPINGS, FASCIA, ETC. MFR: OLDCASTLE SIZE: N/A COLOR: CLEAR ANODIZED ALUMINUM (201 B CLEAR C-1)

GRAPHIC	KEY	EXTERIOR WINDOW KEY
	(1)	1" CLEAR TEMPERED I.G. AND O.G. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: CLEAR
	(2)	1" CLEAR I.G. - O.G. & LIGHT GREY TINT MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS
	(3)	1" SPANDREL I.G. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Madnet International
PROJECT: 201410
DRAWN BY: MJB
DATE:
SCALE: AS NOTED

EXTERIOR ELEVATIONS

A6.02

NORTH ELEVATION
SCALE: 1/8" = 1'-0"



GARY BRINK & ASSOCIATES
ARCHITECTS
1780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608.829.1750
608.829.3056 (FAX)

GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION
	(M-1)	MASONRY FIELD MFR: NORWELD BLOCK COMPANY SIZE: UTILITY 4"x24" COLOR: ALABASTER GROUNDFACE
	(M-2)	MASONRY FIELD MFR: NORWELD BLOCK COMPANY SIZE: UTILITY 4"x24" COLOR: ALABASTER GROUNDFACE
	(M-3)	PROJECT SILL MFR: NORWELD BLOCK COMPANY SIZE: VARIES COLOR: ALABASTER GROUNDFACE
	(M-4)	CERAMIC TILE MFR: DMS SIZE: 30"x60" COLOR: GREY METAL
	(M-5)	METAL PANELS COPINGS, FASCIAE, ETC. MFR: BENTONITE SIZE: N/A COLOR: CHARCOAL GREY
	(M-6)	METAL COPINGS, FASCIAE, ETC. MFR: CLOCASTEL SIZE: N/A COLOR: CLEAR ANODIZED ALUMINUM (215 R1 CLEAR C-1)

GRAPHIC	KEY	EXTERIOR WINDOW KEY
	(W-1)	1" CLEAR TEMPERED I.G. AND O.G. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: CLEAR
	(W-2)	1" CLEAR I.G. & O.G. & LIGHT GREY TINT MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS
	(W-3)	1" SPANDREL I.G. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS



EAST ELEVATION
SCALE: 1/8" = 1'-0"

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Marcell International
PROJECT: 201410
DRAWN BY: MJB
DATE:
SCALE: AS NOTED



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)

GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION
	(1)	MASONRY FIELD MFR: NORFIELD BLOCK COMPANY SIZE: UTILITY 8"x24" COLOR: ALABASTER GROUNDFACE
	(2)	MASONRY FIELD MFR: NORFIELD BLOCK COMPANY SIZE: UTILITY 8"x24" COLOR: ALABASTER TEXTURED FACE
	(3)	PRECAST BELLS MFR: NORFIELD BLOCK COMPANY SIZE: VARIES COLOR: ALABASTER GROUND FACE
	(4)	CERAMIC TILE MFR: RRS SIZE: 30"x60" COLOR: GREY METAL
	(5)	METAL PANELS CORNICE, FASCIA, ETC. MFR: FIRESTONE SIZE: N/A COLOR: MICHIGAN SPONZT
	(6)	METAL CORNICE, FASCIA, ETC. MFR: OLDCASTLE SIZE: N/A COLOR: CLEAR ANODIZED ALUMINUM (20% P CLEAR C-1)

GRAPHIC	KEY	EXTERIOR WINDOW KEY
	(1)	1" CLEAR TEMPERED LG. AND SG. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: CLEAR
	(2)	1" CLEAR LG.-SG. & LIGHT GREY TINT MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS
	(3)	1" SPANDREL LG. MFR: REFER TO SPECIFICATIONS SIZE: VARIES COLOR: REFER TO SPECIFICATIONS



WEST ELEVATION
SCALE: 1/8" = 1'-0"

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON

202 E. WASHINGTON AVE.
MADISON, WISCONSIN
OWNER: 202 E. WASHINGTON LLC
C/O NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 GARY BRINK & ASSOC.
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOC. or Madnet International
PROJECT: 201410
DRAWN BY: MJB
DATE:
SCALE: AS NOTED

EXTERIOR ELEVATIONS

A6.04



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
CO. NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

©2014 GARY BRINK & ASSOC.
All rights reserved. Reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or its licensor.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.01



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

©2014 GARY BRINK & ASSOC.
All rights reserved. Reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or its direct subsidiaries.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.02



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
CO. NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

©2014 GARY BRINK & ASSOC.
All rights reserved. Reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or their representatives.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.03



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O. NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

©2014 GARY BRINK & ASSOC.
All rights reserved. Reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or its client.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.04



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-3056 (FAX)



IMAGE TO BE UPDATED

PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

BY: GARY BRINK & ASSOC.
THIS QUALIFIED REPRESENTATION IS NOT TO BE
OTHER PARTY IS PROVIDED UNLESS YOU WRITE
SUPPORTATION IS REQUIRED FROM GARY BRINK &
ASSOC OR THEIR SUBCONTRACTORS

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.05



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3058 (FAX)



IMAGE TO BE UPDATED

PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

BY: GARY BRINK & ASSOC.
THIS DOCUMENT, REPRESENTATION, OR USE BY ANY
OTHER PARTY IS PROHIBITED UNLESS YOUR WRITTEN
AUTHORIZATION IS RECEIVED FROM GARY BRINK &
ASSOC. OR THEIR SUCCESSORS.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.06



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1700
608-829-3056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E WASHINGTON AVE
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O. NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

©2014 GARY BRINK & ASSOC.
This rendering, reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOC or its direct subsidiaries.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

MASSING
MODEL
RENDERING
R1.07

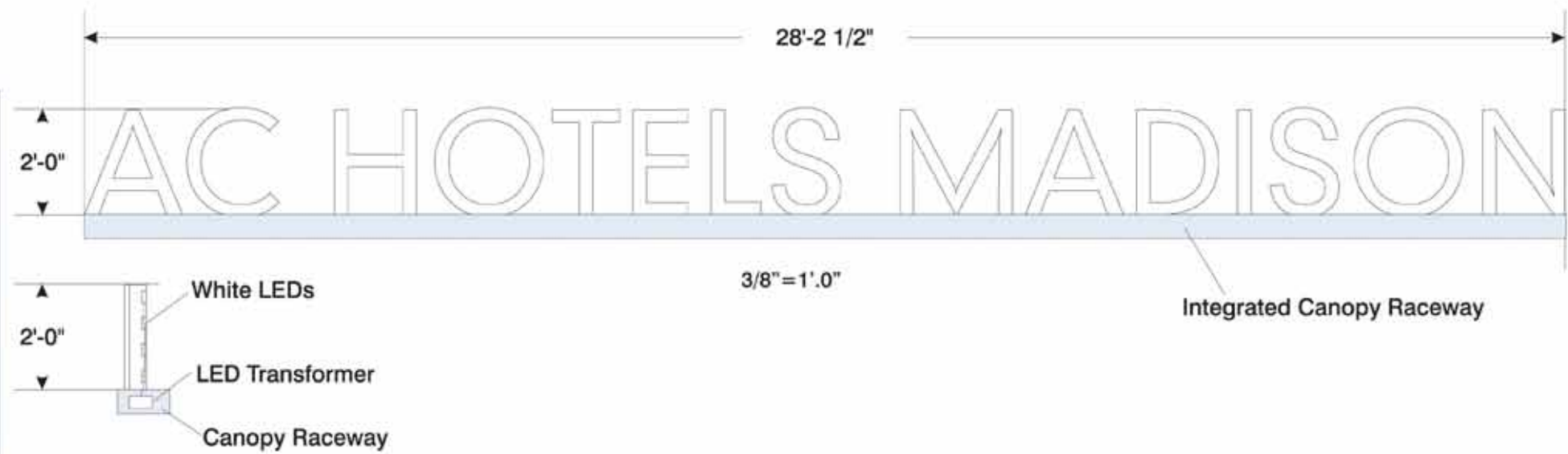


GARY BRINK & ASSOCIATES
ARCHITECTS
7790 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-5056 (FAX)

1B Canopy Letters - Suggested Size



1/8" = 1'.0" - South Elevation



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

2014 (GARY BRINK & ASSOCIATES)
Any duplication, reproduction, or use by any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOCIATES or their representatives.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED

Print to Scale on 11" x 17" Paper

<input type="checkbox"/> White Acrylic Faces	<input type="checkbox"/> Sides & Trim - TBD
Wind Load Compliance Statement: Windstand up to 75 MPH Winds	Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum Channel Letters w/White Acrylic Faces Mounted to Section Raceway Integrated into Building Canopy	

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: 608.271.1000 • Fax: 608.271.0755		SCALE: VARIES DATE: 8/12/14	APPROVED: [Signature]
GARY BRINK & ASSOCIATES-AC HOTELS		DATE: 2014	PROJECT NO: 5740A
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design, work of its employees. They are submitted to you as your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or verification of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one included herein is expressly prohibited. In the event that such use, distribution or verification occurs, the undersigned hereby agrees to pay to Ryan Signs, Inc. the sum of 20% of our purchase price as quoted to you. This consent of payment is acknowledged in compensation for the time, effort and expense devoted to the preparation of the plans.		5740A	

EXTERIOR
SIGN DETAILS
EX.01



GARY BRINK & ASSOCIATES
ARCHITECTS
7790 ELAMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-5056 (FAX)

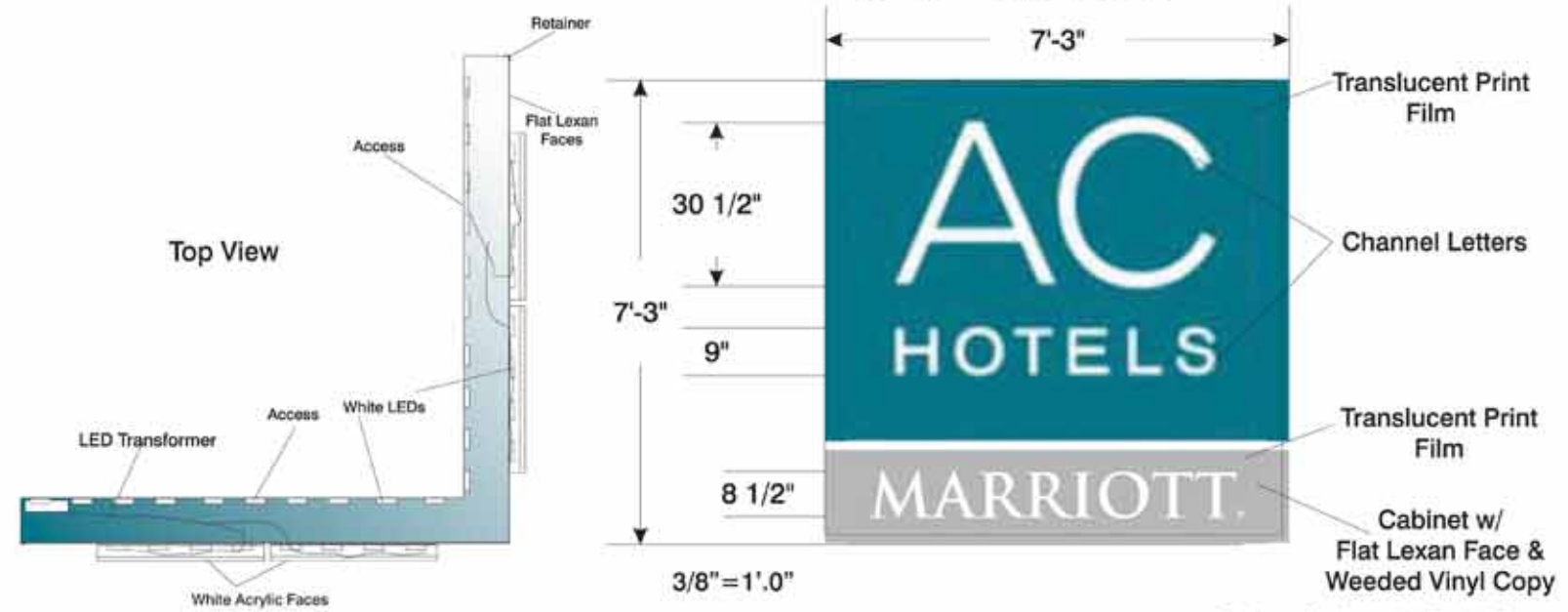
2C.2 Integrated Cabinet Sign - With Channel Letters



1/8" = 1'.0" - South Elevation



1/8" = 1'.0" - East Elevation



PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

PROJECT: 201419
DRAWN BY:
DATE:
SCALE: AS NOTED

White Acrylic Faces Sides & Trim - TDD
Wind Load Compliance Statement: Withstand up to 75 MPH Winds
Illumination Compliance Statement: Internal White LEDs Meets Maximum Guidelines of City of Madison
Construction: Fabricated Aluminum Cabinet w/ Lexan Faces Covered w/ Translucent Vinyl & Face Mounted Channel Letters. All Mounted Between Corner Mullins

Print to Scale on 11" x 17" Paper

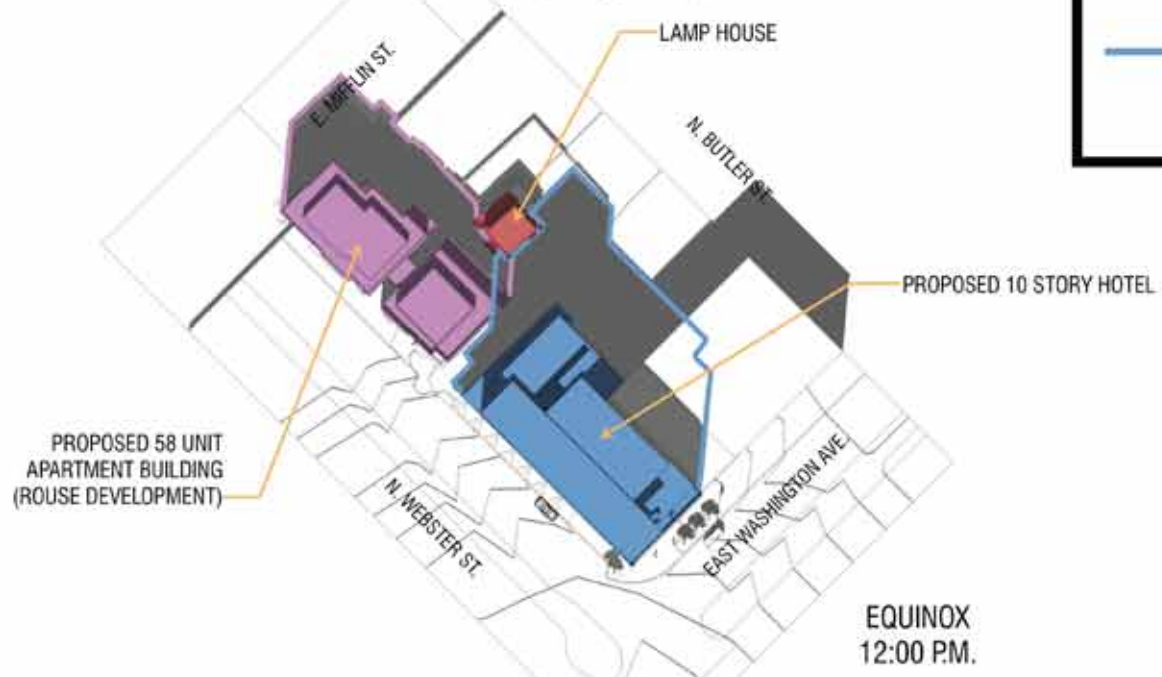
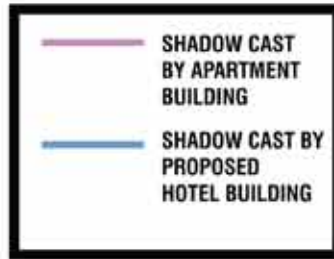
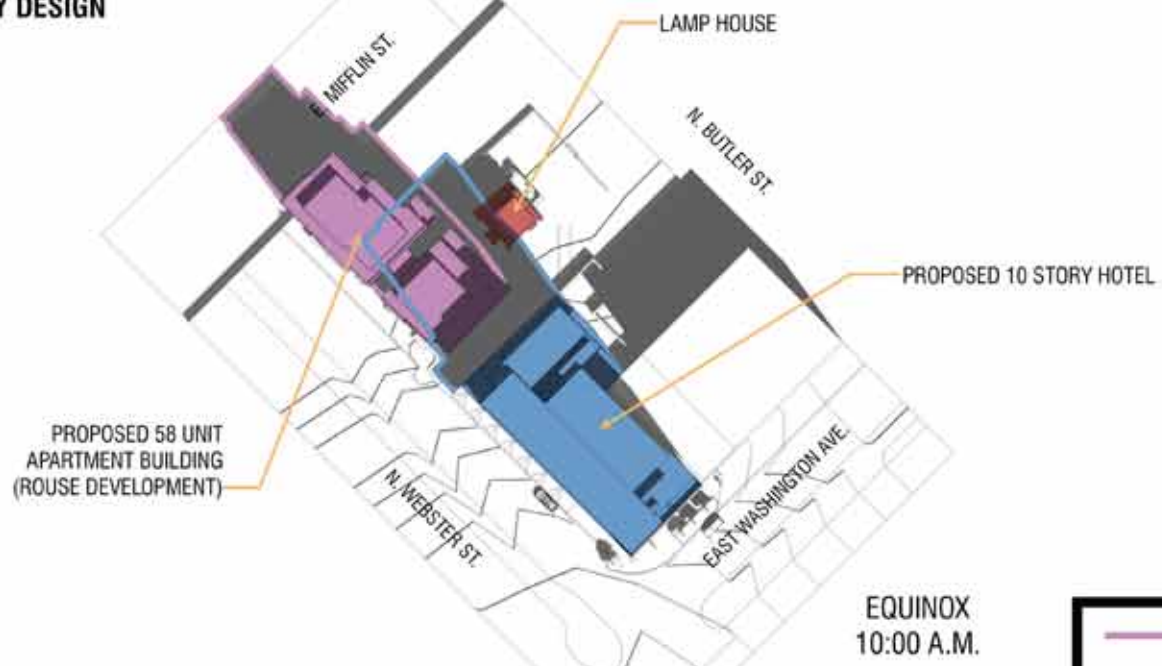
Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel: 608-771-7979 • Fax: 608-771-7983
GARY BRINK & ASSOCIATES-AC HOTELS

DATE: 8/12/14
REVISED: 8/27/14
DRAWN BY: KW

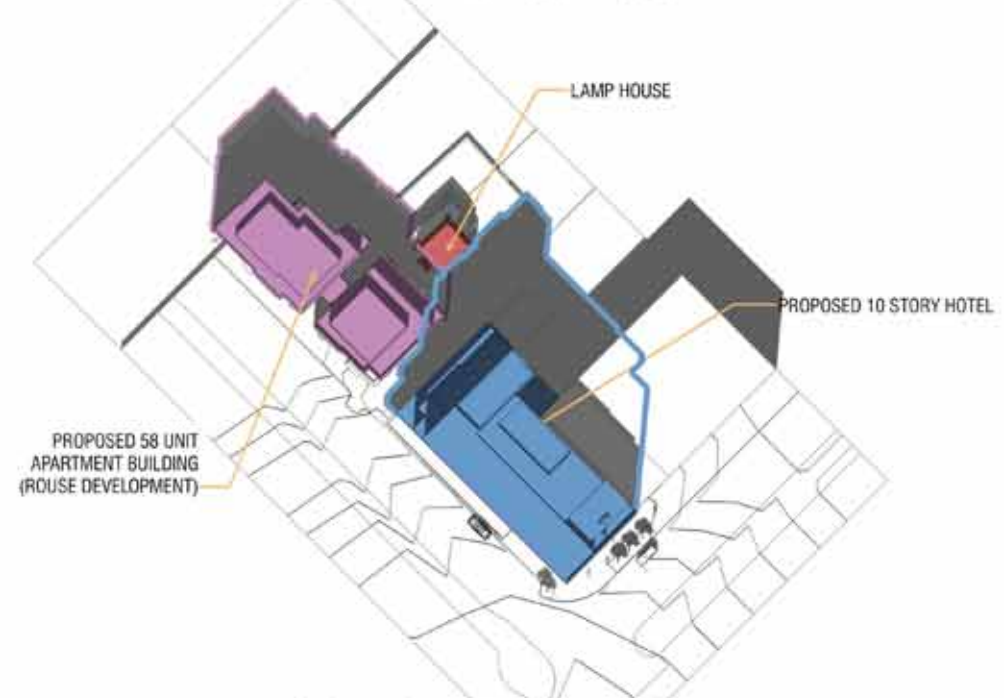
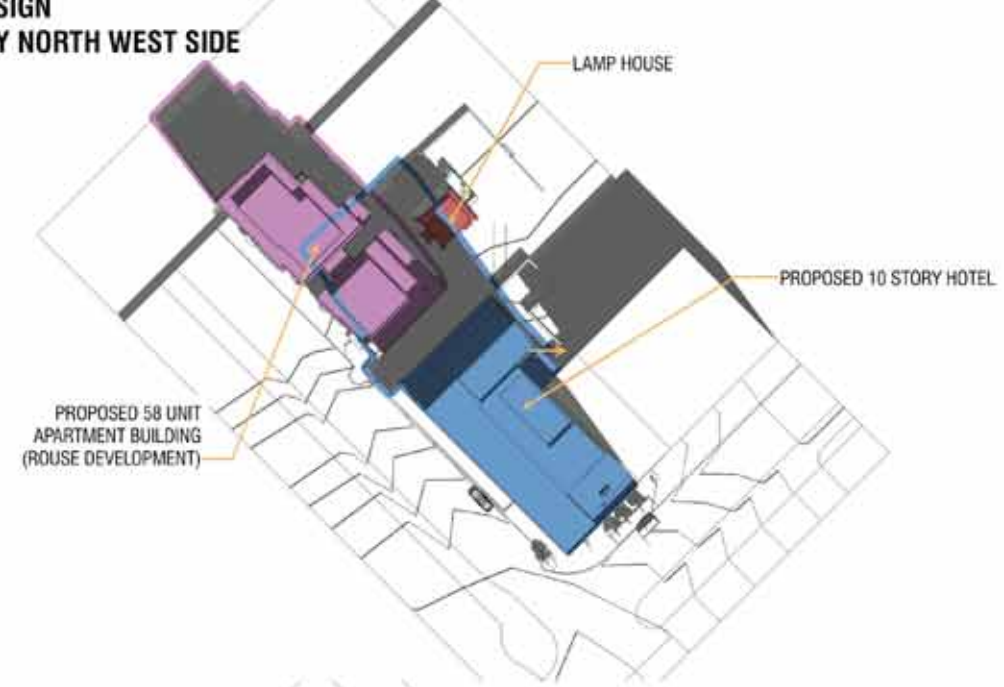
5740F

EXTERIOR
SIGN DETAILS
EX.02

10 STORY DESIGN



10 STORY DESIGN WITH 6 STORY NORTH WEST SIDE



GARY BRINK & ASSOCIATES
ARCHITECTS
7790 ELAMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-828-5056 (FAX)

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER: 202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

© 2014 GARY BRINK & ASSOCIATES
All rights reserved. Reproduction, or use for any other party is prohibited unless prior written authorization is received from GARY BRINK & ASSOCIATES or their successors.

PROJECT: 201410
DRAWN BY:
DATE:
SCALE: AS NOTED



GARY BRINK & ASSOCIATES
ARCHITECTS
7780 ELMWOOD AVENUE
MIDDLETON, WI 53562
608-829-1750
608-829-5056 (FAX)



PROJECT:
AC BY MARRIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN

OWNER:
202 E. WASHINGTON LLC
C/O: NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200 - MIDDLETON, WISCONSIN

© 2014 GARY BRINK & ASSOCIATES
All rights reserved. Reproduction, or use by any
other party is prohibited unless prior written
authorization is received from GARY BRINK &
ASSOCIATES.

PROJECT: 201410
DRAWN BY: JUB
DATE:
SCALE: AS NOTED

FULLY
DEVELOPED
SITE CONTEXT
EX.04