



# City of Madison

## Proposed Demolition & Rezoning

Location  
202 East Washington Avenue &  
15 North Webster Street

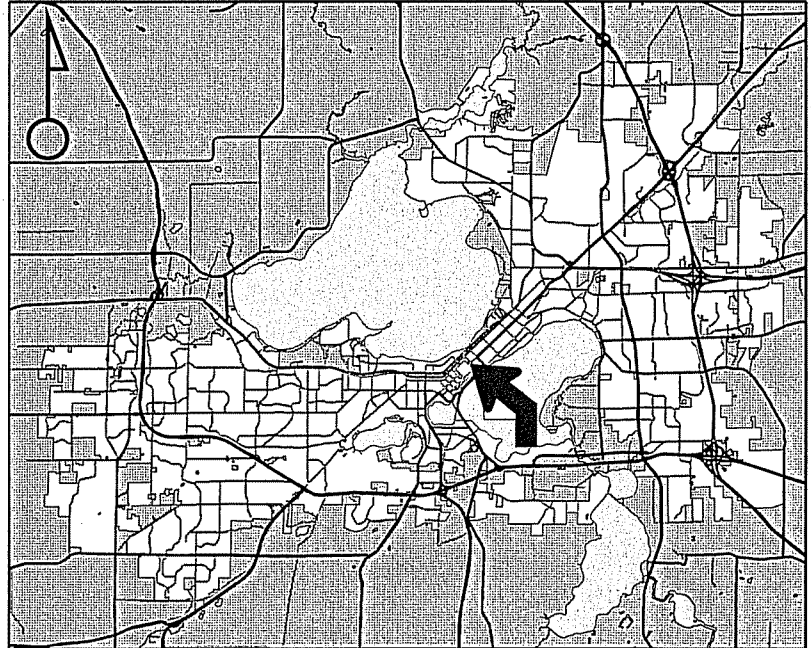
Applicant  
North Central Group/  
Josh Wilcox - Gary Brink & Assoc

From: DC To: PD(GDP-SIP)

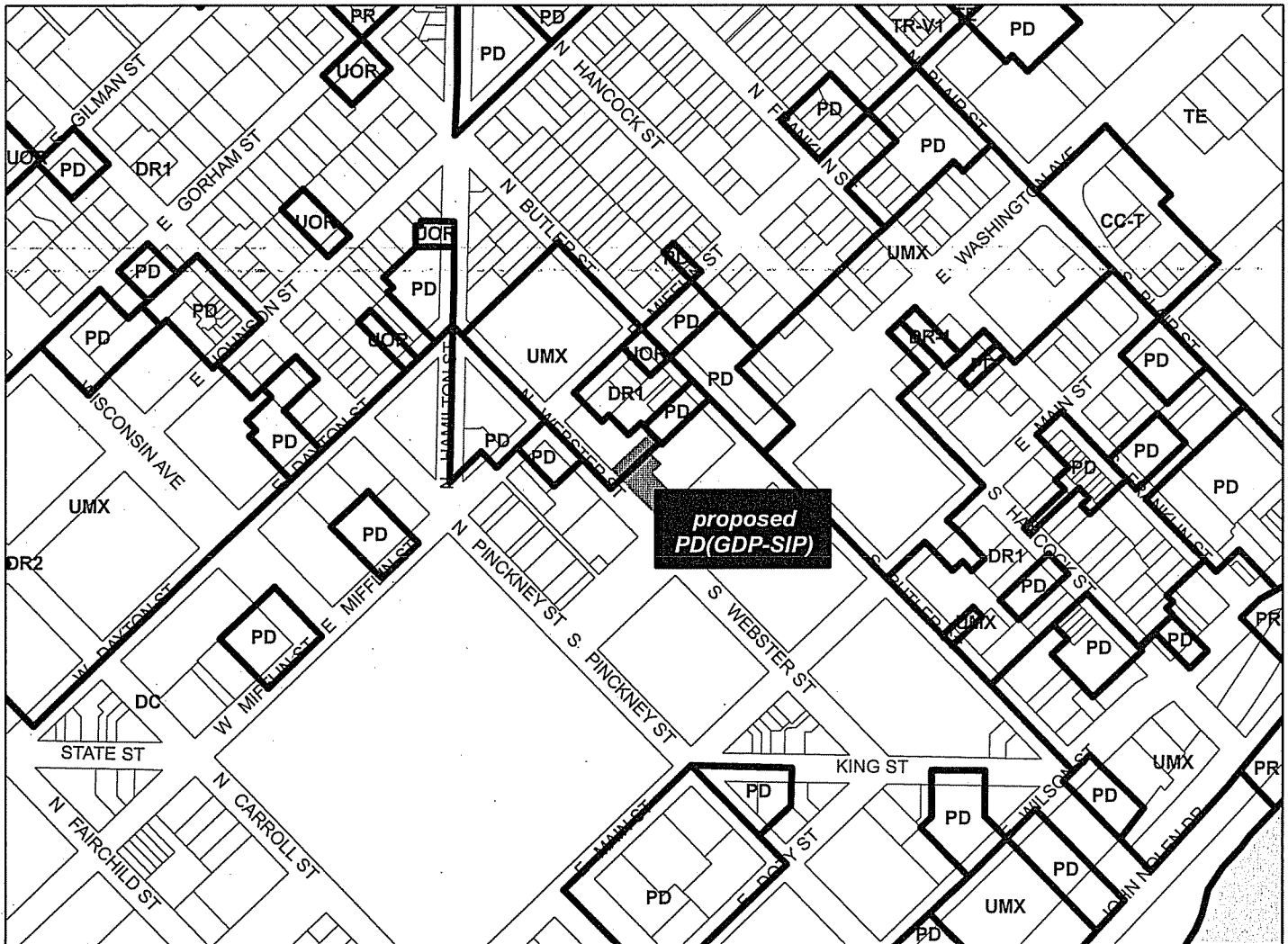
Existing Use  
Former auto repair facility and  
apartment building

Proposed Use  
Demolish auto repair facility and four-  
unit apartment to allow construction  
of 164-room hotel

Public Hearing Date  
Plan Commission  
22 September 2014  
Common Council  
07 October 2014



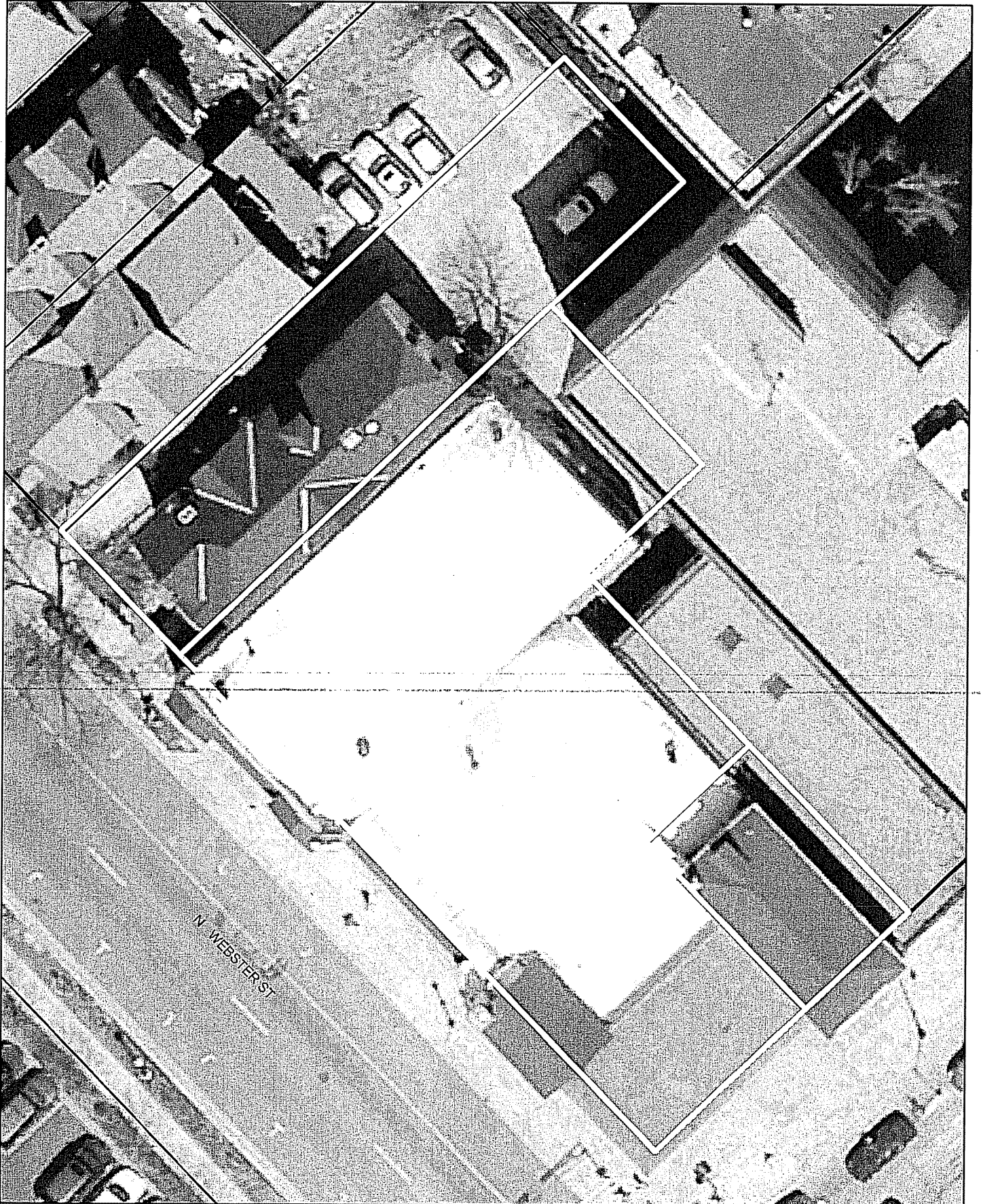
For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 15 September 2014

8-9





# LAND USE 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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid	\$2100 Receipt No. 155395
Date Received	DCM 6/25/14
Received By	DM
Parcel No.	0709-133-3101-6
Aldermanic District	2 Zellers
Zoning District	DL
Special Requirements	Urban Design District
Review Required By:	
<input checked="" type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input checked="" type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

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

2. **This is an application for** (Check all that apply to your Land Use Application):

- Zoning Map Amendment from DC to PD
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

3. **Applicant, Agent & Property Owner Information:**

**Applicant Name:** 202 E. Washington LLC      **Company:** North Central Group  
**Street Address:** 1600 Aspen Commons, Suite 200      **City/State:** Middleton/WI      **Zip:** 53562  
**Telephone:** (608) 836-6060      **Fax:** ( )      **Email:** jlenz@ncghotels.com

**Project Contact Person:** Josh Wilcox      **Company:** Gary Brink & Associates, Inc.  
**Street Address:** 7780 Elmwood Avenue, Suite 204      **City/State:** Middleton/WI      **Zip:** 53562  
**Telephone:** (608) 829-1750      **Fax:** (608) 829-3056      **Email:** josh.wilcox@garybrink.com

**Property Owner (if not applicant):** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_      **City/State:** \_\_\_\_\_      **Zip:** \_\_\_\_\_

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: \_\_\_\_\_  
Demolition and re-development of properties located 15 N. Webster Street & 202 E. Washington Avenue  
**Development Schedule:** Commencement Fall 2014      Completion Early 2016

8-9

**5. Required Submittal Information**

All Land Use applications are required to include the following:

**Project Plans including:\***

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

**Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

**Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

**6. Applicant Declarations**

**Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:  
1/29/14 (Alder Ledell Zellers); 1/29/14 (Davy Mayer, Capitol Neighborhoods, Inc.)

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

**Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Heather Stouder Date: 1/30/14 Zoning Staff: Matt Tucker Date: 1/30/14

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Jeff Lenz Relationship to Property: Developer  
Authorizing Signature of Property Owner [Signature] Date 6/25/14



June 25, 2014

Matthew Tucker  
Zoning Administrator  
Madison Municipal Building, LL 100  
215 Martin Luther King, Jr. Blvd  
PO Box 2984  
Madison, WI 53701-2984

Re: Zoning Map Amendment for Planned Development (PD) Zoning  
Letter of Intent  
202 E. Washington Avenue  
AC Hotel by Marriott - Madison

Dear Matt:

We are pleased to submit the Zoning Map Amendment application for Planned Development Zoning for the proposed AC Hotel by Marriott project to be located at 202 E. Washington Avenue.

It was over a year ago that the Alexander Company first conducted neighborhood meetings regarding a proposed hotel on this site. Since the new development team took over in the fall of 2013, we have incorporated significant changes to initial proposals and incorporated meaningful feedback from over five neighborhood meetings, numerous city staff meetings and three UDC informational meetings, prior to making this submission.

Based on recommendations from staff, we are requesting a zoning change to a Planned Development which will also incorporate a modification to the current downtown height map.

Some of the highlights include:

- First Marriott in Downtown Madison.
- Exciting new brand – AC Hotels by Marriott – an upscale, lifestyle brand that will truly express the urban spirit of downtown Madison.
- Roof top restaurant and lounge with views of the capitol, Madison lakes and Isthmus
- Exceptional architecture.
- Roof top restaurant and lounge with views of the capitol, Madison lakes and Isthmus.
- Successfully secured 15 N. Webster parcel to incorporate within the overall development.
- Green roof.
- Consideration paid to Lamp House report on step backs.

The proposed project will consist of a 10-story, 164 guest room AC Hotel by Marriott. There will be two levels of parking which includes (38) valet parking stalls, (6) bicycle stalls, and (1) motorcycle stall.

The lots comprising the project area totals 14,486 square feet or .332 acres.

The total building area shall be 124,443 gross square feet:

<u>Floor/Level</u>	<u>Square Footage</u>
Garage Level 1	12,374
Garage Level 2	12,503
1 <sup>st</sup> Floor	11,150
2 <sup>nd</sup> Floor	10,987
3 <sup>rd</sup> Floor	10,014
4 <sup>th</sup> Floor	10,014
5 <sup>th</sup> Floor	10,014
6 <sup>th</sup> Floor	10,014
7 <sup>th</sup> Floor	10,014
8 <sup>th</sup> Floor	10,014
9 <sup>th</sup> Floor	8,852
10 <sup>th</sup> Floor	8,493
<b>Total</b>	<b>124,443</b>

All maintenance, including trash and snow removal, will be provided by private contract.

The proposed hours of operation will be as follows:

- Hotel: 24 hours a day/365 days a year.
- Café: 6:00 a.m. – 10:00 p.m.
- 10<sup>th</sup> Floor Restaurant: Monday-Friday (6 a.m.-10 a.m. & 4:30 p.m. – 12:00 p.m.) & Saturday/Sunday (6:30 a.m. – 11:00 a.m. & 4:30 p.m. – 2:00 a.m.)

The project is anticipated to generate approximately 50 new jobs.

The proposed construction schedule is for demolition of the existing structures to commence the fall of 2014 with new construction to commence immediately thereafter, and construction completion to be early 2016. This application includes a request for a demolition permit to demolish the properties located at 15 N. Webster Street and 202 E. Washington Avenue.

The Development Team includes the following:

Developer: 202 E. Washington, LLC  
C/o North Central Group  
1600 Aspen Commons, Suite 200  
Middleton, WI 53562  
Phone: 608-836-6060  
Fax: 608-836-6399  
Principal Contact: Jeff Lenz  
[jlenz@ncghotels.com](mailto:jlenz@ncghotels.com)

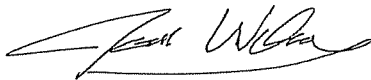
Architect: Gary Brink & Associates, Inc.  
7780 Elmwood Avenue, Suite 204  
Middleton, WI 53562  
Phone: 608-829-1750  
Fax: 608-829-3056  
Principal Contact: Josh Wilcox  
[josh.wilcox@garybrink.com](mailto:josh.wilcox@garybrink.com)

Civil Engineer: Quam Engineering  
4604 Siggelkow Road, Suite A  
McFarland, WI 53558  
Phone: 608-838-7750  
Fax: 608-838-7752  
Principal Contact: Ryan Quam  
[rquam@quamengineering.com](mailto:rquam@quamengineering.com)

Landscape Design: Ken Saiki Design  
303 S. Paterson, Suite 1  
Madison, WI 53703  
Phone: 608-251-3600  
Fax: 608-251-2330  
Principal Contact: Abbie Moilien  
[amoilien@ksd-la.com](mailto:amoilien@ksd-la.com)

Please refer to the attached plans for additional information.

Sincerely,



Josh Wilcox  
VP/Senior Project Manager

# 202 East Washington Avenue

GDP-SIP ZONING TEXT  
PLANNED DEVELOPMENT DISTRICT  
July 10, 2014

**Legal description:** The lands subject to this Planned Development District shall include those described in the approved plans attached hereto (the "Approved Plans").

## I. **Statement of Purpose**

This Planned Development District is established to permit development of a mixed use project consisting of a single 10-story structure consisting of a 164 guest room hotel with approximately 1,519 sf of meeting space & 8,890 sf of commercial space. There will also be two levels of underground parking which includes 38 valet parking stalls, 6 bicycle stalls and 1 motorcycle stall. The total building area shall be approximately 124,443 square feet.

## II. **Permitted Uses**

Permitted uses shall include all permitted uses in the Downtown Core District and also ATMs, vending machines and temporary outdoor events inside of the project building or on rooftop terraces open to guests of the hotel and/or the public.

III. **Lot Area:** As shown on the Approved Plans.

IV. **Floor Area Ratio:** As shown on the Approved Plans.

## V. **Yard and Height Requirements**

A. Yard areas shall be as shown on the Approved Plans.

B. Height restrictions shall be as shown on the Approved Plans.

VI. **Lighting:** Site lighting will be provided as shown on the Approved Plans.

VII. **Signage:** Signage will be provided as shown on the Approved Plans. Any amendments to such signage or future signage will be allowed per Chapter 31 of the Madison General Ordinances.

VIII. **Landscaping:** Landscaping will be provided as shown on the Approved Plans.



- IX. **Alterations and Revisions:** No alteration of this planned development district shall be permitted unless approved by the City Plan Commission, provided however, the Zoning Administrator may issue permits for minor alterations that are approved by the Director of Planning and Community and Economic Development and are consistent with the concept approved by the Common Council.

[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.<sup>1</sup> 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

---

<sup>1</sup> 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).<sup>2</sup>

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

---

<sup>2</sup> 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

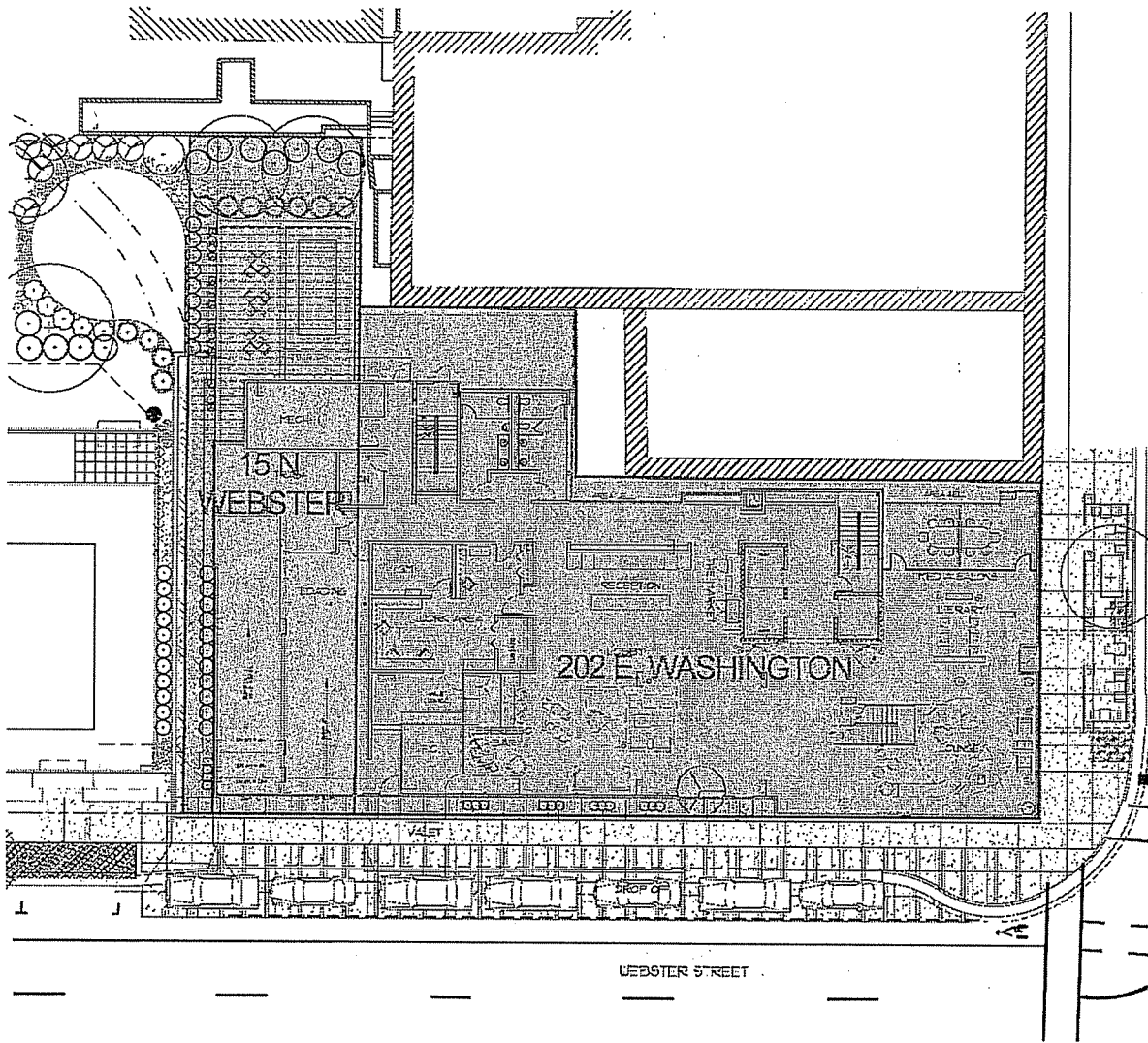
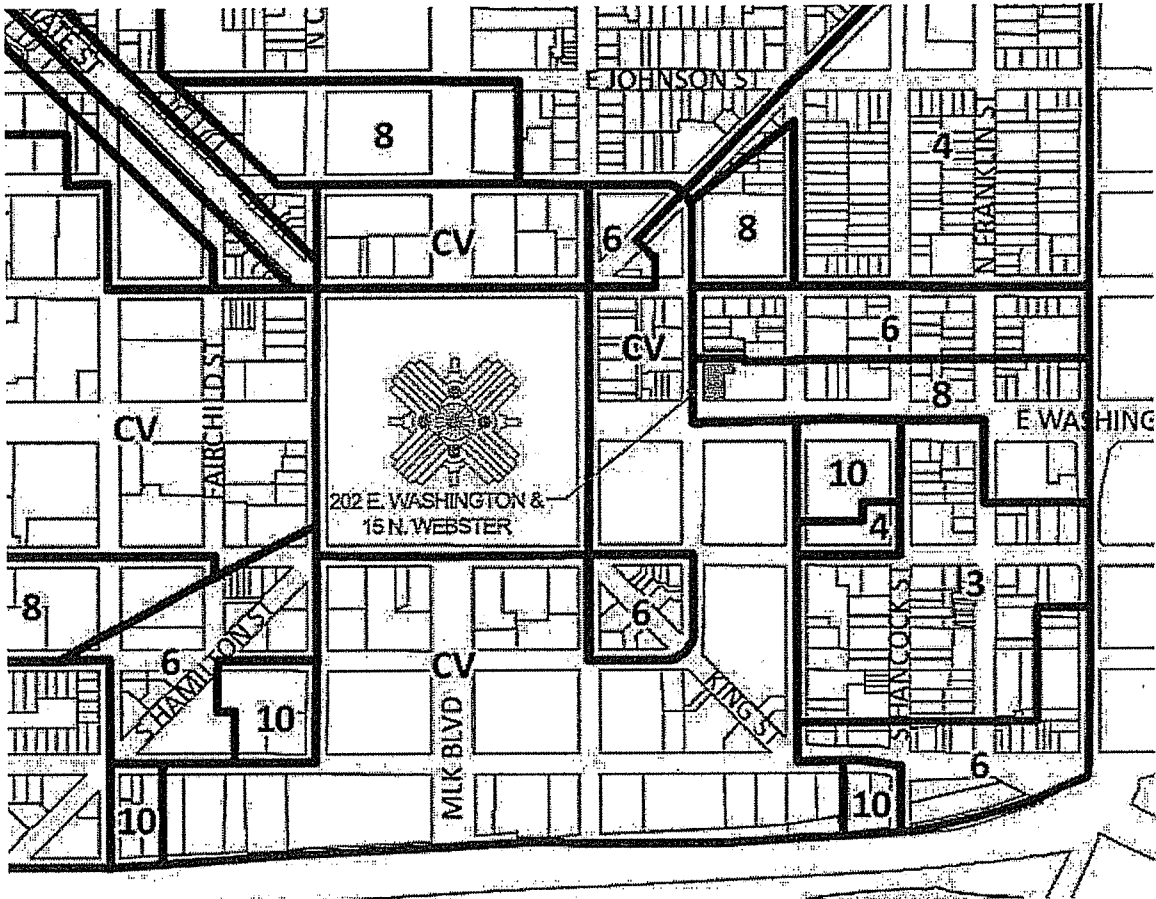


Exhibit B

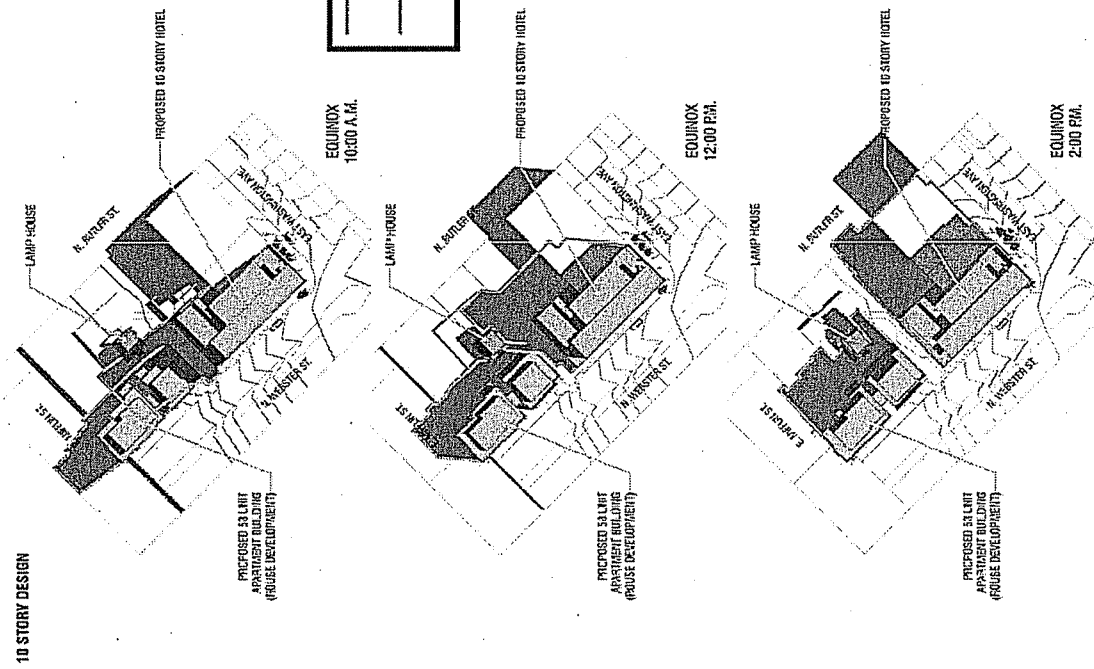
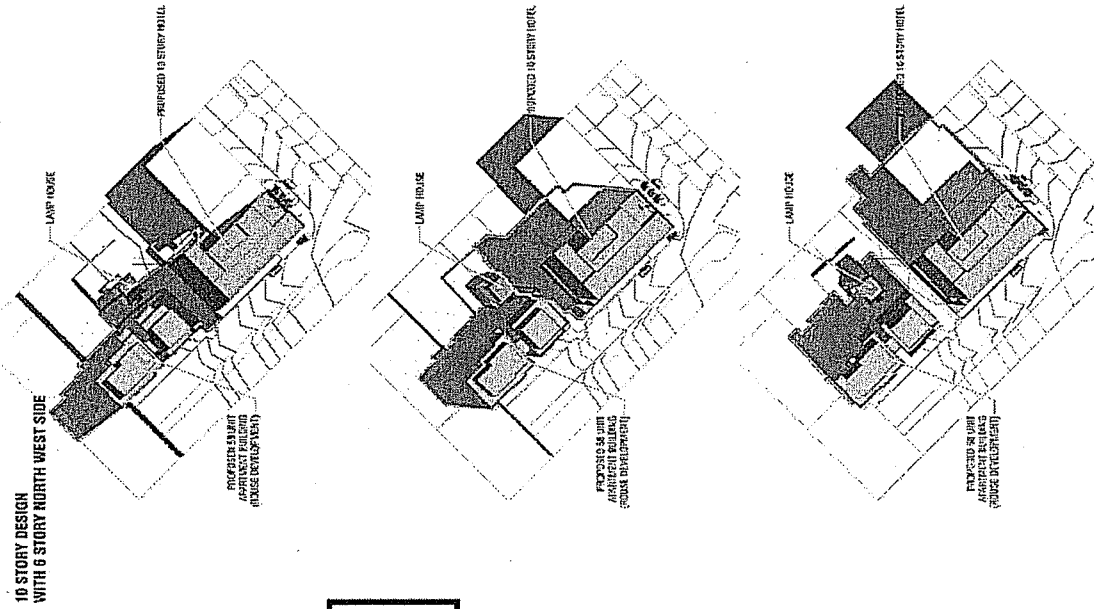
Current Height Map





# Exhibit D

## Shadow Studies







## AC Hotel Madison

### Why this project makes sense.

Throughout the approval process the development team has focused on making all aspects of our urban hotel project as "exceptional" as possible in order to justify our plan development request and create a model development for future projects in the City. 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.

To that end, and for your convenience in reviewing our project, we have itemized some of the more unique project attributes below.

- 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.
  - 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.
  - 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 Ideal location for urban infill.
  - 10<sup>th</sup> Level bar/restaurant with great site lines that is open to the public
  - 9<sup>th</sup> Level terrace and flex meeting that is available for public use 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 and gateway to the downtown core. The enhanced activity, modern urban vibe and design is a great cornerstone for the neighborhood.
  - Underground parking.
  - 8<sup>th</sup> Level step back on East Washington.
  - Transparent 2-story corner with deep site lines into the first and second floor public space.
  - \$22,482,000 project will increase property and room tax base over underutilized vacant building.
  - 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.



One Honey Creek Corporate Center  
125 South 84<sup>th</sup> Street, Suite 401  
Milwaukee, WI 53214-1470  
414 / 259 1500  
414 / 259 0037 fax  
[www.graef-usa.com](http://www.graef-usa.com)

collaborate / formulate / innovate

## MEMORANDUM

**TO:** Scott Langer

**FROM:** Shana Brummond, P.E., PTOE

**DATE:** June 23, 2014

**SUBJECT:** AC Hotel by Marriott Development – Traffic Study  
City of Madison, Wisconsin

### Introduction

North Central Group (NCG) is proposing an AC Hotel by Marriott development to be located in the northeast quadrant of the E. Washington Avenue intersection with N. Webster Street in the City of Madison, Wisconsin. GRAEF has prepared this study to evaluate the traffic operations and vehicle queues for the proposed development. This traffic study identifies the existing traffic volumes on the adjacent street system and the traffic expected to be generated by the proposed development. This technical memorandum documents the procedures, findings and recommendations of the traffic study.

### AC Hotel by Marriott Development

The AC Hotel by Marriott is planned to be located at the former Pahl Tire Company site in the northeast quadrant of the E. Washington Avenue intersection with N. Webster Street in the City of Madison, as shown on Exhibit 1. A conceptual site plan for the development is shown on Exhibit 2. The proposed 170 room hotel is expected to include approximately 40 parking spaces for valet. Additional off-site parking will be provided in the Capitol Square North Garage and the Brayton lot as shown on Exhibit 3.

The hotel has reserved a minimum of 120 parking spaces off-site for valet services including 60 spaces in the Capitol Square North Garage and 60 spaces in the Brayton lot. The Capitol Square North Garage will be the primary off-site parking and the Brayton lot is planned to be used for restaurant patrons and overflow as needed. Self parkers will be directed to use the Capitol Square North Garage. Both of the off-site parking locations have additional capacity. The Capitol Square North Garage has a total of 855 parking spaces with 250 monthly parkers. The Brayton lot has a total of 196 parking spaces with 92 monthly parkers.

### **Study Area**

Based on discussions with City staff, the study area includes the N. Webster Street intersections with E. Washington Avenue & E. Mifflin Street. These intersections operate under pretimed signal control as part of a coordinated signal system around the Capitol. The existing intersection geometrics are shown on Exhibit 4. The study area roadways are described below:

**E. Washington Avenue** is a major arterial roadway that runs in the northeast-southwest direction east of the Capitol building. E. Washington Avenue is a two-lane undivided roadway with parking for the block between Pickney Street and Webster Street and widens to a four-lane divided roadway with parking east of N. Webster Street and becomes a six-lane divided roadway with parking east of Butler Street. E. Washington Avenue has a posted speed limit of 25 miles per hour (mph) in the vicinity of Webster Street that increases to 35 mph east of Butler Street. The Year 2011 Average Weekday Traffic (AWT) along E. Washington Avenue was 4,050 vehicles per day west of Webster Street and 16,900 vpd east of Webster Street.

**N. Webster Street** is a one-way roadway with two travel lanes in the northwest direction and a posted speed limit of 25 mph. N. Webster Street has a marked bicycle lane north of E. Washington Avenue. The Year 2011 AWT for Webster Street was 11,150 vpd south of E. Washington Avenue and 15,200 vpd south of Hamilton Street.

**E. Mifflin Street** is a northeast-southwest two-lane undivided roadway. E. Mifflin Street is designated as a bicycle boulevard. The Year 2011 AWT along E. Mifflin Street was 2,150 vpd east of N. Webster Street.

### **Existing Traffic**

In February of 2014, GRAEF conducted turning movement traffic counts at the N. Webster Street intersections with E. Washington Avenue & E. Mifflin Street. Based on the traffic counts, the weekday evening peak hour was identified to be 4:30 to 5:30 pm. The existing (Year 2014) peak-hour traffic volumes are shown on Exhibit 5. The intersection traffic counts are included in Appendix 1.

There were approximately 10 bicycles counted on the section of N. Webster Street between E. Washington Avenue & E. Mifflin Street during the February 2014 traffic count. The City's count from November 27, 2012 included a total of 8 bicycles for this section of N. Webster Street over six hours (7:00 to 9:00 am, 11:00am to 1:00pm and 4:00 to 5:00 pm).

### **Traffic Forecasts**

The hotel is expected to open in the Year 2016 therefore the existing traffic was projected to the Year 2016 for the purpose of traffic analysis. The Year 2016 background traffic was developed by applying a conservative 0.5% annual growth rate to the existing traffic. Fred Rouse is proposing an off-site residential development to be located north of the site. The off-site development includes an apartment building with approximately 50 units. The new trips expected to be generated by this off-site development are also included in the Year 2016 background traffic volumes. The Year 2016 background traffic volumes are shown on Exhibit 6.

### Trip Generation

To address any potential future traffic impacts within the study area, it is necessary to identify the hourly volume of traffic generated by the proposed development. The expected traffic volumes generated by the development are based on the size and type of proposed land uses, and on trip data published in the Institute of Transportation Engineer's (ITE's) *Trip Generation Manual, 9<sup>th</sup> Edition (2012)*. The ITE trip generation rates for a hotel are based on studies throughout the

country for similar hotels with supporting facilities such as restaurants, cocktail lounges, meeting/banquet rooms, limited recreational facilities (pool, fitness room) and retail/service shops.

Exhibit 7 shows the trip generation for the proposed hotel development. The proposed 170 room hotel development is expected to generate 100 trips (50 entering vehicles/50 exiting vehicles). It can be expected that approximately 65 percent of the hotel guests will use valet services and half of these vehicles will park off-site at the Capitol Square North Garage. As shown on Exhibit 7, an additional 34 trips (17 entering vehicles/17 exiting vehicles) are expected with the valet service and 12 additional exiting trips for the self parkers that are expected to check in resulting in 146 total trips (67 entering vehicles/ 79 exiting vehicles) during the weekday evening peak hour.

#### Trip Distribution & Assignment

The following directional distribution for the proposed hotel development is based on the existing and anticipated travel patterns of the adjacent roadway system:

##### Entering Vehicles:

- 80% from the east on E. Washington Avenue
- 15% from the south on S. Webster Street
- 5% from the west on E. Washington Avenue

##### Exiting Vehicles:

- 70% to the north on N. Webster Street
- 30% to the east on E. Mifflin Street to E. Washington Street

During the weekday evening peak hour, valet is expected to park vehicles in the Capitol Square North Garage using the route shown on Exhibit 3. The development trips were assigned to the study area intersections based on the above directional distribution. The new trips for the proposed development are shown on Exhibit 8. The development trips were added to the Year 2016 background traffic volumes (Exhibit 6) to develop the Year 2016 total traffic volumes, as shown on Exhibit 9.

#### **Traffic Operational Analysis**

The study area intersections were analyzed using procedures set forth in the *Highway Capacity Manual* (HCM). The traffic analysis for the study area intersections was based on HCM 2000 due to limitations with HCM 2010 for signals with non standard phasing.

#### Level of Service Definition

Level of Service (LOS) is a quantitative measure that refers to the overall quality of flow at an intersection ranging from very good, represented by LOS 'A', to very poor, represented by LOS 'F'. For analysis and design purposes, Level of Service (LOS) 'D' was used to define acceptable peak hour operating conditions. Descriptions of the various levels of service are presented below:

**LOS A** is the highest level of service that can be achieved. Under this condition, intersection approaches appear quite open, turning movements are easily made, and nearly all drivers find freedom of operation. At signalized intersections, average delays are less than 10 seconds.

**LOS B** represents stable operation. At signalized intersections, average vehicle delays are 10 to 20 seconds.

**LOS C** still represents stable operation, but periodic backups of a few vehicles may develop behind turning vehicles. Most drivers begin to feel restricted, but not objectionably so. At signalized intersections, average vehicle delays are 20 to 35 seconds.

**LOS D** represents increasing traffic restrictions as the intersection approaches instability. Delays to approaching vehicles may be substantial during short peaks within the peak period, but periodic clearance of long lines occurs, thus preventing excessive backups. At signalized intersections, average vehicle delays are 35 to 55 seconds.

**LOS E** represents the capacity of the intersection. At signalized intersections, average vehicle delays are 55 to 80 seconds.

**LOS F** represents jammed conditions where the intersection is over capacity. At signalized intersections, average vehicle delays exceed 80 seconds.

#### Existing (Year 2014) Traffic Analysis

The existing (Year 2014) traffic volumes are shown on Exhibit 5. The existing traffic operations for the study area intersections are shown on Exhibit 10. Based on the existing traffic analysis, all movements at the study area intersections currently operate acceptably at LOS D better conditions during the weekday evening peak hour. The existing traffic analysis is provided in Appendix 2.

#### Year 2016 Background Traffic Analysis

The Year 2016 background traffic volumes are shown on Exhibit 6. The Year 2016 background traffic operating conditions with the existing signal timings and intersection geometrics are shown on Exhibit 11. Based on the traffic analysis, the northbound right-turn movement at the E. Washington Avenue intersection with N. Webster Street is expected to experience unacceptable operations (LOS E) with the existing signal timings. A minor adjustment to the signal timings (reallocate approximately 0.5 seconds of the 80 second cycle length from E. Washington Avenue to N. Webster Street) is expected to reduce the delay for the northbound right-turn movement to operate at LOS D conditions. With optimized signal timings, all movements at the study area intersections are expected to operate acceptably at LOS D or better conditions during the weekday evening peak hour. The Year 2016 background traffic analysis is provided in Appendix 3.

#### Year 2016 Total Traffic Analysis

The development trips were added to the Year 2016 background traffic volumes to develop the Year 2016 total traffic volumes shown on Exhibit 9. Exhibit 12 shows the Year 2016 total traffic operations with the existing signal timings and intersection geometrics. Similar to the Year 2016 background traffic analysis, the northbound right-turn movement at the E. Washington Avenue intersection with N. Webster Street is expected to experience unacceptable operations (LOS E) with the existing signal timings. With the optimized signal timings for the Year 2016 background traffic analysis, the study area intersections are expected to operate acceptably at LOS D or better conditions with the Year 2016 total traffic volumes. The Year 2016 total traffic analysis is provided in Appendix 4.

#### **Vehicle Queuing Assessment**

Vehicles for hotel guests using valet or checking in are expected to queue in the designated 7 spaces along the east side of N. Webster Street. Based on the trip generation, there is expected to be 50 entering vehicles and 50 exiting vehicles during the weekday evening peak hour. The drop off area on N. Webster Street is expected to accommodate 7 vehicles. A queuing assessment was conducted for the weekday evening peak hour based on the following distribution of trips:

- 65% of the guests use valet (33 entering vehicles/33 exiting vehicles)
  - Valet vehicles park at hotel (16 entering vehicle/16 exiting vehicles)
  - Valet vehicles park at Capitol Square North Garage (17 entering vehicles/17 exiting vehicles)
- 25% of guests self park and are checking in (12 entering vehicles/12 exiting vehicles)
- 10% of guests self park and have already checked in (5 entering vehicles/5 exiting vehicles) – will not park in the area

The hotel plans to provide 3 valet attendants during the weekday evening peak period. SP+ Corporation estimated approximately 5 minutes for an attendant to make one trip to park & unpark a vehicle for this site. Therefore the 3 valet attendants can be expected to park & unpark approximately 36 vehicles per hour. The queuing assessment for the weekday evening peak hour includes a peak 15 minute period to account for fluctuations in vehicle arrivals.

**Weekday Evening Peak Hour  
Vehicle Queuing Assessment**

15 Minute Periods	Self Park Guests Checking In		Valet Entering Vehicles		Valet Exiting Vehicles		Vehicles in Queue
	Vehicles Arrive	Vehicles Leave	Vehicles Arrive	Vehicles Leave	Vehicles Arrive	Vehicles Leave	
							3
15 minutes	3	3	8	8	8	8	3
Peak 15 minutes	4	3	10	9	10	9	6
15 minutes	3	3	8	8	7	8	5
15 minutes	2	2	7	7	8	7	5
<b>Total Hour</b>	<b>12</b>	<b>11</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>32</b>	<b>6</b>

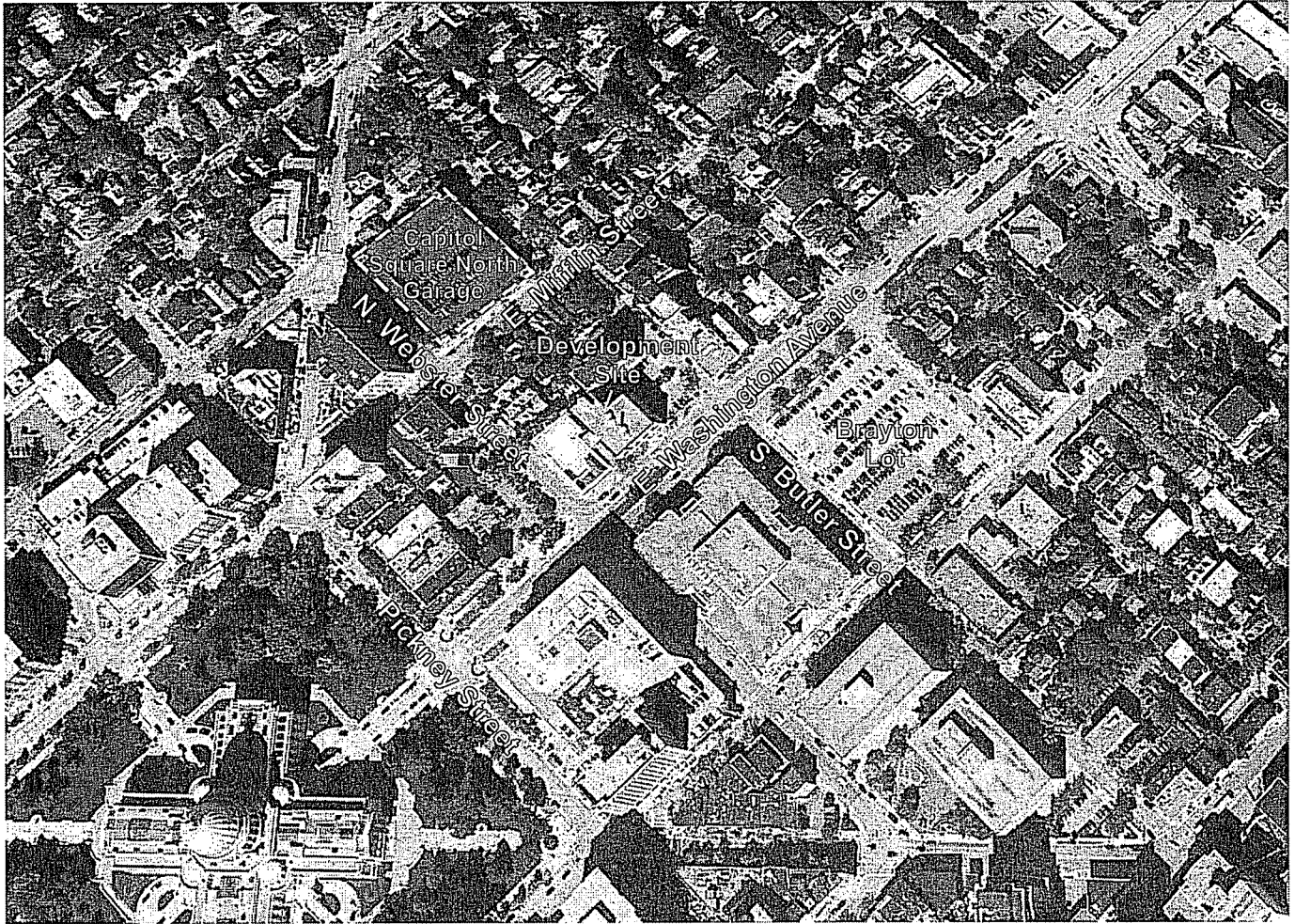
It should be noted that the valet exiting vehicles will be parked north of the designated drop off area. Based on the queuing assessment, it is expected that approximately 3 to 6 vehicles will be queued at a time. The vehicle queues are expected to be accommodated by the designated drop off area on N. Webster Street. It should be noted that any trucks or deliveries are expected to occur during off-peak time periods when parking demand for the hotel is lower.

**Conclusions**

The study area intersections are expected to operate acceptably in the Year 2016 with the proposed development. It is recommended to continue to optimize the traffic signal system timings in the future as part of normal maintenance. Based on the queuing assessment with 3 valet attendants, the vehicle queues for guests using valet and checking in during the weekday evening peak hour are expected to be accommodated with the parking provided on N. Webster Street. Additional valet attendants may be needed during peak times for weekends and special events to accommodate the higher demand and minimize the number of vehicles queued.



NORTH  
NOT TO SCALE

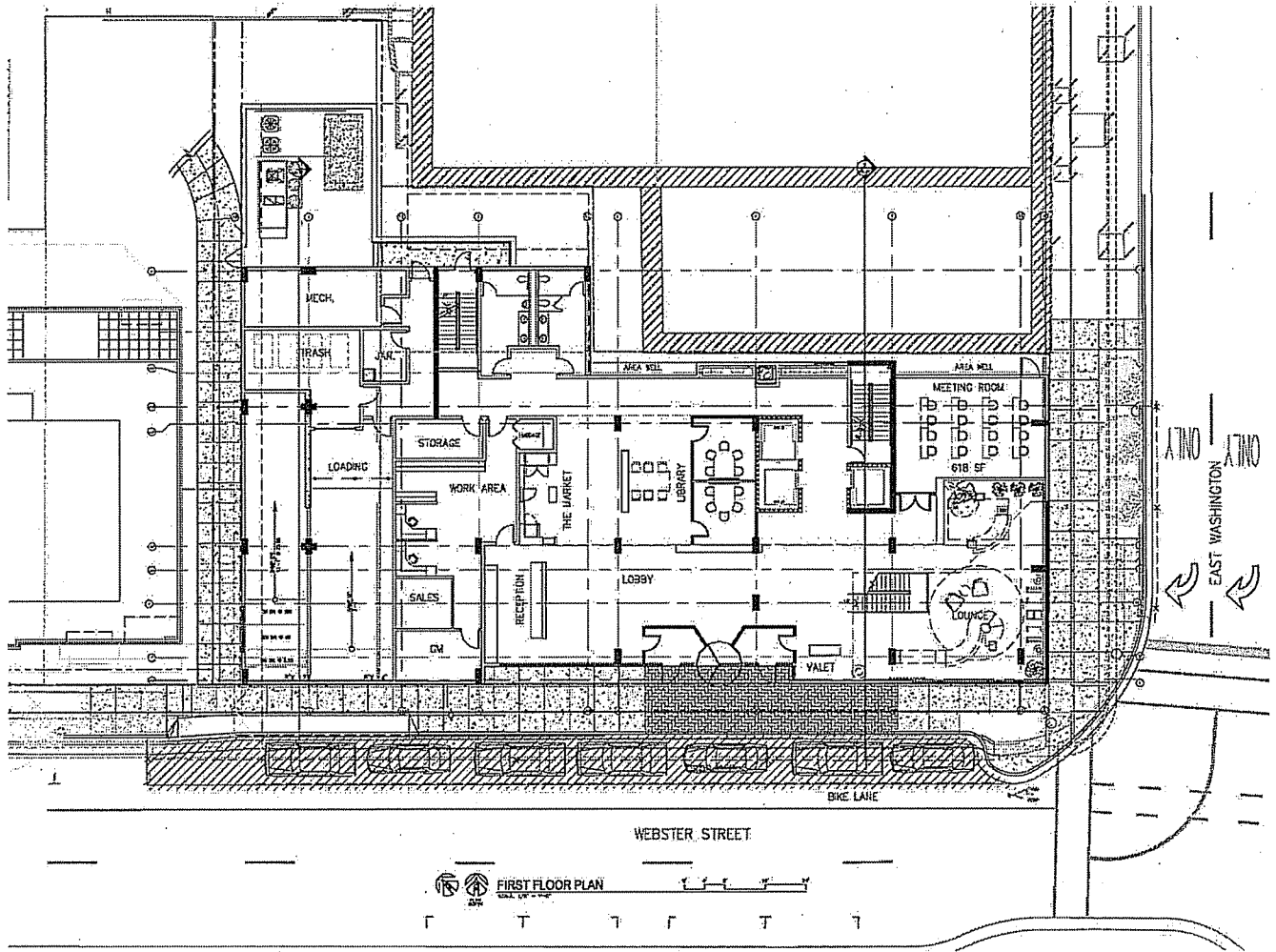


L:\Jobs2014\20140070\Project Information\Reports\140623 Traffic Study\140623 Exhibits.cdr

**EXHIBIT 1**  
**SITE LOCATION**  
**AC HOTEL BY MARRIOTT DEVELOPMENT**  
**MADISON, WISCONSIN**



NORTH  
NOT TO SCALE



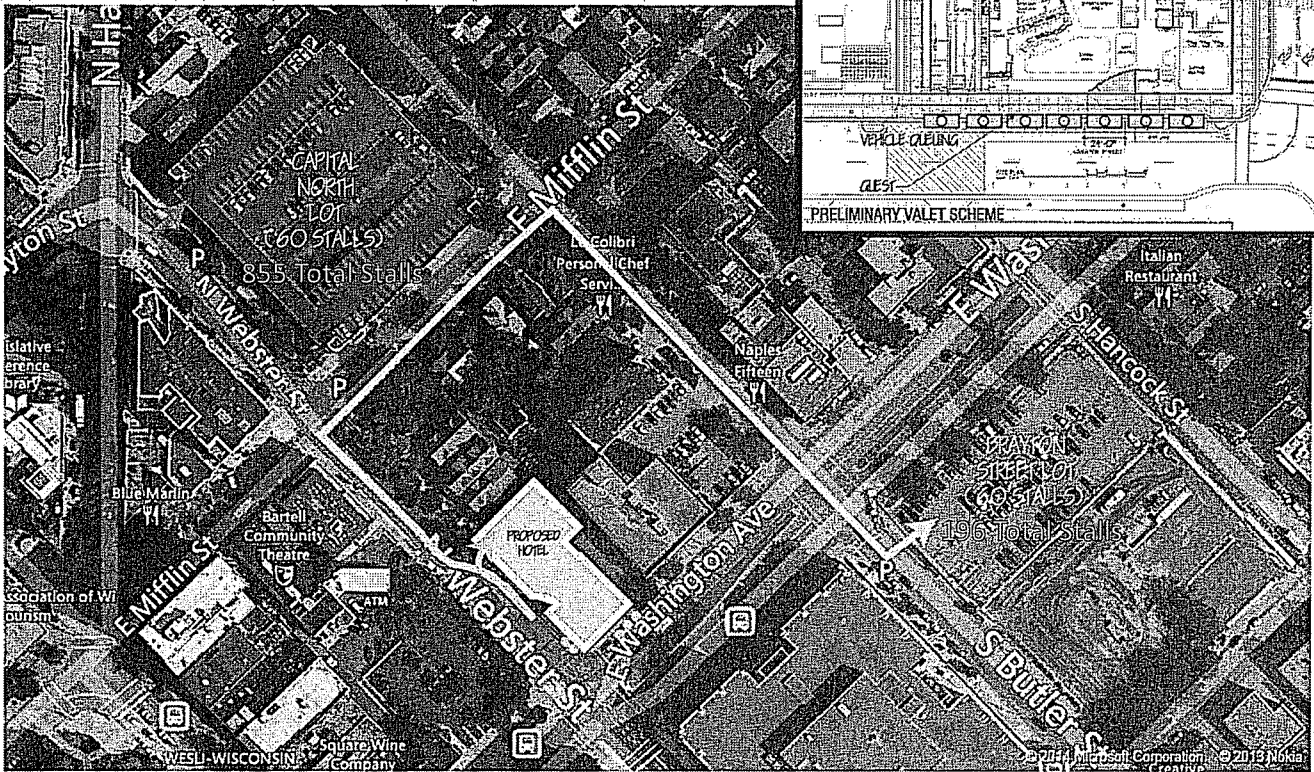
L:\Jobs2014\20140070\Project Information\Reports\140623 Traffic Study\140623 Exhibits.cdr

**EXHIBIT 2**  
**CONCEPTUAL SITE PLAN**  
**AC HOTEL BY MARRIOTT DEVELOPMENT**  
**MADISON, WISCONSIN**

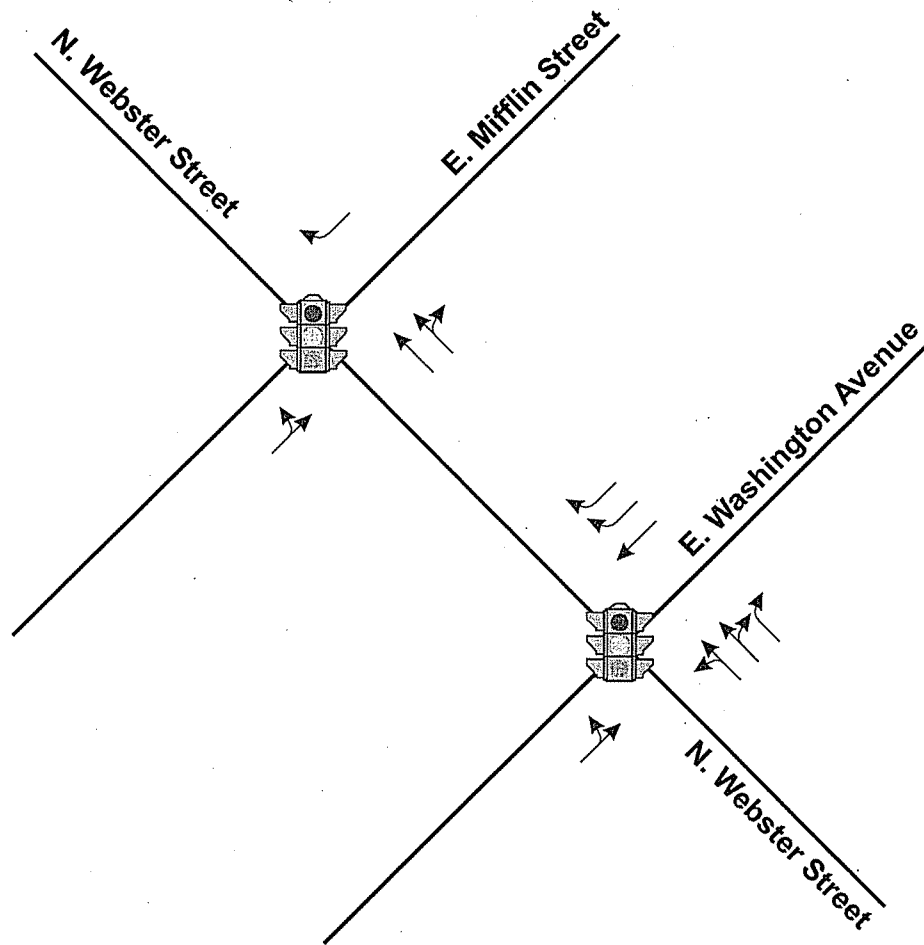
8.9





PARKING CONSIDERATIONS

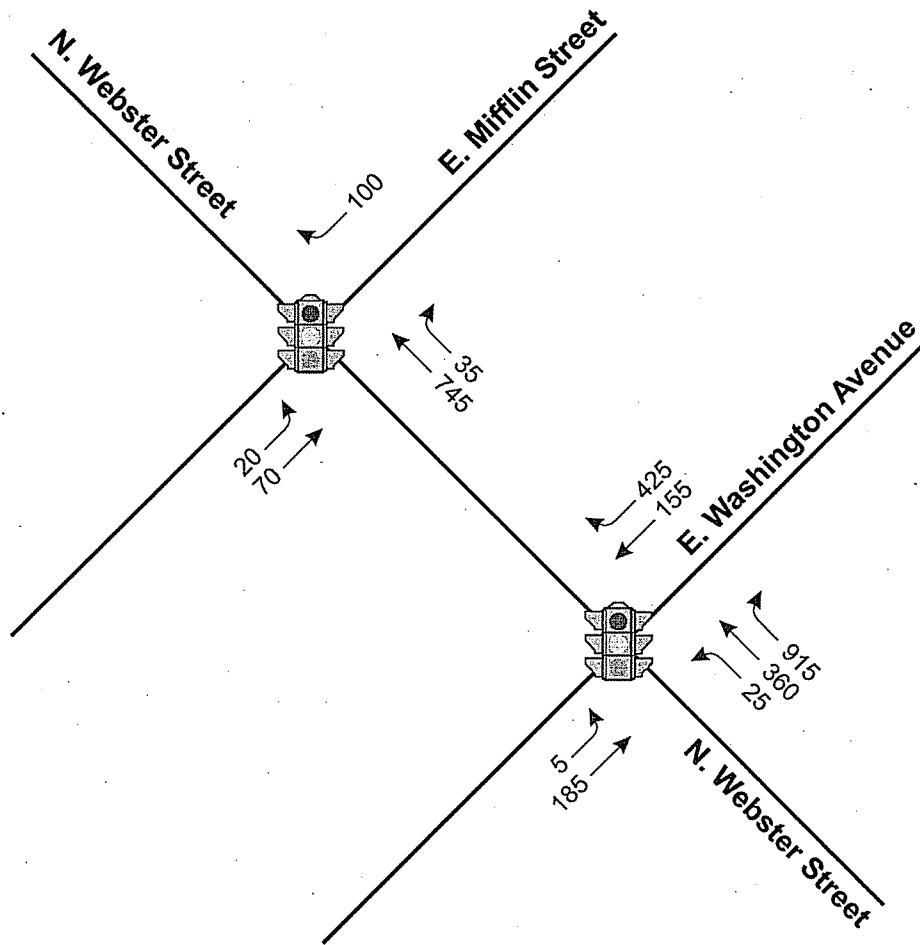


100 Feet




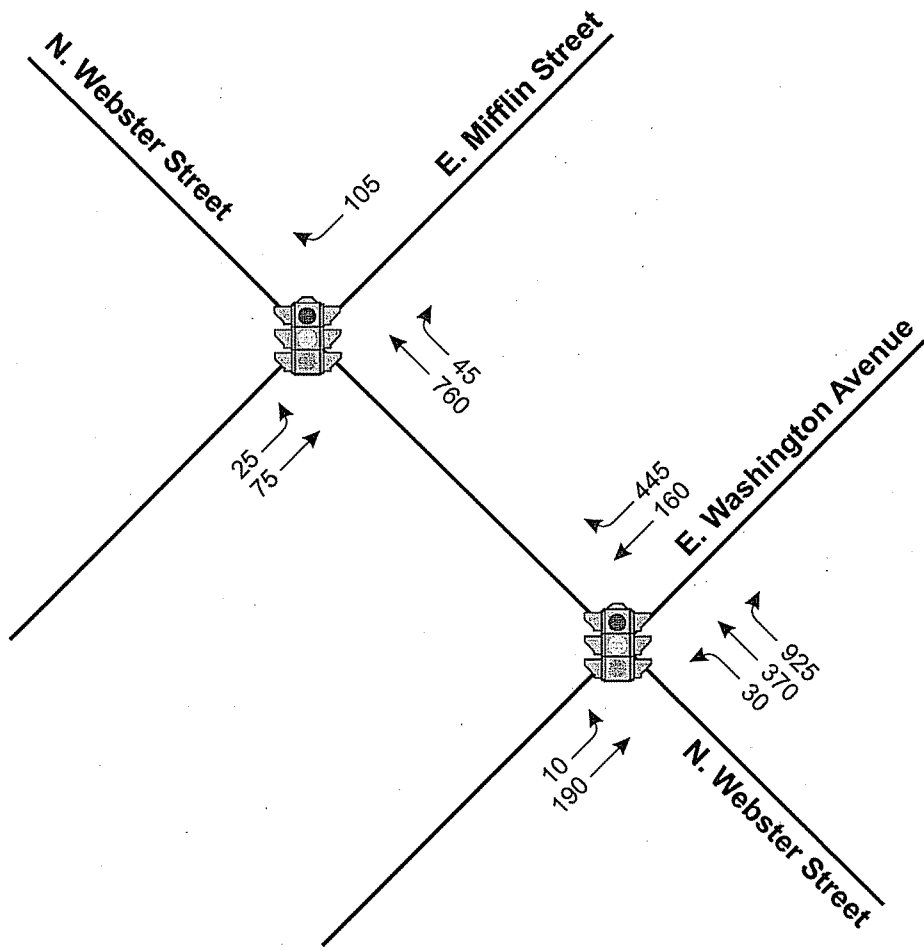
**LEGEND**

-  TRAFFIC SIGNAL
-  EXISTING LANE GEOMETRICS




**LEGEND**

 TRAFFIC SIGNAL  
 XXX WEEKDAY EVENING PEAK HOUR (4:30 - 5:30 PM) TRAFFIC VOLUMES



**LEGEND**

 TRAFFIC SIGNAL

XXX WEEKDAY EVENING PEAK HOUR (4:30 - 5:30 PM) TRAFFIC VOLUMES

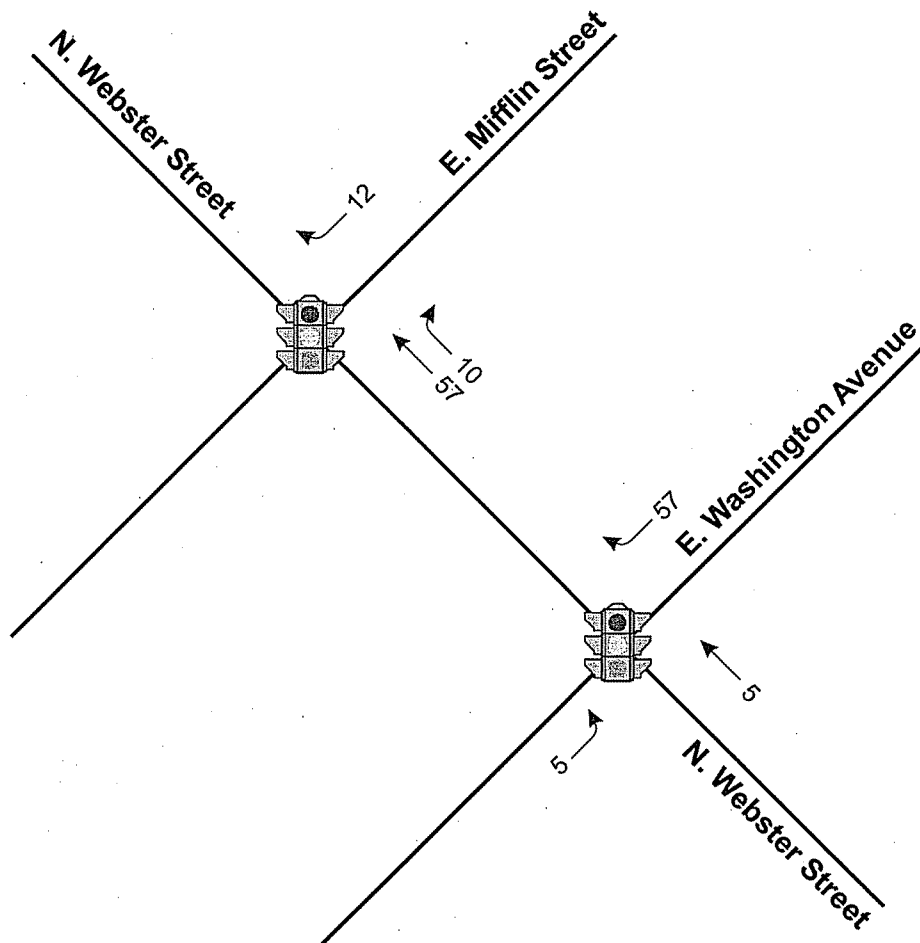
**Exhibit 7  
Hotel Development Trip Generation**

Land Use	ITE Land Use Code	Size	Weekday PM Peak Hour Trips		
			In	Out	Total
Hotel	310	170 Rooms	50	50	100
Valet Trips to/from Capitol Square North Garage (33%)			17	17	34
Self Park/Check In Trips (25%)			0	12	12
<b>Total</b>			<b>67</b>	<b>79</b>	<b>146</b>





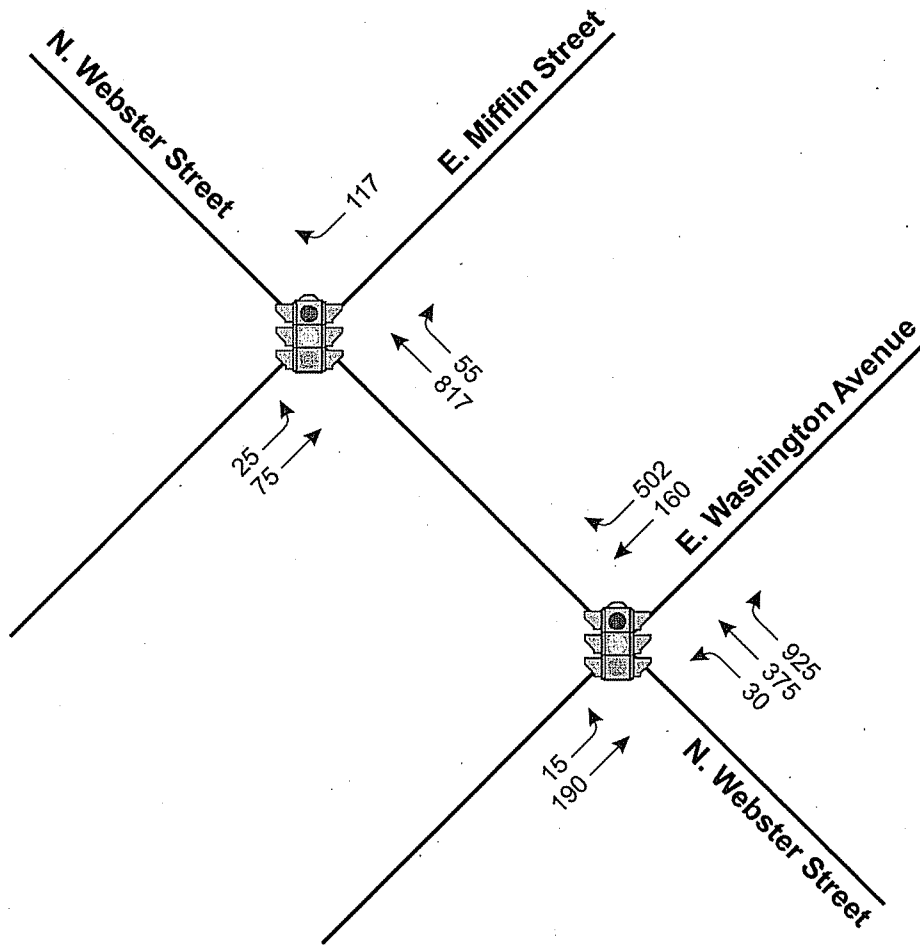
NORTH  
NOT TO SCALE




**LEGEND**

-  TRAFFIC SIGNAL
- XXX WEEKDAY EVENING PEAK HOUR (4:30 - 5:30 PM) TRAFFIC VOLUMES

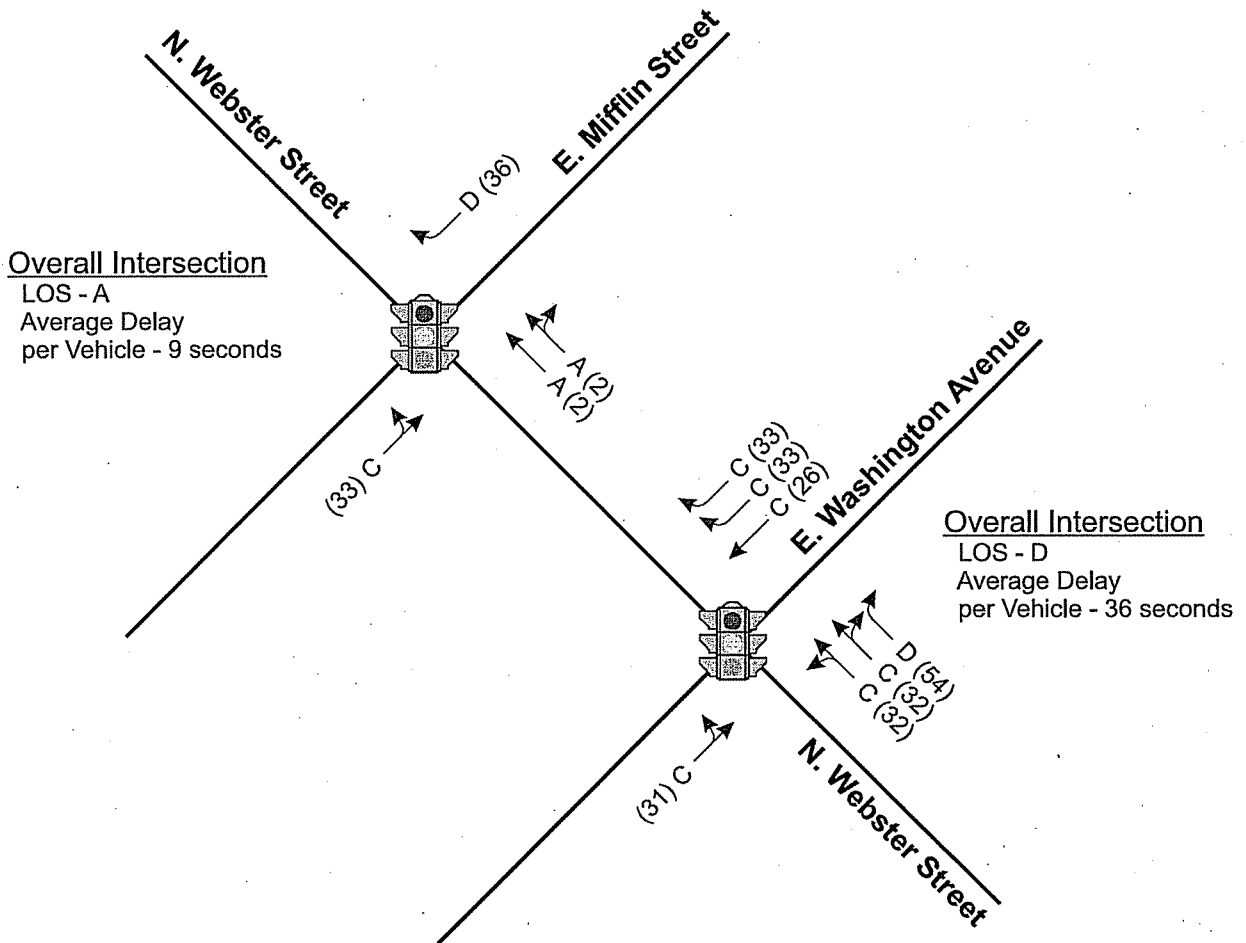






**LEGEND**

 TRAFFIC SIGNAL

XXX WEEKDAY EVENING PEAK HOUR (4:30 - 5:30 PM) TRAFFIC VOLUMES

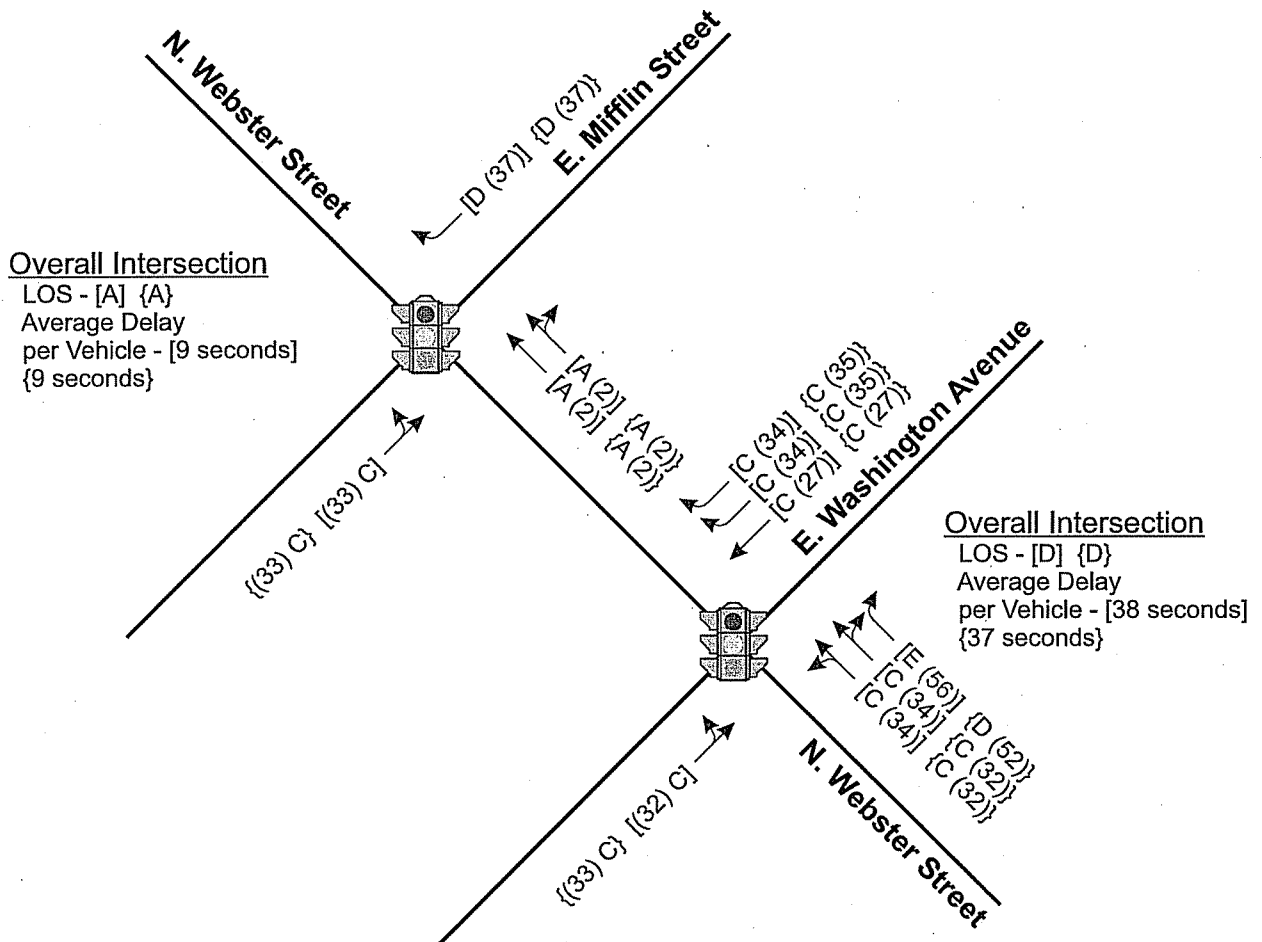




LEGEND	
	TRAFFIC SIGNAL
	EXISTING LANE GEOMETRICS
X	WEEKDAY EVENING PEAK HOUR LEVEL OF SERVICE
(XX)	WEEKDAY EVENING PEAK HOUR AVERAGE DELAY PER VEHICLE (IN SECONDS)

**EXHIBIT 10**  
**EXISTING (YEAR 2014) TRAFFIC OPERATIONS**  
**WITH EXISTING SIGNAL TIMINGS & GEOMETRICS**  
**AC HOTEL BY MARRIOTT DEVELOPMENT**  
**MADISON, WISCONSIN**



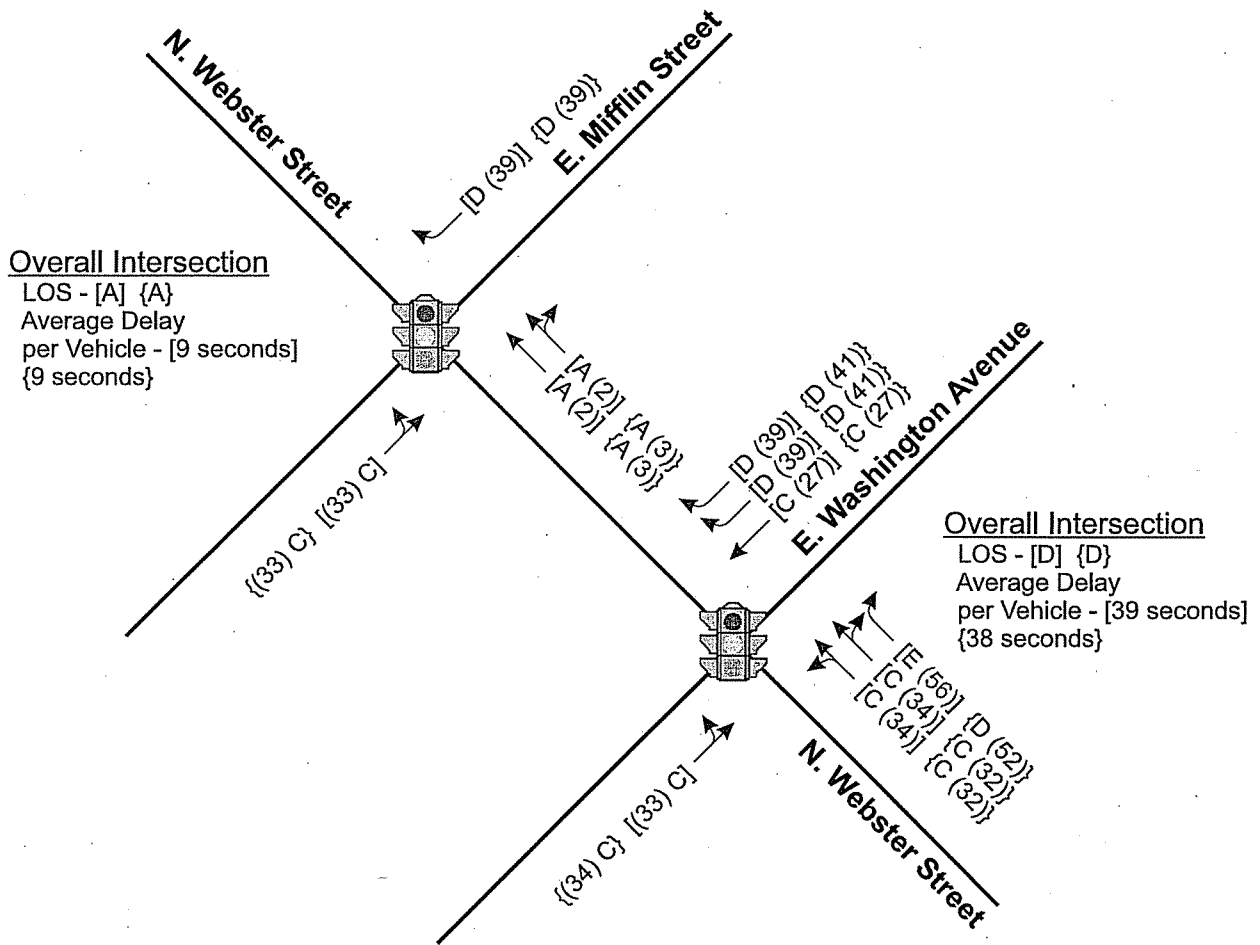






LEGEND	
	TRAFFIC SIGNAL
	EXISTING LANE GEOMETRICS
X	WEEKDAY EVENING PEAK HOUR LEVEL OF SERVICE
(XX)	WEEKDAY EVENING PEAK HOUR AVERAGE DELAY PER VEHICLE (IN SECONDS)
[X (XX)]	LEVEL OF SERVICE & AVERAGE DELAY WITH EXISTING SIGNAL TIMINGS
{X (XX)}	LEVEL OF SERVICE & AVERAGE DELAY WITH OPTIMIZED SIGNAL TIMINGS

**EXHIBIT 11**  
**YEAR 2016 BACKGROUND TRAFFIC OPERATIONS**  
**WITH EXISTING GEOMETRICS**  
**AC HOTEL BY MARRIOTT DEVELOPMENT**  
**MADISON, WISCONSIN**





**LEGEND**

-  TRAFFIC SIGNAL
-  EXISTING LANE GEOMETRICS
- X WEEKDAY EVENING PEAK HOUR LEVEL OF SERVICE
- (XX) WEEKDAY EVENING PEAK HOUR AVERAGE DELAY PER VEHICLE (IN SECONDS)
- [X (XX)] LEVEL OF SERVICE & AVERAGE DELAY WITH EXISTING SIGNAL TIMINGS
- {X (XX)} LEVEL OF SERVICE & AVERAGE DELAY WITH OPTIMIZED SIGNAL TIMINGS

**EXHIBIT 12**  
**YEAR 2016 TOTAL TRAFFIC OPERATIONS**  
**WITH EXISTING GEOMETRICS**  
**AC HOTEL BY MARRIOTT DEVELOPMENT**  
**MADISON, WISCONSIN**



**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](http://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 – 1<sup>st</sup> 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 1<sup>st</sup> shift, 3 personnel 2<sup>nd</sup> shift and 1 person 3<sup>rd</sup> 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 manager 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.



STYLISH HOTELS FOR URBAN SPIRITS

# MARRIOTT'S BRAND PORTFOLIO



5-8

## Level of Service

LUXURY



LIFESTYLE |  
COLLECTIONS



SIGNATURE



SELECT  
SERVICE



EXTENDED  
STAY



DESTINATION  
ENTERTAINMENT

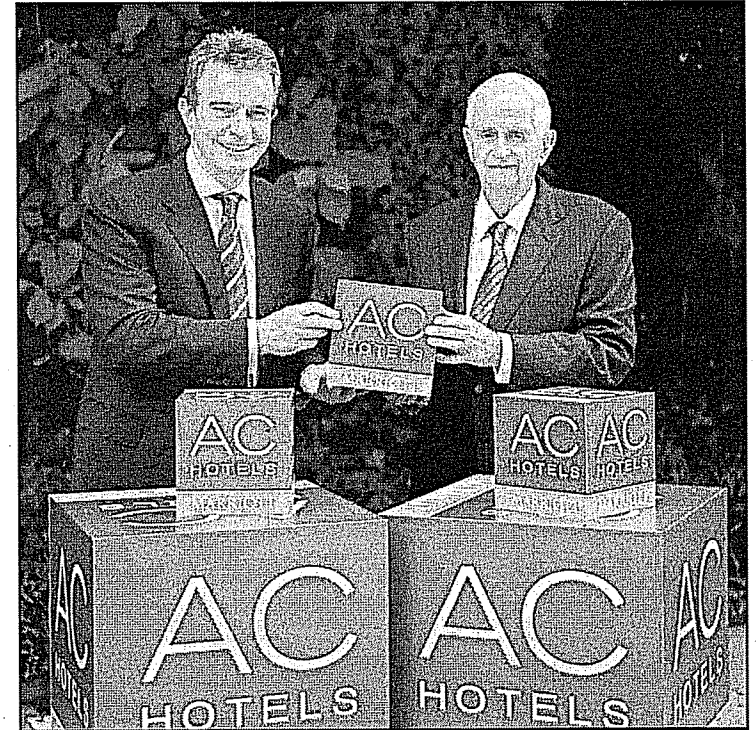


# INTRODUCTION



8-9

- 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.



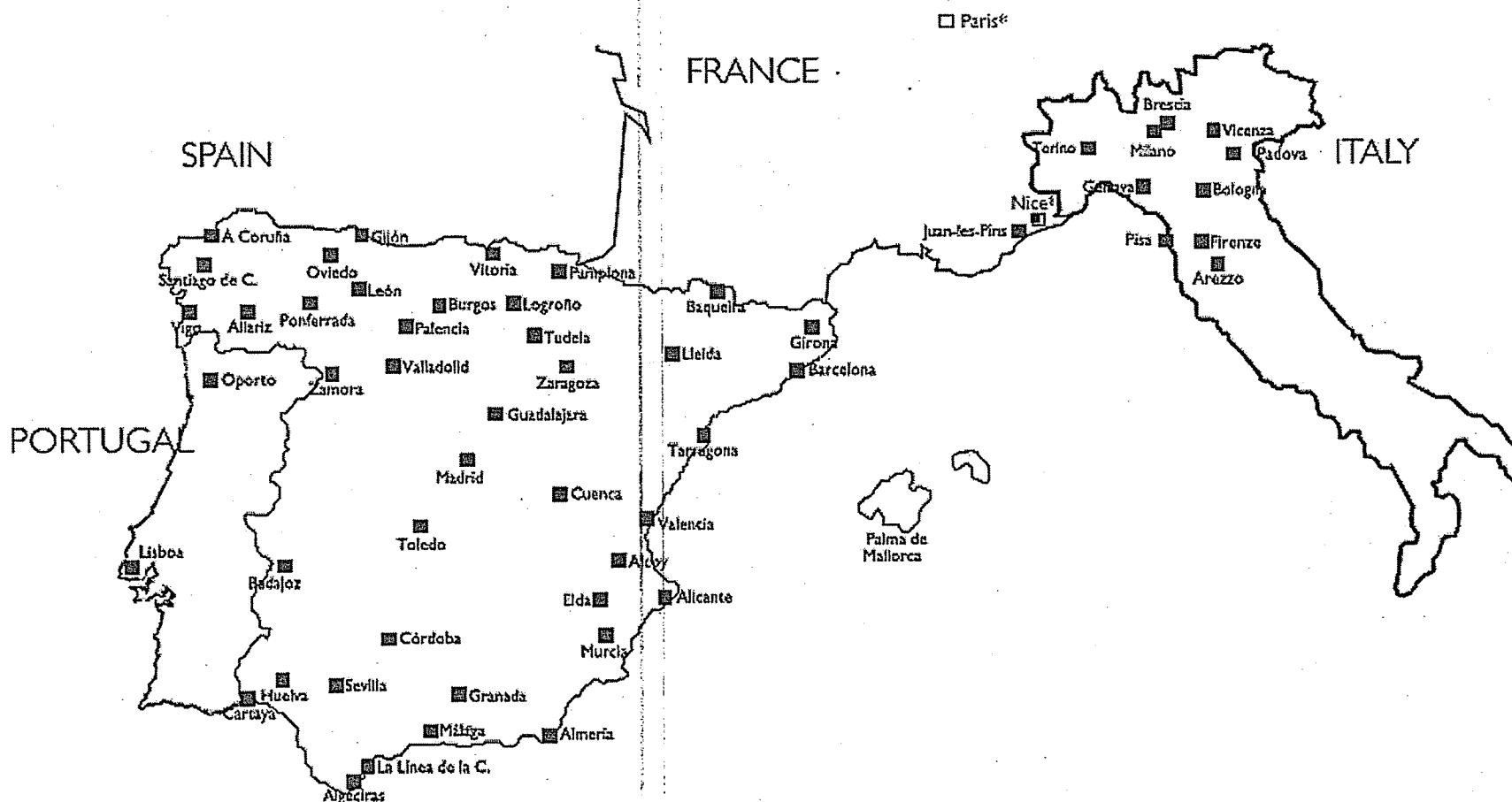
\*Data as of October 2013



# CURRENT HOTEL LOCATIONS



8-9



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



5  
8

## CANADA



- Approved/Under Construction
- Target Markets

# BRAND POSITIONING



5-8

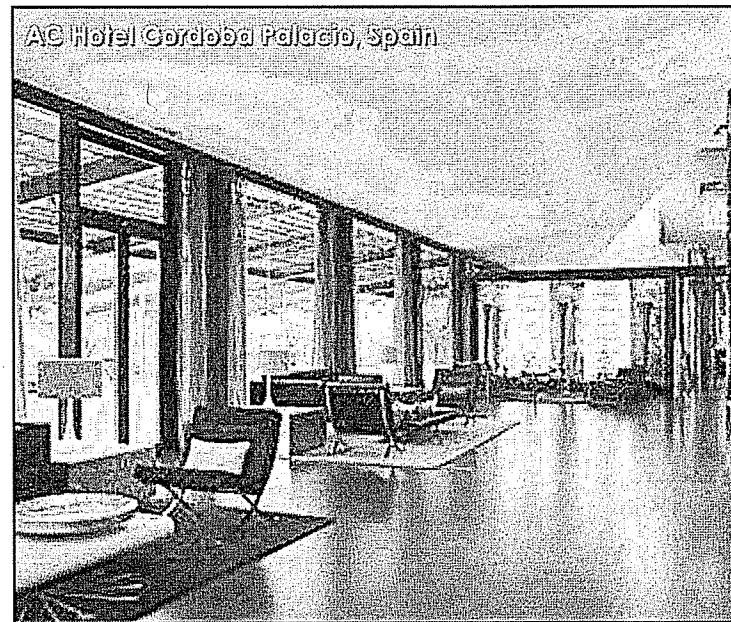
**AC Hotels by Marriott is an upper moderate urban lifestyle brand, positioned as “Stylish Hotels for Urban Spirits” and “Feel the City”**

- 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



8-5

## 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



8-5



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



AC Hotel La Finca, Spain



AC Hotel Nice, France



AC Hotel Ambassadeur Anjibes  
- Juan les Pins, France

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

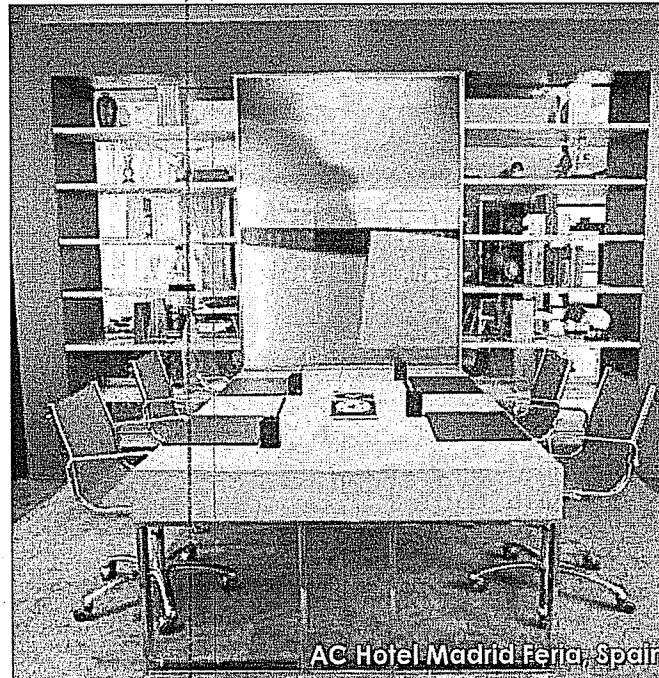
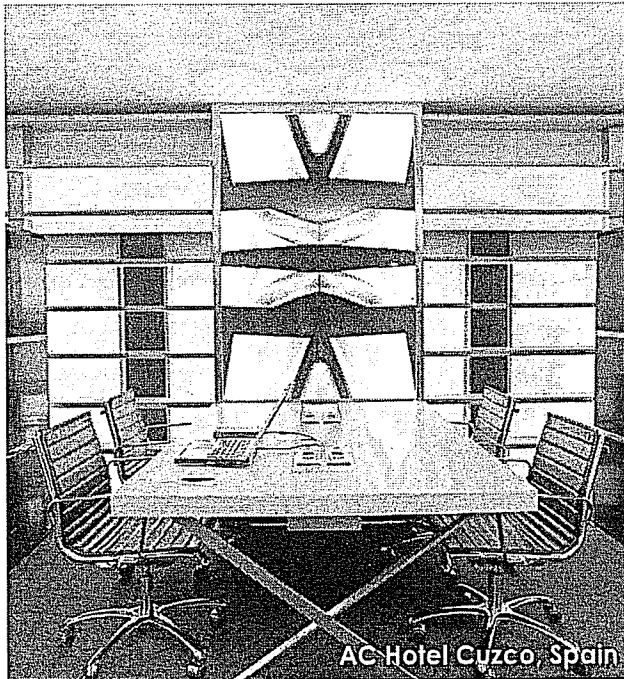
Menu features shareable plates, bar bites and snacks

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

# LIBRARY



8-9



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



5-8



Healthy crafted small-plate breakfast (paid offering)

Wide range of fresh products and juices

Flexible space cross-utilized for meeting room and private events



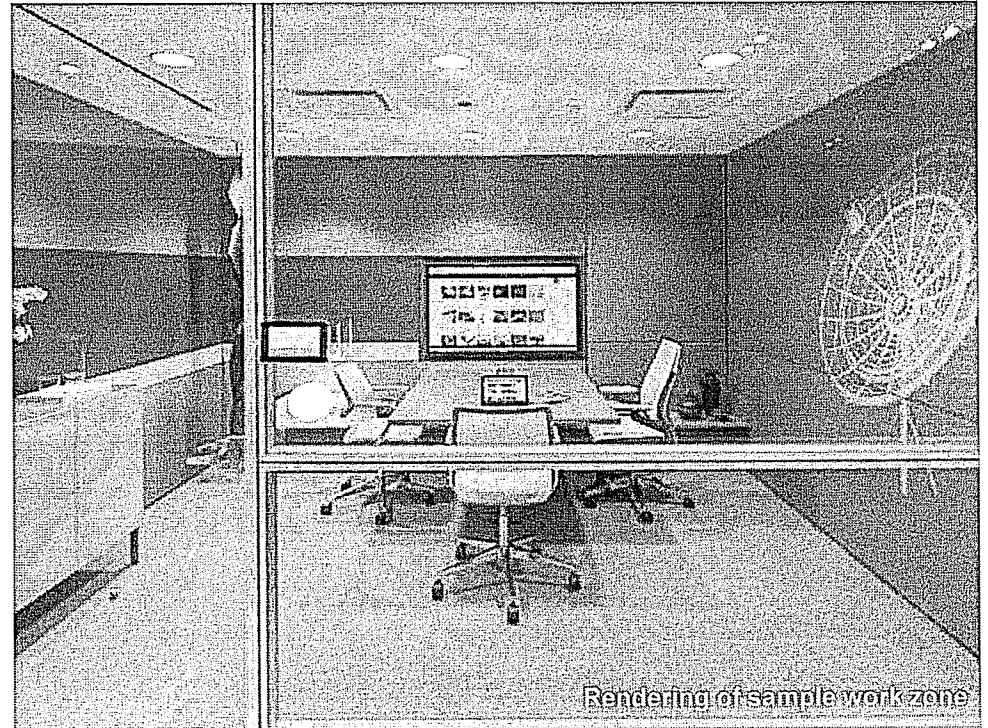
# MEETINGS



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

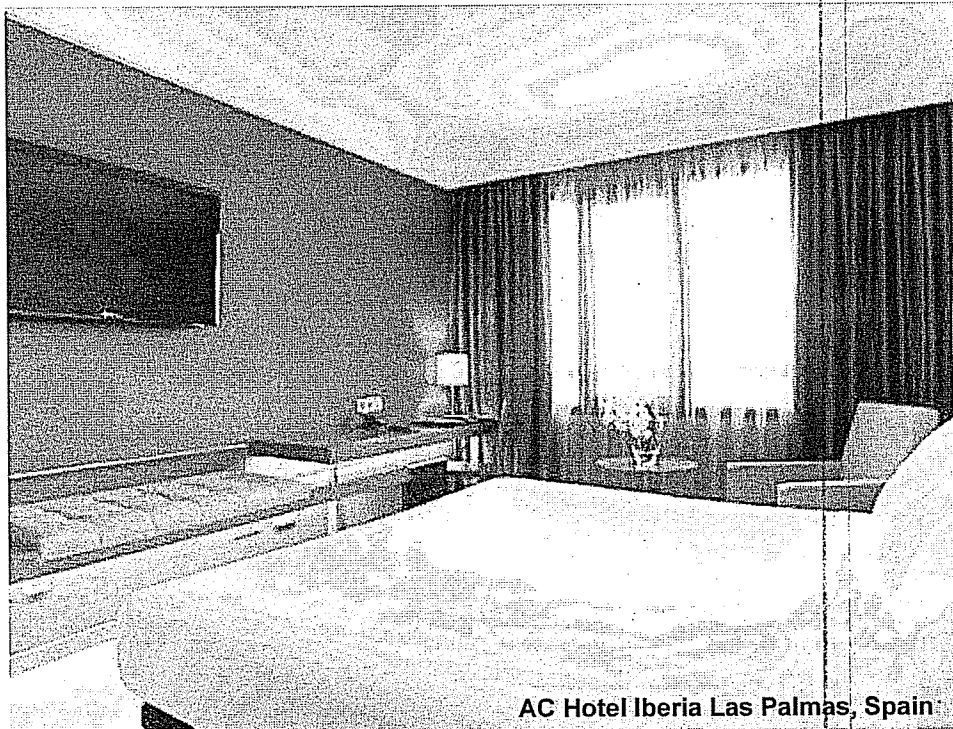
Integrated technology enabling productive meetings

Available on Liquid Space

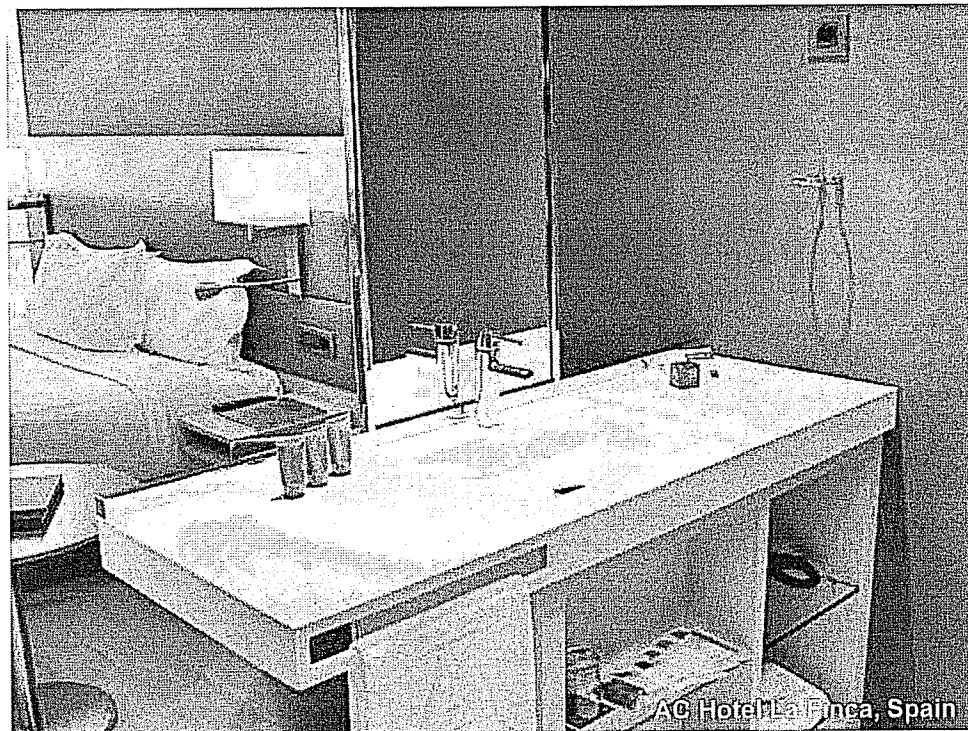
# GUEST ROOM



5-9  
8-8



AC Hotel Iberia Las Palmas, Spain



AC Hotel La Finca, Spain

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

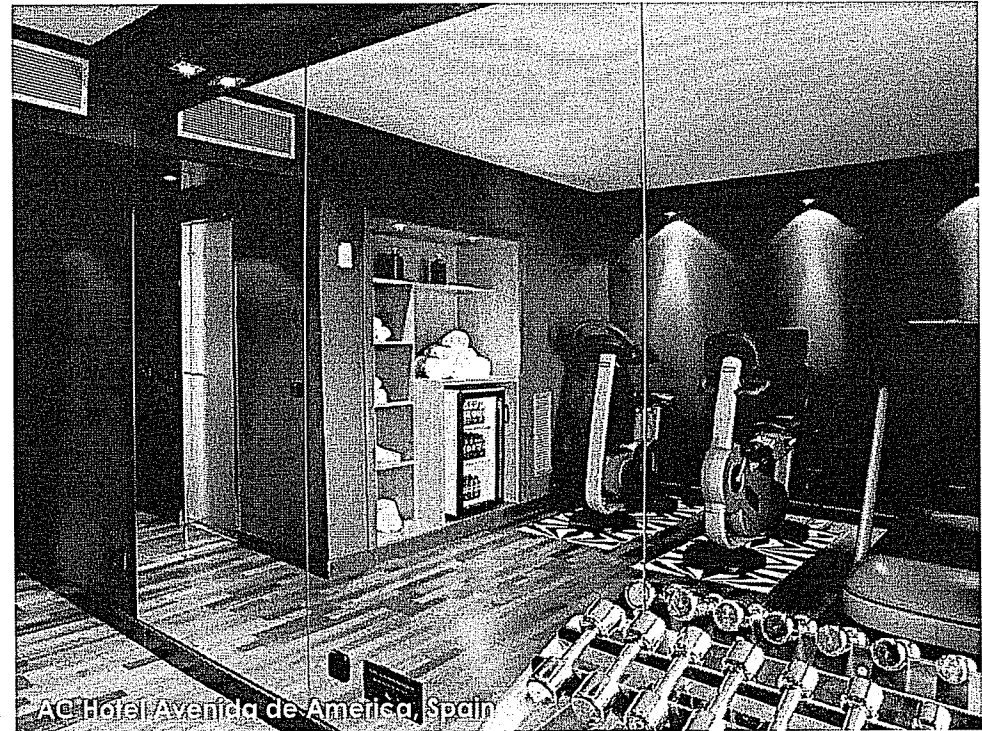
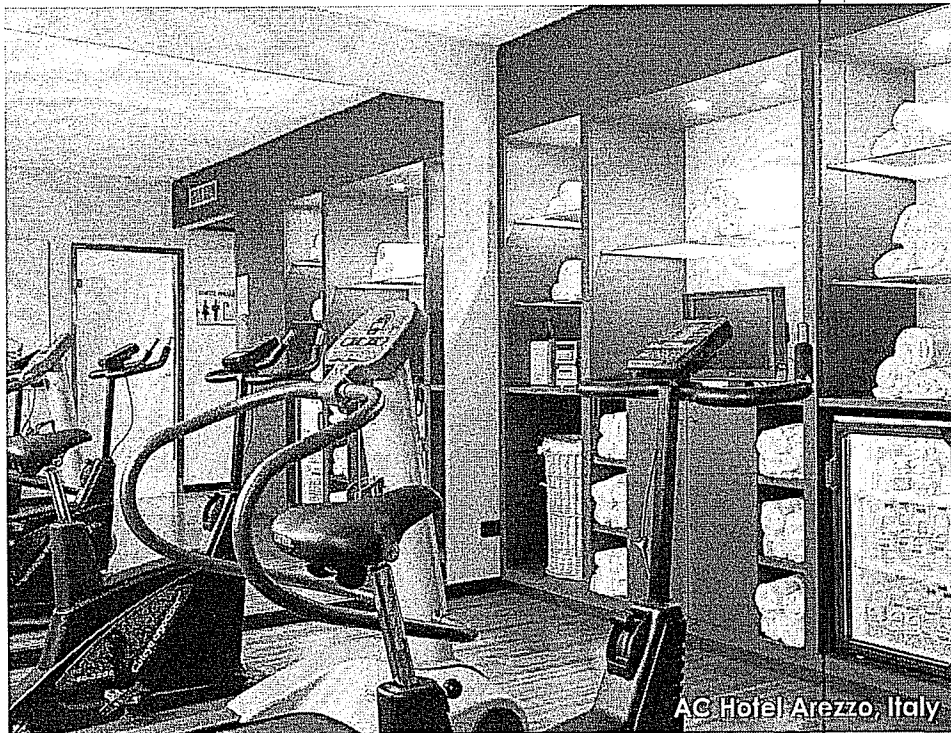
Signature AC amenities

Complimentary WiFi

# FITNESS



8.9



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 POWER OF MARRIOTT



8-9

## ■ 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.