



City of Madison

Proposed Demolition & Rezoning

Location
202 East Washington Avenue &
15 North Webster Street

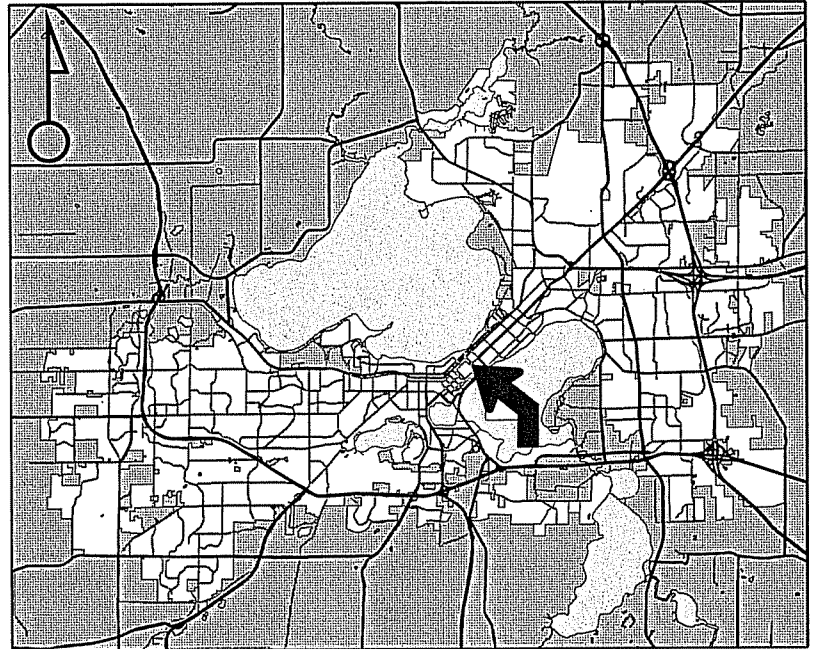
Applicant
North Central Group/
Josh Wilcox - Gary Brink & Assoc

From: DC & DR-1 To: PD(GDP-SIP)

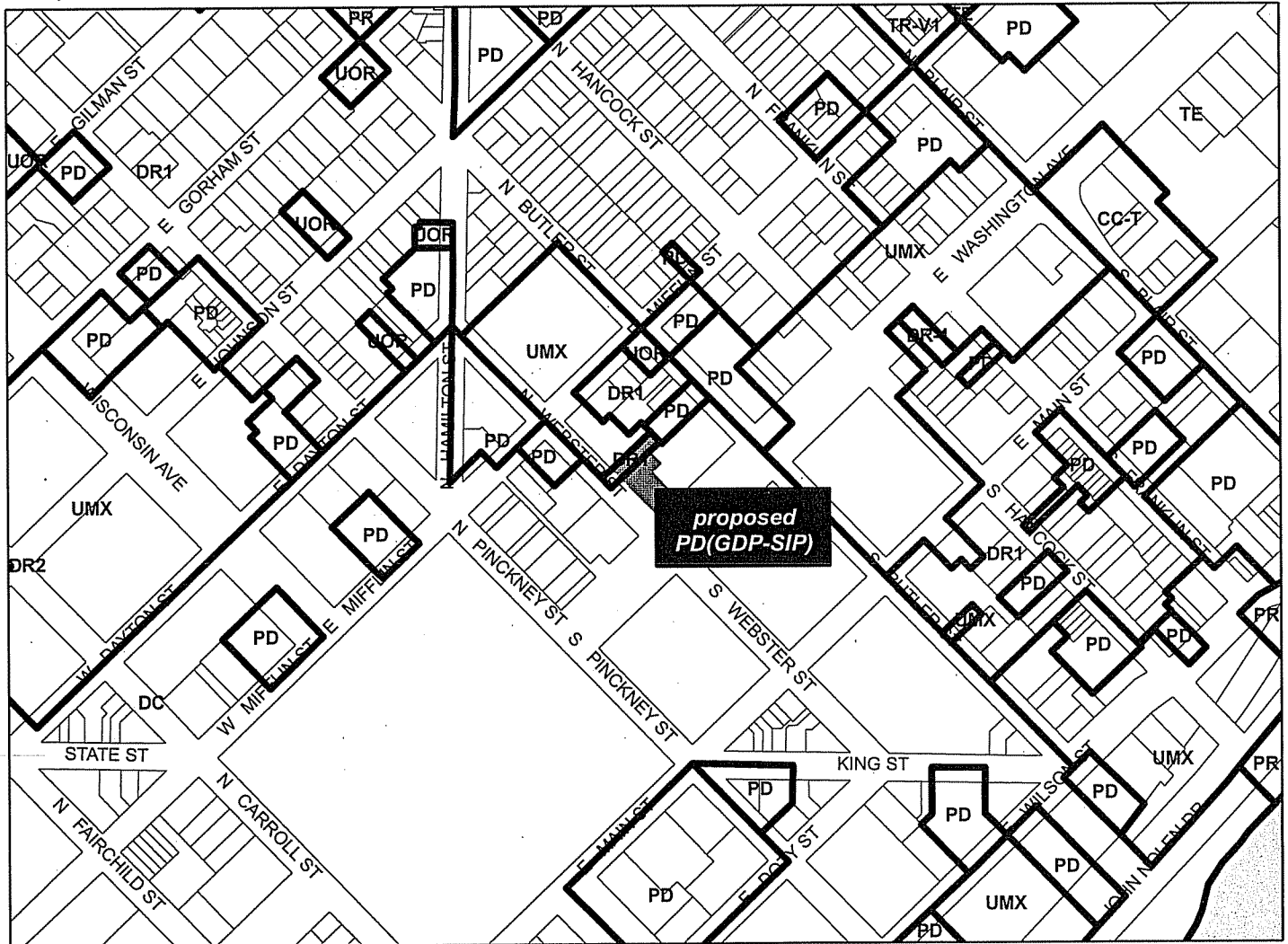
Existing Use
Former auto repair facility and
apartment building

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

Public Hearing Date
Plan Commission
09 February 2015
Common Council
24 February 2015



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



Scale : 1" = 400'

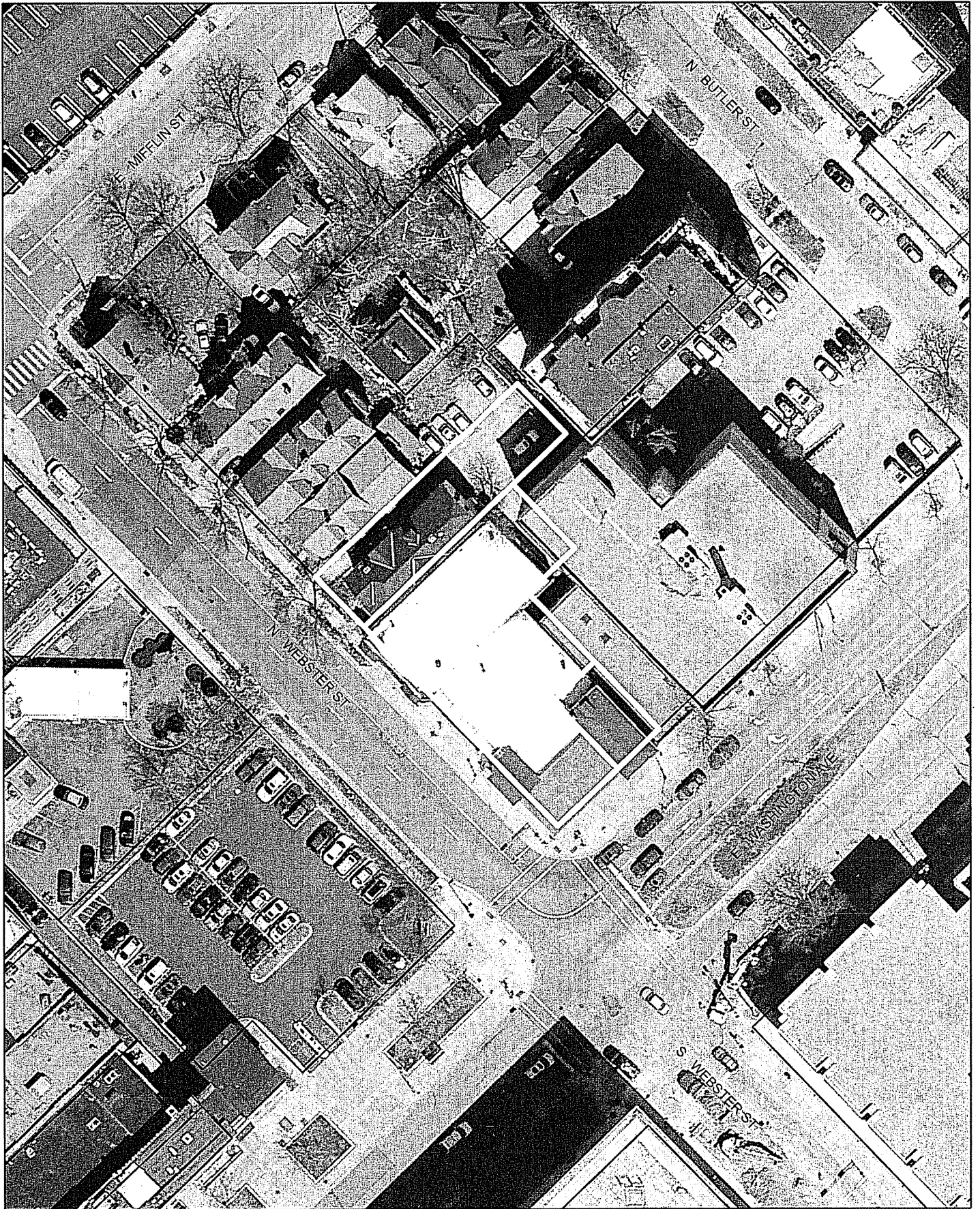
City of Madison, Planning Division : RPJ : Date : 02 February 2015

13-14



City of Madison

202 East Washington Avenue &
15 North Webster Street



Date of Aerial Photography : Spring 2013

13-14



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

FOR OFFICE USE ONLY:	
Amt. Paid	Receipt No.
Date Received	<u>12-17-14 (12-18)</u>
Received By	<u>DTM</u>
Parcel No.	<u>0709-133-3101-6</u>
Aldermanic District	<u>2-Zellers</u>
Zoning District	<u>DC</u>
Special Requirements	
Review Required By:	
<input checked="" type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input 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 Spring 2015 Completion Fall 2016

13-14

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:* **Resubmittal**

- 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 ² 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 Ledell Zellers and 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 Josh Wilcox Relationship to Property: Architect

Authorizing Signature of Property Owner _____ Date 12/18/14 13-14



Reinhart Boerner Van Deuren s.c.
P.O. Box 2018
Madison, WI 53701-2018

22 East Mifflin Street
Suite 600
Madison, WI 53703

Telephone: 608-229-2200
Fax: 608-229-2100
Toll Free: 800-728-6239
reinhartlaw.com

January 28, 2015

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 to specifically address recent comments related to our requested modification to the Downtown Height Map attached as Exhibit B (the "Height Map"). We understand this request to be a zoning code issue, as the Height Map is codified in the Zoning Code and currently provides an allowable height of 8-stories with 2-extra "bonus" stories (for a total of 10 stories) on 202 East and 6-stories on 15 North. Our rezoning to a Planned Development District requests 10 stories on 202 East (as currently allowed by the Height Map provided conditional use standards are met) and a change to the Height Map for only that portion of 15 North containing any encroachment from our proposed building.

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

As you are aware, 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).¹

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 is easily met by itemizing the multiple building enhancements included in this project (e.g. the architectural design, existence of underground parking, green build features (including the large green-roof canopy), omission of 'walpaks', 360-degree treatment of the exterior façade and high quality of interior fit and finishes are all demonstrative building qualities unachievable without the requested additional stories).

General Plan Recommendations and Lamp House Block Report

When the Plan Commission reviews our requested change to the Height Map, the Plan Commission should also take into consideration the recommendations made by adopted advisory plans such as the Comprehensive Plan, Downtown Plan and The Report of the Lamp House Block Ad Hoc Plan Committee (the "Lamp House Block Report" which was adopted as a supplement to the Downtown Plan). To that end, the Planned Development District standards include a requirement that the new zoning district should "facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans" 28.098(2)(b).

We are not aware of any objections to our project promoting the recommended goals of the Comprehensive Plan and the Downtown Plan, so this letter focuses on how our project facilitates 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 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."

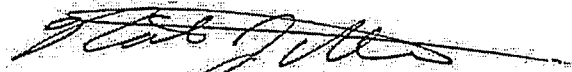
¹ Standards 3 & 4 are not listed as they are not applicable to this project. Emphasis on standard to be met added.

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.*"² As shown by the shadow studies attached to our proposal, our project allows meaningful sunlight to reach the Lamp House rooftop. As a point of fact, approval of our project will create additional shadowing upon a portion (not all) of the Lamp House rooftop for only 95 minutes (between the hours of 9:55 a.m. and 11:30 a.m.) during the equinoxes.

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,



Nathan J. Wautier

² Unfortunately, recent testimony against the project at the Urban Design Commission misstated this sunlight standard.

Exhibit A
Development Parcel

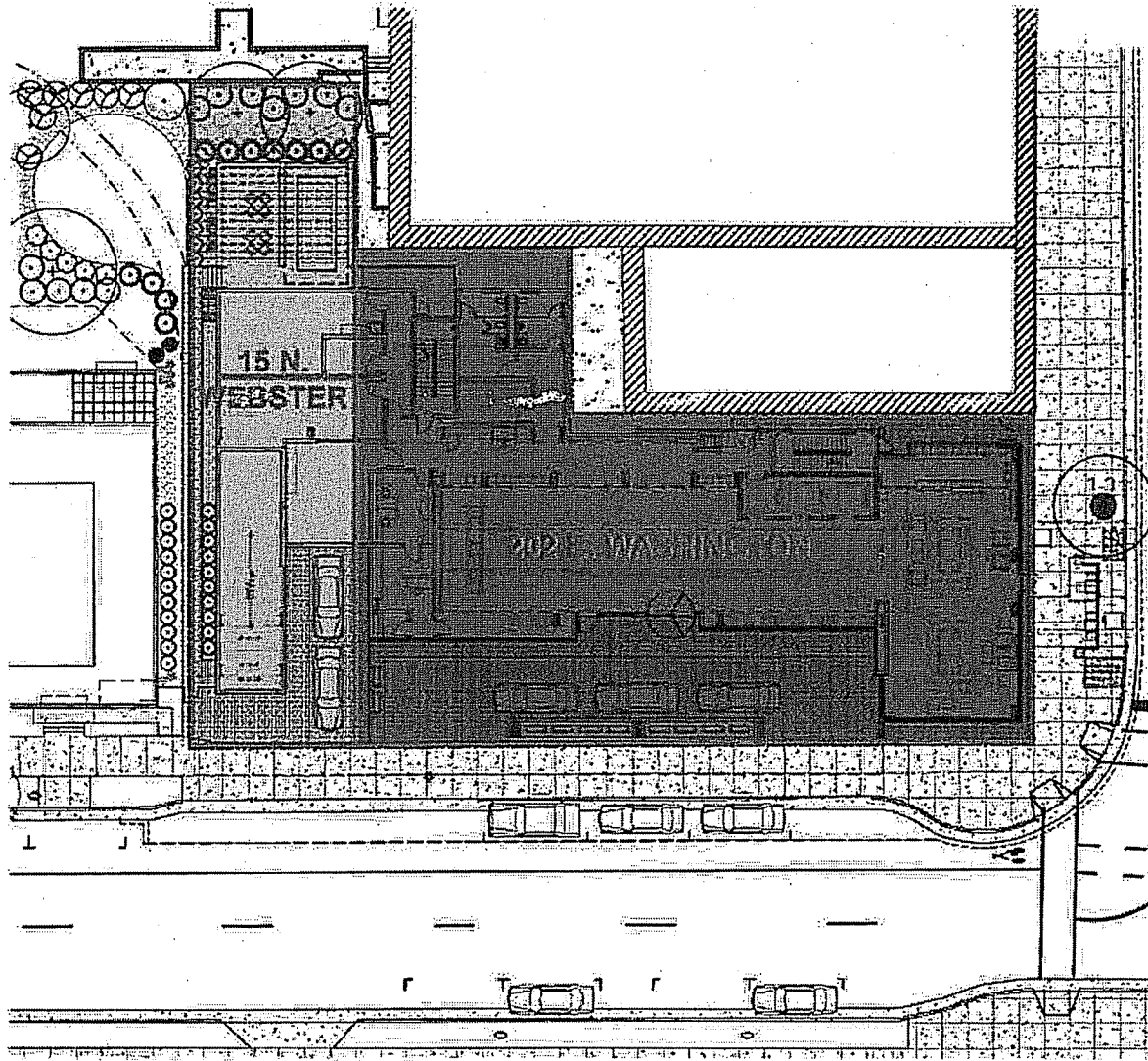
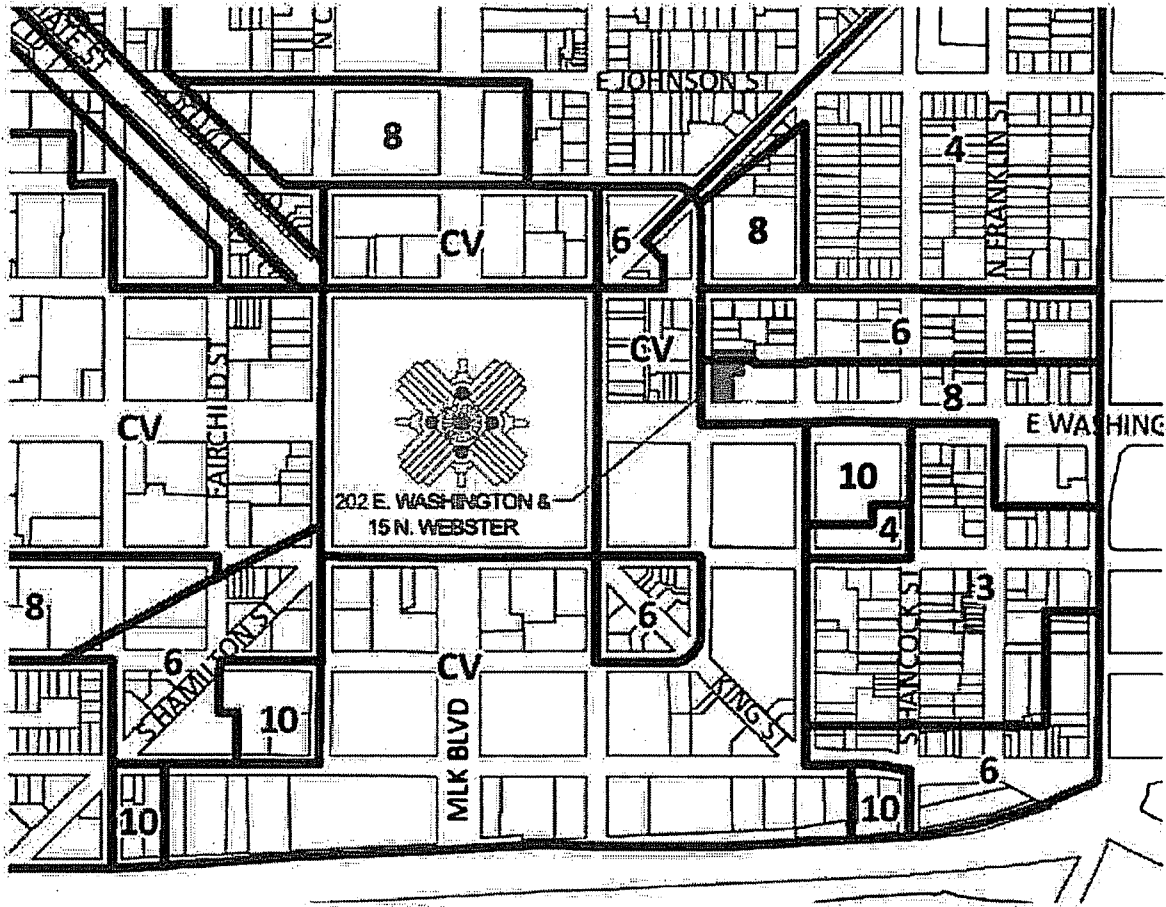
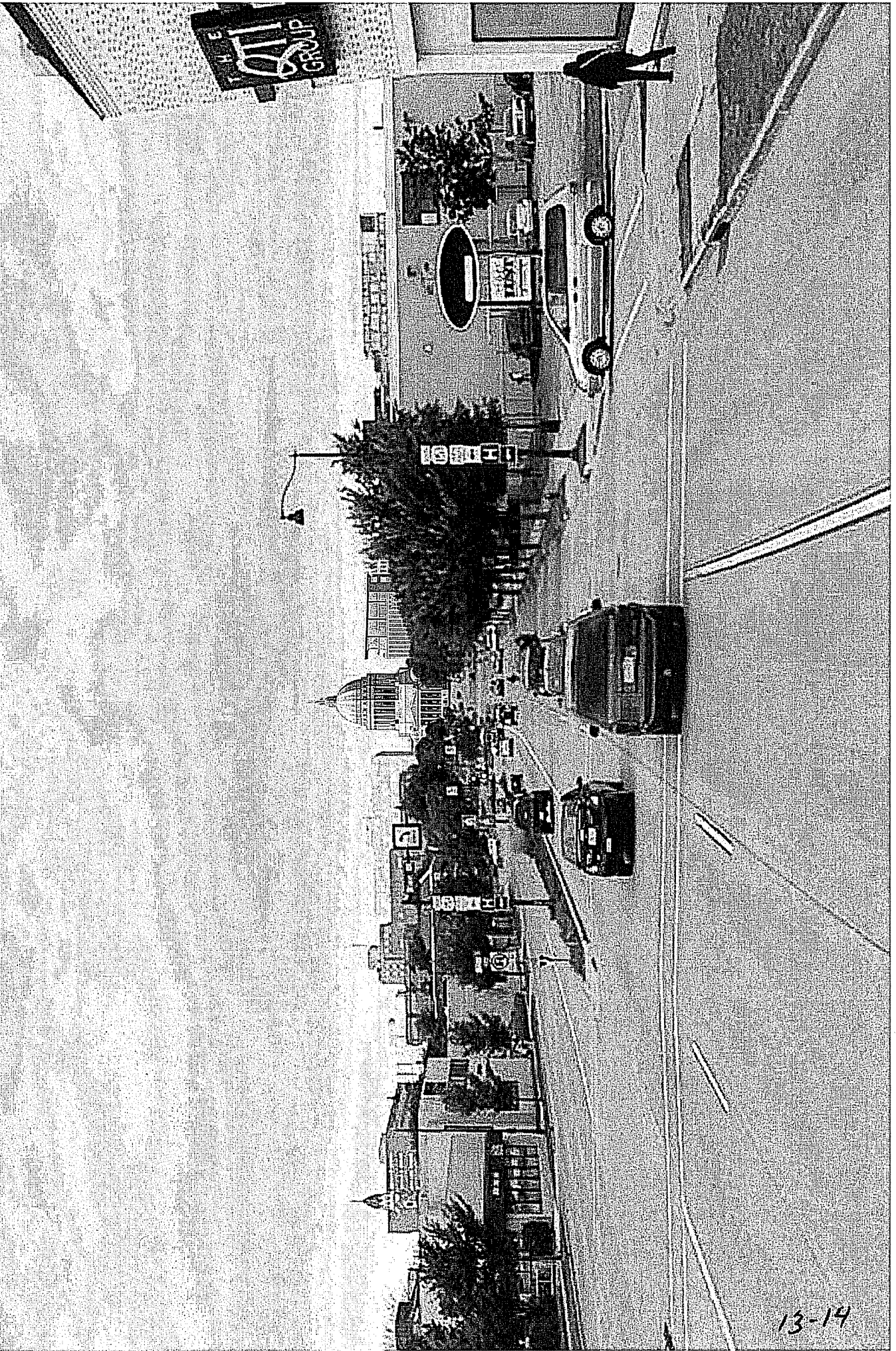


Exhibit B
Current Height Map



ADDITIONAL
"LONG-VIEW" ILLUSTRATION
PROVIDED BY AFFICANT



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.



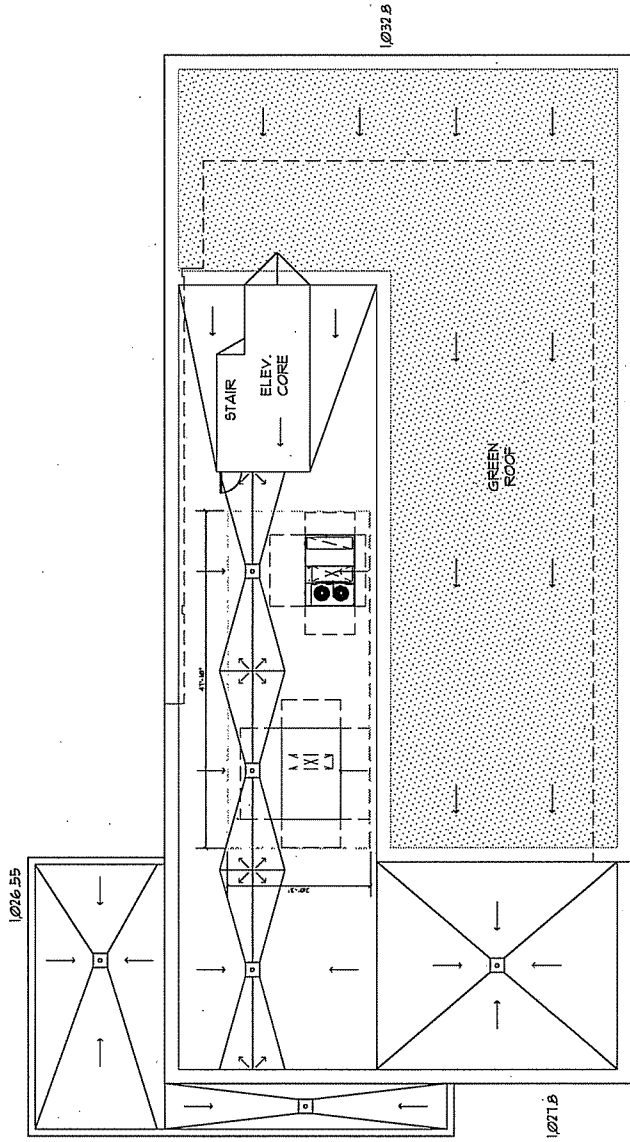
GARY BRINK & ASSOCIATES
ARCHITECTS
700 MILWAUKEE AVENUE
MADISON, WI 53706
608.257.1191
www.garybrink.com

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
OWNER: MARRIOTT WISCONSIN
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
202 E. WASHINGTON LLC
1600 ASPEN COMMONS, SUITE 200 - MADISON, WISCONSIN

PROJECT: 20140
DATE: 08/15/15
SCALE: AS NOTED

ROOF PLAN
A2.07

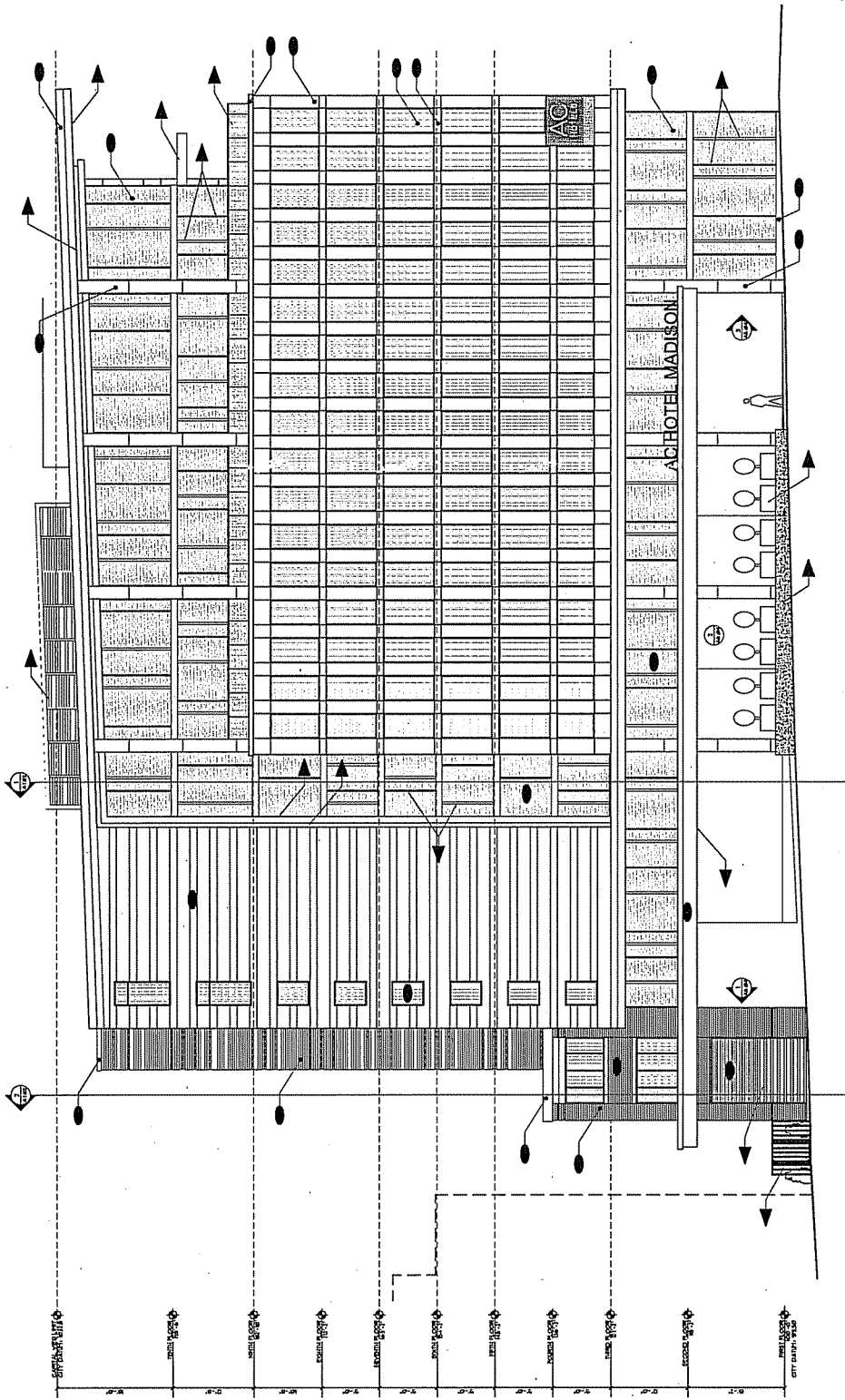
1/28/2015 UPDATED ROOF-TOP PLAN





GARY PINKY & ASSOCIATES
ARCHITECTS
100 NORTH CENTRAL AVENUE
MADISON, WISCONSIN 53703
608.261.1140

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
OWNER: 202 E. WASHINGTON AVE. MADISON, WISCONSIN
1600 ASPEN COMMONS, SUITE 200 - MADISON, WISCONSIN
PROJECT: 2014G
DRAWN BY: JAR
DATE: AS NOTED
SCALE: AS NOTED



1 PLAN SOUTH ELEVATION
SCALE: 1/8" = 1'-0"

EXTERIOR ELEVATION KEY NOTES

- GLASS CURTAIN WALL PANELS ALUMINUM 1 1/2" x 12" x 1/4"
- INSULATED OPERABLE DOOR
- 7' x 8' ALUMINUM TUBE TRUSS FINISHING - BLACK ANODIZED PANEL
- PAINTED STEEL FRAMING OF THE CURTAIN WALLS, JOIST BRACE 1 1/2" x 1/4"
- STEEL COMPOSITE PANEL, PANEL
- CONCRETE CURTAIN WALL PANELS
- CONCRETE CURTAIN WALL PANELS
- OPERATION ENCLOSURE OF CURTAIN WALL FINISHING ABOVE
- NY / OPEN WALL
- LANDSCAPING ELEMENTS - SEE LAYOUT FOR THESE DETAILS
- 7' x 8' TUBULAR BRACE TO BE BRACKETED THROUGHOUT CURTAIN WALL SYSTEM
- REVEALING DOOR / PANEL FINISH
- INTERIALLY LIT EXTERIOR SIGNAGE - SEE BY AT LEAST FOR THESE DETAILS
- BASE RELATED CONCRETE WALL
- ALUMINUM TRUSS AND GLASS

KEY	EXTERIOR FINISH DESCRIPTION	GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION	GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION	GRAPHIC	KEY	EXTERIOR FINISH DESCRIPTION	GRAPHIC
1	GLASS CURTAIN WALL PANELS ALUMINUM 1 1/2" x 12" x 1/4"	[Symbol]	1	GLASS CURTAIN WALL PANELS ALUMINUM 1 1/2" x 12" x 1/4"	[Symbol]	1	GLASS CURTAIN WALL PANELS ALUMINUM 1 1/2" x 12" x 1/4"	[Symbol]	1	GLASS CURTAIN WALL PANELS ALUMINUM 1 1/2" x 12" x 1/4"	[Symbol]
2	INSULATED OPERABLE DOOR	[Symbol]	2	INSULATED OPERABLE DOOR	[Symbol]	2	INSULATED OPERABLE DOOR	[Symbol]	2	INSULATED OPERABLE DOOR	[Symbol]
3	7' x 8' ALUMINUM TUBE TRUSS FINISHING - BLACK ANODIZED PANEL	[Symbol]	3	7' x 8' ALUMINUM TUBE TRUSS FINISHING - BLACK ANODIZED PANEL	[Symbol]	3	7' x 8' ALUMINUM TUBE TRUSS FINISHING - BLACK ANODIZED PANEL	[Symbol]	3	7' x 8' ALUMINUM TUBE TRUSS FINISHING - BLACK ANODIZED PANEL	[Symbol]
4	PAINTED STEEL FRAMING OF THE CURTAIN WALLS, JOIST BRACE 1 1/2" x 1/4"	[Symbol]	4	PAINTED STEEL FRAMING OF THE CURTAIN WALLS, JOIST BRACE 1 1/2" x 1/4"	[Symbol]	4	PAINTED STEEL FRAMING OF THE CURTAIN WALLS, JOIST BRACE 1 1/2" x 1/4"	[Symbol]	4	PAINTED STEEL FRAMING OF THE CURTAIN WALLS, JOIST BRACE 1 1/2" x 1/4"	[Symbol]
5	STEEL COMPOSITE PANEL, PANEL	[Symbol]	5	STEEL COMPOSITE PANEL, PANEL	[Symbol]	5	STEEL COMPOSITE PANEL, PANEL	[Symbol]	5	STEEL COMPOSITE PANEL, PANEL	[Symbol]
6	CONCRETE CURTAIN WALL PANELS	[Symbol]	6	CONCRETE CURTAIN WALL PANELS	[Symbol]	6	CONCRETE CURTAIN WALL PANELS	[Symbol]	6	CONCRETE CURTAIN WALL PANELS	[Symbol]
7	CONCRETE CURTAIN WALL PANELS	[Symbol]	7	CONCRETE CURTAIN WALL PANELS	[Symbol]	7	CONCRETE CURTAIN WALL PANELS	[Symbol]	7	CONCRETE CURTAIN WALL PANELS	[Symbol]
8	OPERATION ENCLOSURE OF CURTAIN WALL FINISHING ABOVE	[Symbol]	8	OPERATION ENCLOSURE OF CURTAIN WALL FINISHING ABOVE	[Symbol]	8	OPERATION ENCLOSURE OF CURTAIN WALL FINISHING ABOVE	[Symbol]	8	OPERATION ENCLOSURE OF CURTAIN WALL FINISHING ABOVE	[Symbol]
9	NY / OPEN WALL	[Symbol]	9	NY / OPEN WALL	[Symbol]	9	NY / OPEN WALL	[Symbol]	9	NY / OPEN WALL	[Symbol]
10	LANDSCAPING ELEMENTS - SEE LAYOUT FOR THESE DETAILS	[Symbol]	10	LANDSCAPING ELEMENTS - SEE LAYOUT FOR THESE DETAILS	[Symbol]	10	LANDSCAPING ELEMENTS - SEE LAYOUT FOR THESE DETAILS	[Symbol]	10	LANDSCAPING ELEMENTS - SEE LAYOUT FOR THESE DETAILS	[Symbol]
11	7' x 8' TUBULAR BRACE TO BE BRACKETED THROUGHOUT CURTAIN WALL SYSTEM	[Symbol]	11	7' x 8' TUBULAR BRACE TO BE BRACKETED THROUGHOUT CURTAIN WALL SYSTEM	[Symbol]	11	7' x 8' TUBULAR BRACE TO BE BRACKETED THROUGHOUT CURTAIN WALL SYSTEM	[Symbol]	11	7' x 8' TUBULAR BRACE TO BE BRACKETED THROUGHOUT CURTAIN WALL SYSTEM	[Symbol]
12	REVEALING DOOR / PANEL FINISH	[Symbol]	12	REVEALING DOOR / PANEL FINISH	[Symbol]	12	REVEALING DOOR / PANEL FINISH	[Symbol]	12	REVEALING DOOR / PANEL FINISH	[Symbol]
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14	BASE RELATED CONCRETE WALL	[Symbol]	14	BASE RELATED CONCRETE WALL	[Symbol]	14	BASE RELATED CONCRETE WALL	[Symbol]	14	BASE RELATED CONCRETE WALL	[Symbol]
15	ALUMINUM TRUSS AND GLASS	[Symbol]	15	ALUMINUM TRUSS AND GLASS	[Symbol]	15	ALUMINUM TRUSS AND GLASS	[Symbol]	15	ALUMINUM TRUSS AND GLASS	[Symbol]

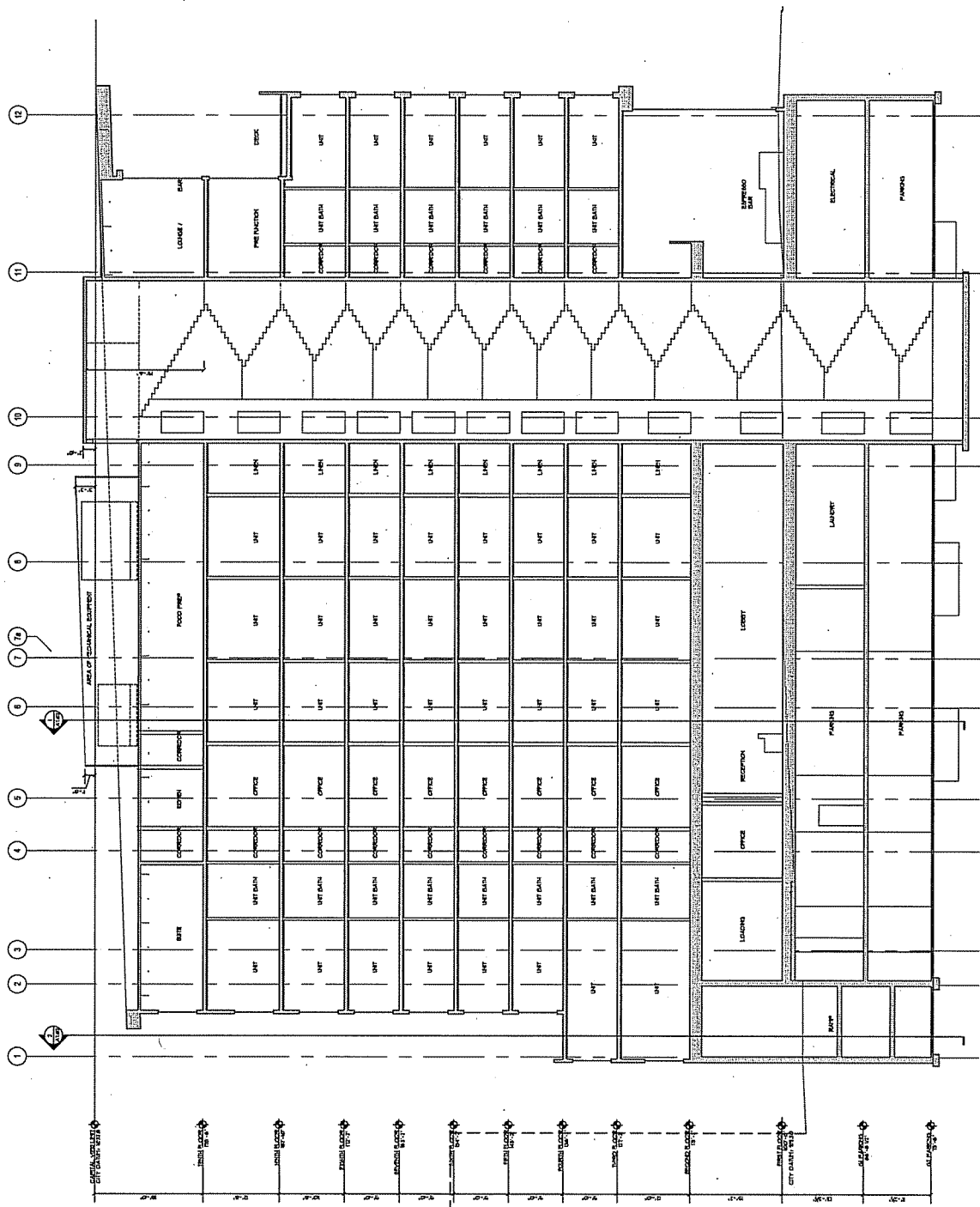
1/28/2015 UPDATED ROOF-TOP PLAN



GARY BRINK & ASSOCIATES
ARCHITECTS
1100 EAST WISCONSIN AVENUE
MADISON, WI 53703
608.261.2000 (LOCAL)

PROJECT: AC BY MARRIOTT - DOWNTOWN MADISON
OWNER: 202 E. WASHINGTON LLC
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
53702
PROJECT: 2014B
DRAWN BY: JAR
DATE:
SCALE: AS NOTED

BUILDING SECTIONS
A7.01



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

13-14

1128/2015 UPDATED ROOF-TOP PLAN

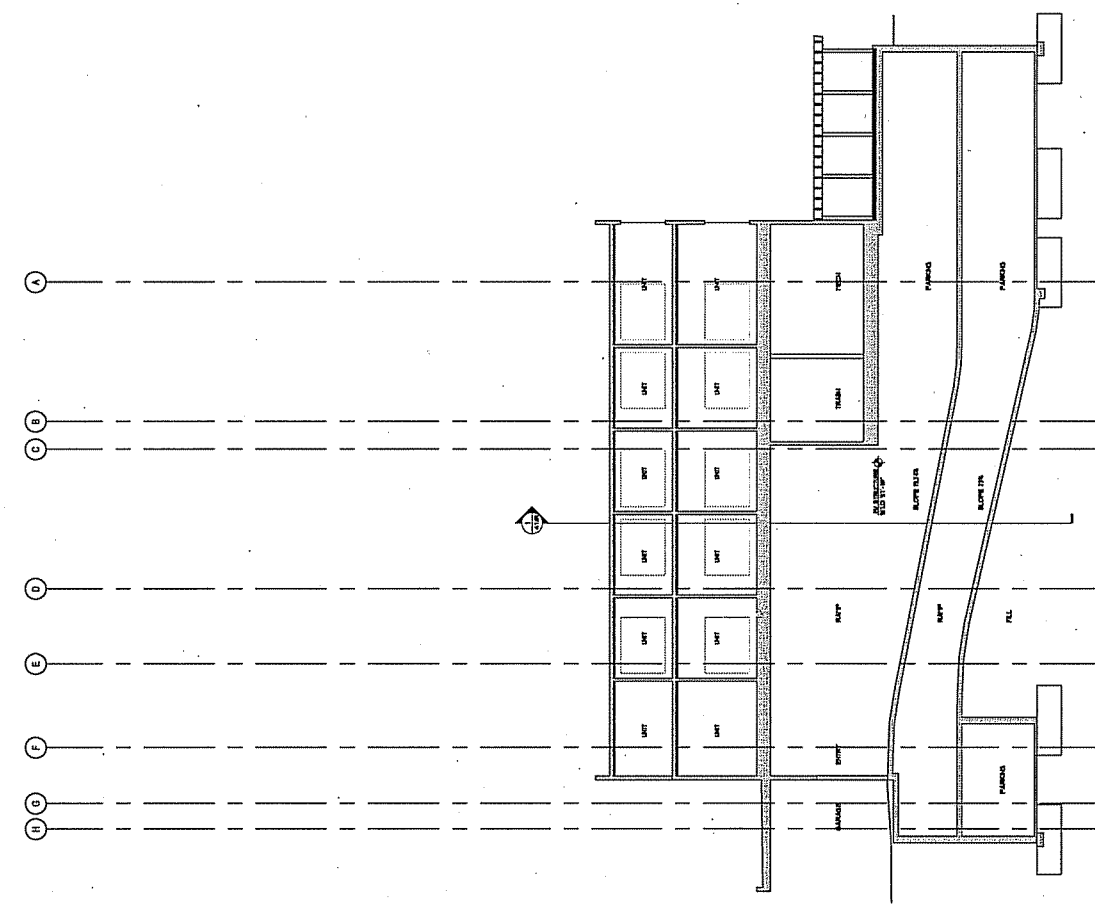


GARY BRINK & ASSOCIATES
ARCHITECTS
1500 NORTH CENTRAL AVENUE
MADISON, WISCONSIN 53706
(608) 261-1111
WWW.GARYBRINK.COM

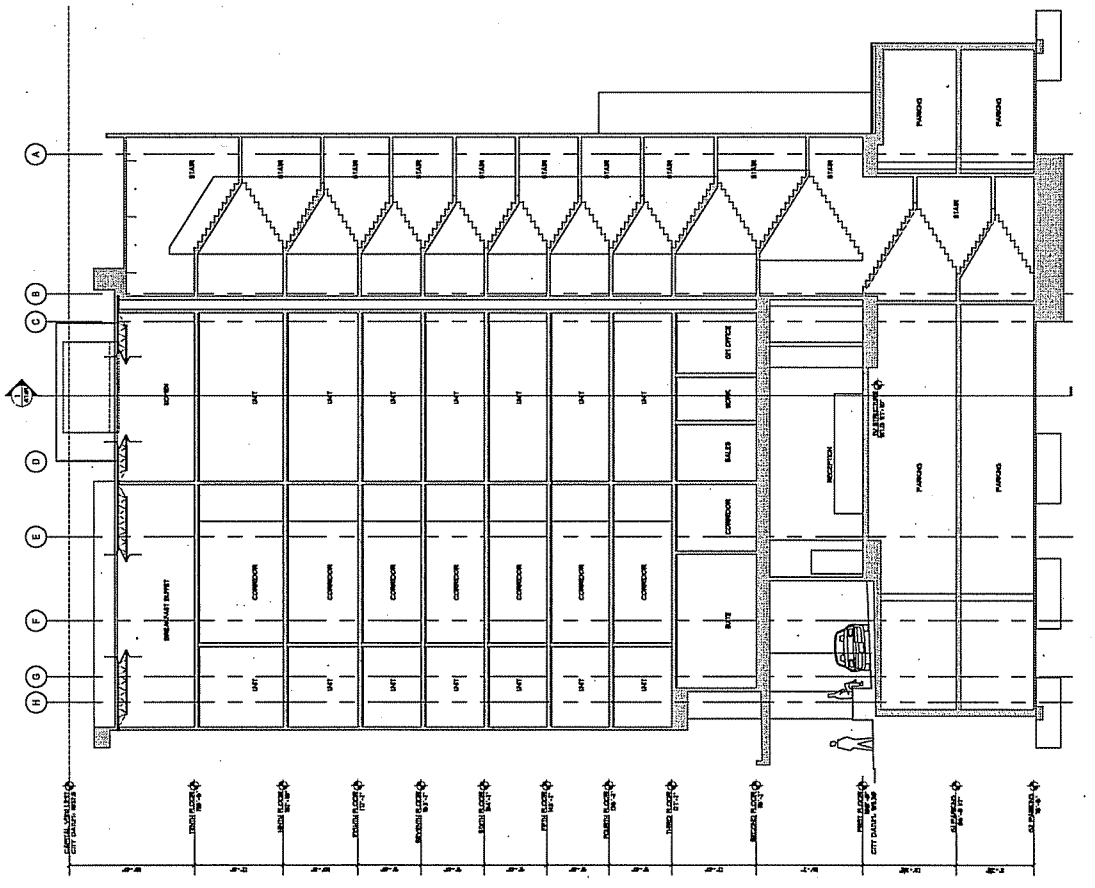
PROJECT: AC BY MARIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
OWNER: MARIOTT
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
ARCHITECT: GARY BRINK & ASSOCIATES
1500 NORTH CENTRAL AVENUE
MADISON, WISCONSIN 53706
(608) 261-1111
WWW.GARYBRINK.COM

PROJECT: AC BY MARIOTT - DOWNTOWN MADISON
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
OWNER: MARIOTT
202 E. WASHINGTON AVE.
MADISON, WISCONSIN
ARCHITECT: GARY BRINK & ASSOCIATES
1500 NORTH CENTRAL AVENUE
MADISON, WISCONSIN 53706
(608) 261-1111
WWW.GARYBRINK.COM

BUILDING SECTIONS
A7.02



SECTION 2
BUILDING SECTION



SECTION 1
BUILDING SECTION

13-14

1/28/2015 UPDATED ROOF - TOP PLAN

**AC HOTEL BY MARRIOTT – MADISON
PROJECT OPERATIONS NARRATIVE
January 6, 2015**

PROJECT NAME: AC Hotel by Marriott
PROJECT ADDRESS: 202 East Washington Ave.
Madison, WI 53703

PROJECT VISION

The AC Hotel by Marriott – Madison will create a new and exciting experience for visitors to the Madison area. The hotel will be developed and managed by North Central Group.

About North Central Group

The North Central Group is a Wisconsin-based award winning developer, owner and operator of “focused-service” hotels and is recognized as one of the industry’s premier hotel development and management companies. Founded in 1981 by our Chairman, David A. Lenz, we have developed over 50 hotels over the last 33 years. We currently operate 27 hotels in the Midwest and Southwest under the Hilton and Marriott franchise brands. Since 2007, our team has been honored with over 35 of the top awards by our Hilton and Marriott franchise partners.

Owning and managing over 1000 guest rooms in our nine hotels in the greater Madison, Wisconsin market makes us the largest Madison area hotel management company. Our company’s emphasis on quality and excellence can be seen in our consistent outperformance of our peers in guest satisfaction. We proudly back our high-quality performance with our *Unconditional 100% Satisfaction Guarantee*, which states “We guarantee high-quality accommodations, friendly and efficient service, and clean, comfortable surroundings. If you are not completely satisfied, your stay is on us.” Few Madison area companies offer this promise to make a visit to the Madison area a completely positive experience.

Attachment A contains North Central Group’s Proposed Management Plan for the AC Hotel by Marriott – Madison. We encourage you to learn more about North Central Group and its hotels by visiting www.ncghotels.com or contacting Katie Marron at (608) 698-9051.

About AC Hotel by Marriott

Feel the City.SM With over 70 destinations in Europe, and now expanding to the most interesting cities in the Americas, AC Hotels by Marriott offers guests more than a key to their room — it offers them a key to the city. From thoughtfully designed guestrooms to the dynamic buzz of the AC Lounge, it is a hotel that blends contemporary style with cosmopolitan sophistication. The AC Hotel is a perfect fit for Madison visitors searching for a design-led hotel in a great location loaded with modern experiential amenities:

- Public Spaces offering a crisp, contemporary design, and social spaces with local connections accented by museum-quality and local art.

- The tenth floor AC Lounge creates a dynamic atmosphere with an incredible Madison view, offering evening signature cocktails, quality wines, and local craft beers along with "small plate" local food offerings. The AC Lounge will also provide Madison residents with the perfect location to begin or end their evening.
- The AC Breakfast provides a fresh focused selection of artisan bakery, meats and cheeses, and fresh fruit.
- The signature AC Guestroom boasts sleek European-inspired design with sophisticated furnishings and dramatic retail-inspired lighting.

For more information about AC Hotels by Marriott, visit <http://achotels.marriott.com/en/>.

GENERAL PROJECT DATA

The AC by Marriott – Madison by the numbers:

- 164 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 4,600 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
 - Espresso Bar – 1st Floor Lobby - approximately 334 s.f. (seating for 10)
 - 6am-11pm
- Site total = 14,486 s.f. (.33ac)
- Total Building is 124,574 s.f.
- Building Footprint is 8,455 s.f.
- Building height to highest roof is 113' 6"
- Parking
 - Valet and two off-site parking options
 - On site underground garage with dedicated valet parking access
 - 80 underground spaces
 - Queuing for 8 vehicles at arrival lane, loading dock and Webster St. drop off lane.
 - 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/Shuttle Parking
 - Each Shuttle/Bus will reduce the Valet Parking Requirement by 1 – 35 vehicles.
 - Loading/unloading to occur at N. Webster loading zone and will be a coordinated effort with property Valet staff to ensure expedited loading and unloading at designated time periods.
 - Meter Bags will be purchased in accordance with City Policy if required to establish additional temporary loading/unloading zones.
- Job Creation
 - Hotel and related restaurant/lounge components are anticipated to employ between 40-50 employees
 - 30-35 Full time
 - 10-15 Part time

GUEST PARKING OPERATIONS OVERVIEW

The comprehensive Traffic Impact Assessment for the AC Hotel by Marriott-Madison concluded that the study area intersections; 1) E. Washington Ave. and N. Webster St. and 2) E. Mifflin St. and N. Webster St., will accommodate the anticipated traffic generated by the AC Hotel by Marriott-Madison and will operate at an acceptable level with only minor signal/timing adjustments. The Traffic Impact Assessment was provided to the City of Madison Traffic & Engineering Department under separate cover. Guest parking will be accommodated: 1) below grade in an underground ramp, 2) at the Capitol North Parking Ramp, and 3) if necessary, at the Brayton Street Parking Lot.

To evaluate the appropriate level of staffing for the guest parking operations, a Vehicle Queuing Assessment was completed. Vehicles for hotel guests using valet or checking in are expected to queue in the designated on-site arrival lane or in the designated guest loading zone along the east side of N. Webster Street. A total of 8 vehicles can be queued at the site: 3 in the on-site guest arrival lane, 3 in the N. Webster guest loading zone, and 2 in the on-site loading zone.

There are two peak hours for the arrival (PM Peak) and departure (AM Peak) of our guests. Based on operations at other hotels managed by North Central Group, the AC Hotel by Marriott – Madison can expect the following arrival/departure patterns.

Peak Hour Parking Operations Summary AC Hotel by Marriott - Madison	
Guest Rooms	164
Peak Day Occupied Rooms	164
Guests Vehicles per peak day ¹	115
Total Vehicles In/Out per peak day ²	161
Peak Hour In/Out ³	35
Peak Hour/Peak Day Valet Staffing Required	2.95
Peak Hour/Peak Day Valet Staffing Proposed	4 (3 Attendants + 1 Supervisor)
Notes:	
<ol style="list-style-type: none"> 1. Each occupied room generates between .5 and .7 vehicles to be parked. Other guests arrive as passenger in another guests' vehicles, taxi, shuttle, or other means of transportation that does not require valet parking. For the purpose of this analysis, 0.7 was used to be conservative. 2. Total Guest Vehicles In/Out is 280-percent of total guest vehicles to account for multiple In/Out operations and non-hotel guests parking on-site. This is also conservative considering the urban location and multiple walkable dining and entertainment options. 3. Peak Hour In/Out based on typical guest arrivals/departures at other NCG Hotels with peak total In/Out Valet operations between the 6 – 7 PM hour accounting for approximately 11-percent of total daily operations in this single peak hour (18-percent of arrivals and 4-percent of departures). 	

The hotel plans to staff the valet as necessary to efficiently accommodate the anticipated number of guests each day. The North Central Group management team at each hotel conducts a daily meeting. At the AC Hotel by Marriott, the Valet Supervisor will be part of this meeting to understand the daily parking needs based on booked reservations. Valet staffing will be adjusted to meet the daily needs.

During peak hour of the peak day (i.e. when occupancies are at or near 100-percent) the minimum valet staffing level required is 2.95. During these peak times, the North Central is anticipates staffing a total of 4 Valet staff (3 valet attendants plus a Valet Supervisor) to ensure efficient operations. If necessary, additional peak attendants can be added and/or hotel staff may be called upon to assist with parking operations.

To maximize the on-site parking capacity during to the peak PM hour (thereby minimizing the valet cycle time through the peak arrival period), attendants will move vehicles from the on-site parking stalls to the Capitol North Ramp prior to the peak hour. Additional details on the Valet/Guest Parking Operating Plan are provided in Attachment B.

ATTACHMENT A - 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 27 properties we currently own and/or 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.

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

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.

ATTACHMENT B – VALET/GUEST PARKING OPERATING PLAN

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 may be added as necessary during peak times to ensure proper traffic flow and guest satisfaction (a total of 3 valet attendants plus 1 valet supervisor are 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 on site vehicles is projected to be less than 5 minutes for each vehicle during peak times. This reduced cycle time is achievable because the vehicles will be parked on-site during the peak hour. 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 the anticipated time their vehicle will be available. 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. Additional bike parking will be provided at street level for the public or guests.
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 month 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/month
 - ii. \$4,500/month 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

4. 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. These agreements will be in place prior to opening.

AC Hotel by Marriott - Madison
Peak Day Valet Parking Analysis

Valet Operations Peak Day Assumptions	
Number of Rooms	164
Occupancy	100%
Rooms Occupied	164
Guest Vehicles Valet Parked Per Room Sold	0.7
Total Guest Vehicles Valet Parked	115
Total In Per Guest Vehicle Valet Parked	1.2
Total Out Per Guest Vehicle Valet Parked	1.2
Non Guest Vehicles Valet Parked (In/Out)	29
Total Vehicle Valet Parked In	161
Total Vehicles Valet Parked Out	161

Time	6:00 AM		7:00 AM		8:00 AM		9:00 AM		10:00 AM		11:00 AM		12:00 PM		1:00 PM		2:00 PM		Total	
	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	7%
Arrival Distribution (% of Total Valet Parked In)	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	11
Departure Distribution (% of Total Valet Parked Out)	4%	8%	8%	10%	10%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	71%
Vehicles Parked In	0	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	11
Vehicles Parked Out	6	13	13	16	16	19	19	19	19	19	19	19	19	19	19	19	19	19	19	114
Valet Cycle Time (Min)	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Minimum Valet Staffing Required	0.86	1.93	1.93	2.36	2.79	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96	2.96
Proposed Peak Valet Attendant Staffing	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Proposed Valet Supervisor Staffing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total Proposed Valet Staffing	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Time	2:00 PM		3:00 PM		4:00 PM		5:00 PM		6:00 PM		7:00 PM		8:00 PM		9:00 PM		10:00 PM		Total	
	1%	6%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	87%
Arrival Distribution (% of Total Valet Parked In)	2	10	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	140
Departure Distribution (% of Total Valet Parked Out)	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	22%
Vehicles Parked In	2	10	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	140
Vehicles Parked Out	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	35
Valet Cycle Time (Min)	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Minimum Valet Staffing Required	0.64	1.50	1.92	2.81	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	2.95	1.93
Proposed Peak Valet Attendant Staffing	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Proposed Valet Supervisor Staffing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total Proposed Valet Staffing	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Time	10:00 PM		11:00 PM		12:00 AM		1:00 AM		2:00 AM		3:00 AM		4:00 AM		5:00 AM		6:00 AM		Total	
	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	6%
Arrival Distribution (% of Total Valet Parked In)	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	6
Departure Distribution (% of Total Valet Parked Out)	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	10
Vehicles Parked In	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	10
Vehicles Parked Out	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	7
Valet Cycle Time (Min)	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	11
Minimum Valet Staffing Required	0.86	0.86	0.86	0.43	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	
Proposed Peak Valet Attendant Staffing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Proposed Valet Supervisor Staffing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Proposed Valet Staffing	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

- Notes:
1. Peak occupancy assumed to be on day when hotel is at 100-percent occupancy. Valet Staffing will be adjusted when hotel is not at full occupancy.
 2. Each occupied room generates between .5 and .7 vehicles to be parked. Other guests arrive as passenger in another guests' vehicles, taxi, shuttle, or other means of transportation that does not require valet parking. For the purpose of this analysis, 0.7 was used to be conservative.
 3. Total Vehicles In/Out is 240-percent of total guest vehicles to account for multiple In/Out operations and non-hotel guests parking on-site. This is also conservative considering the urban location and multiple walkable dining and entertainment options.
 4. Peak Hour In/Out based on typical guest arrivals/departures at other NCG Hotels with peak total In/Out Valet operations between the 6-7 PM hour accounting for approximately 11-percent of total daily operations in this single peak hour (18-percent of arrivals and 4-percent of departures).
 5. Valet Cycle Time as follows: 1) On-site Ramp = 4.5 min (assume 5 minutes), 2) Capitol North Ramp = 8 minutes, 3) Blended average = 6.5 minutes.

VALET ANALYSIS -
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