From: Rob Zache [mailto:rzache@centralplacere.com] Sent: Friday, June 28, 2013 9:33 AM To: Martin, Al Subject: 610 John Nolen Drive, Holiday Inn Express, UDC

Al, as you know I am the owner of the 660 John Nolen office building, adjacent to the subject 610 John Nolen Drive Holiday Inn Express Hotel submittal.

This is to let you know that I fully support the project. The following are my comments to my review of their submittal package for your & UDC's consideration. Some of these comments are a reiteration of what was directed years ago by UDC when we developed the 660 JND building, which is one lot of a two lot master plan, the subject hotel being the other lot.

- 1. Parking lot striping and lighting were meant to match 660 JND so the parking lots flow as one.
- 2. Landscape can either be similar of different, not a concern.
- 3. If the trash stockade is out front along the JND frontage, you may want to beef up the landscape around it to conceal it better. Again, not a concern.
- 4. I would personally prefer to see more brick on the building, maybe on the stairwell end caps...and any brick should probably match the existing 660 JND brick so the two building flow together architecturally as a master plan (not identical, i.e.: similar but different...) which was an original city design directive.
- 5. I personally prefer horizontal lines in a building wrapping around the entire building, vs. vertical blocks of building materials, but not my call. For example the Hampton Inn & Suites on the SW side of town is a good example.

Again, I support the project. Thanks, Rob

WWW.CENTRALPLACERE.COM

Rob Zache CCIM, CHA | President | P: 608-662-1661 direct | E: <u>rzache@centralplacere.com</u> Central Place Real Estate | 525 Junction Rd, Suite 8880, Madison, WI, 53717 | F: 608-836-5547 Retail, Hotel, Restaurant & Office Real Estate, Development & Brokerage



Over 20,000 Certified Commercial Investment Members (CCIM) are located in over 1000 markets in North America and 30 countries across the globe, making the CCIM Network the largest commercial real estate network on the planet. The information contained in this message or any attached document is confidential and intended only for individuals to whom it is addressed. If you received this message in error, please inform me immediately. Any unauthorized use, distribution or copying of this information is prohibited.