

CANAL PLAZA HOTEL

LEVEL III SITE PLAN PRELIMINARY PLAN 2ND WORKSHOP APPLICATION

September 18, 2012



APPLICANT

COW PLAZA HOTEL LLC
100 Commercial Street, Suite 306
Portland, Maine 04101
(207) 775-2252

September 18, 2012

Mr. Alexander Jaegerman, Ms. Barbara Barhydt, City of Portland &
City of Portland Planning Board Members
389 Congress Street
Portland, Maine 04101

Union and Fore Street Hotel, Portland Maine

Dear Mr. Jaegerman, Ms. Barhydt, and Board Members:

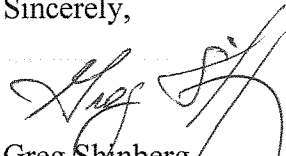
On behalf of Cow Plaza Hotel LLC and East Brown Cow Management please see the attached materials for the Planning Board Workshop scheduled for Tuesday, October 9th, 2012.

At the first Planning Board Workshop held on September 11, 2012 we were asked to address some concerns and provide more information with traffic movement and parking. Please see the attached memo from Tom Gorrill, President of Gorrill & Palmer.

In addition, several members of the Planning Board and community requested more information about the exterior design and materials. Please see the attached elevations and information from Canal 5 Studio.

Do not hesitate to contact me if you desire any additional information or have any questions.

Sincerely,



Greg Shinberg
Owner's Representative
Cow Plaza Hotel LLC

EXHIBITS

- EXHIBIT 1 Memo from Gorrill & Palmer dated September 18, 2012
- EXHIBIT 2 Floor plans and elevations by Canal 5 Studio
- EXHIBIT 3 Neighborhood Meeting Sign In Sheet and Minutes from the Meeting



Gorrill-Palmer Consulting Engineers, Inc.

*Engineering Excellence Since 1998*PO Box 1237
15 Shaker Rd.
Gray, ME 04039207-657-6910
FAX: 207-657-6912
E-Mail: mailbox@gorrillpalmer.com

September 18, 2012

Mr. Tim Soley
East Brown Cow
100 Commercial Street
Portland, ME 04101Subject: Parking Demand Update
Canal Plaza Hotel
Portland, Maine

Dear Tim,

The purpose of this letter is to update and clarify our estimate of the parking demand for your proposed hotel to be located at the corner of Union and Fore Streets. Parking generation estimates were made using three sources:

- City of Portland Ordinance
- Institute of Transportation Engineers (ITE) Parking Generation Manual 3rd Edition
- Data collected by the Hampton Inn as part of their site plan application

A summary of the estimates derived from each of these sources is presented below:

City of Portland Ordinance- The City of Portland ordinance (Section 14-332) requests one parking space for every four rooms. Using this requirement, 31 spaces would be needed for the planned 124 room hotel. It is the opinion of our office that this is low even with consideration that the project is located in an urban environment.

ITE Parking Generation Manual 3rd Edition- Using Land Use Code, 310 Hotel, the average peak parking demand is 0.91 vehicles per room. The proposed hotel would require 113 parking spaces for the 124 room hotel. This peak demand for the 124 spaces would occur overnight and **only** during full occupancy. The Urban Land Institute's Guide to Shared Parking Second Edition, presents parking variations for other times of the day for hotels. This data shows from 7 AM to 8 AM and from 4:00 PM to 5:00 PM the parking demand is forecast to be 95% (requiring 107 spaces) and 75% (requiring 85 spaces) of the peak parking demand respectively. The data set for both these sources are based on data collected nationally and do not necessarily reflect urban environments and transportation demand initiatives that have begun to take hold since the data was collected. Taking these factors into account it is our opinion that use of this data will potentially result in excess parking.

Hampton Inn Data- As part of their recent site plan application, Hampton Inn collected data for their Portland location. Their submission to the planning board documented the procedure utilized which will not be repeated here. The Hampton Inn has valet parking similar to that proposed by the Canal Plaza Hotel. The conclusion of their study showed a peak demand of 0.738

Mr. Tim Soley
 September 18, 2012
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per room. Applying this to the proposed Canal Plaza Hotel's 124 rooms yields a total of 92 spaces. This peak demand would occur overnight and **only** during full occupancy.

A time of day parking study was also conducted at the Hampton Inn by consultants for Fore India Middle, LLC from June 21, 2012 through July 5, 2012. The results of that study are summarized below along with the corresponding parking needs based on this data for the proposed Canal Plaza Hotel:

Forecast Parking Demand at Canal Plaza Hotel Based on Hampton Parking Study

Time of Day	Cars Parked as % of Occupied Room	Cars Parked at 100% Occupancy of Canal Plaza Hotel
7:00 am	70.3%	87
8:00 am	63.1%	78
8:30 am	59.5%	74
9:00 am	54.2%	67
10:00 am	43.1%	54
11:00 am	34.9%	43
12:00 noon	28.1%	35
1:00 pm	26.2%	32
2:00 pm	26.9%	33
3:00 pm	29.4%	36
4:00 pm	34.8%	43
4:30 pm	39.9%	50
5:00 pm	44.2%	55
5:30 pm	47.5%	59
6:00 pm	53.9%	67
7:00 pm	58.5%	73
Last shift	73.8%	92

Recommendation

The peak parking demand for the proposed 124 room hotel ranges from 31 based on the ordinance, 113 based on ITE, and 92 based on local data from Hampton Inn. It is our opinion that the parking demand derived from the ordinance is too low even in an urban environment. In considering the ITE projection of 113 spaces and the demand derived from the local Hampton Inn, it is the opinion of Gorrill Palmer Consulting Engineers, Inc. that the demand will likely more closely align with the Hampton Inn for two reason; first the proposed Canal Plaza Hotel is in an urban environment in downtown Portland similar to the Hampton Inn with similar seasonal variations, and secondly, the Hampton Inn will be implementing a Transportation Demand Management Program. Therefore it is the opinion of our office that the parking demand for the hotel will be 92 spaces **at full occupancy**. During office hours, from 9:00 am to 5:00 pm the peak demand is forecast to be 78 spaces.

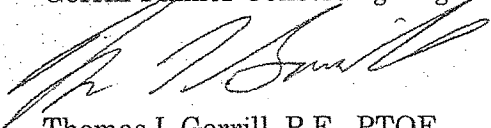
EX 1

Gorrill-Palmer Consulting Engineers, Inc.

Mr. Tim Soley
September 18, 2012
Page 3 of 3

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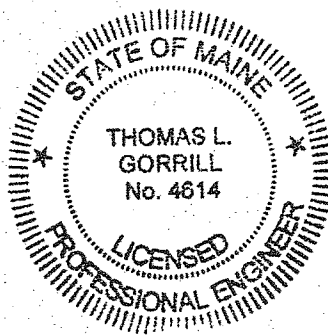
Gorrill-Palmer Consulting Engineers, Inc.



Thomas L Gorrill, P.E., PTOE
President

Copy: Patrick Costin

TLG/tlg/2705/parking update 9-17-12.doc



Canal Plaza Hotel

Neighborhood Meeting

September 10, 2012

5:30 – 7:00 PM

Phoenix Room 10th Floor

Name	Address
Gerard Kuladjian	468 Forest Portland
SOUHA Roberson	336 Danforth St 04102
PATRICK COSTIN	20 WILLARD AVENUE RD S. PORTLAND. 04106
Tim Hart	43 Sheffield St. Portland 04102
Denise Leeman	14 Towell Dr. Scarborough, ME
Michael Masznowski	1604 Main St Portland, ME 04101
TIM SOWY	644 Shore Rd., Cape Elizabeth. 04107
David Thomas	59 Brookline, New Gloucester, ME 04260
CYRUS HAGGE	225 Commercial St, 04101
JREG SCHNEPP	477 Congress of Portland 04101
Robert C. Wains	250 Holm Avenue, Portland 04102

CANAL PLAZA HOTEL

EXHIBIT 3

shinberg

CONSULTING, LLC

477 Congress Street, Suite 1012, Portland, Maine 04101
(207) 772-7070 Office | (207) 772-7080 Fax | info@shinbergconsulting.com

FROM: Greg Shinberg, Shinberg Consulting, LLC
DATE: September 18, 2012
TO: City of Portland Planning Department
City of Portland Planning Board
RE: Neighborhood meeting held on 9/10/2012 for the Canal Plaza Hotel

The following people were in attendance on behalf of Cow Plaza Hotel, LLC:

- Greg Shinberg, Shinberg Consulting (GS)
- Patrick Costin, Architect, Canal 5 Studio (PC)
- Tim Hart, Architect, Canal 5 Studio (TH)
- Tim Soley, Cow Plaza Hotel LLC (TS)
- Denine Leeman, Cow Plaza Hotel LLC (DL)
- David Thomas, Consigli Construction (DT)

The following neighbors were in attendance:

- Gerard Kiladjian (GK)
- Sonia Robertson (SR)
- Michael Mastronardi (MM)
- Cyrus Hagge (CH)
- Robert C. Hains (RH)

GS presented to the group a general overview of the hotel project. CH asked whether the grade of the main floor will be lowered to match the sidewalk elevation. PC answered that, yes, the grade will be cut down approximately 4 feet.

PC provided to the group a general description of the site access for cars at the port co chere and deliveries at the rear entrance. He also gave a general description of the floor plan at the first floor and the exterior materials for the building.

CH asked what the height will be of the first floor ceiling. PC responded that the height will be approximately 15 feet. CH made a comment that the other hotel across the street looks too squat.

PC provided a general description of the rest of the hotel floors 2 through 7. GK asked how many square feet of meeting space will be built on the second floor. TH responded approximately 1000 sq ft of meeting space will be built.

GK asked if there is a restaurant planned. GS responded that, yes, the hotel will have a restaurant and will be a "select service flag" hotel.

CH asked if we have selected a property management company. GS answered that, yes, we have selected a professional hotel management company to manage the hotel.

CH asked if we could disclose the name of the flag. GS answered that we cannot disclose that at the current time as we are still working through the details of the contract and that we expect to make the decision public soon.

CH asked if we have designed the signage for the building. GS answered that we are planning for signage in different parts of the building and will present this information to the planning board at a future meeting.

CH expressed that he did not care for the signage at Key Bank and TD Bank and asked if we were going to use backlit signage. GS answered that we were working on these details and do not have final answers yet. CH made a comment that he hopes we will keep the signage at a proper scale for the building. CH also stated, "I support the hotel."

CH stated that he would prefer a taller first floor height, something closer to 20' tall.

GK asked what impact the hotel will have on parking in the garage in the summer time. TS responded that we will reduce the number of monthly parking spaces as needed. TS assured the group that the garage is professionally managed by Boulos Management and that we will continue to respond to the needs of the hotel and current tenants to make sure that garage is used to its fullest potential.

CH asked whether CMP will improve their substation property. GS responded that we are working with CMP to improve the landscaping and appearance of the substation.

GK asked if we have decided on a hotel management company. TS responded that, yes, we have chosen Commonwealth Hotels, which owns and operates approximately 40 hotels. GK asked if Commonwealth manages any properties in New England. TS responded, no, not at this time.

CH commented that he likes the design a lot. CH asked about the completion date. GS responded that we plan to open in May 2014.

MM commented, "I think it's great for the city, and I hope that the City will support it."

SR commented, "I support this project, and if Tim Soley is building it, it will be perfect."

BH asked, to help better orient himself to the site plan map, to show us where the hotel entrance would be. PC responded by showing on the site plan where the entrance is planned to be.

GK asked whether we will have a management plan in hand when we start construction. GS responded that we will work with Consigli to have a professional site management plan in hand before we commence construction.

GK expressed his concern about noise and disturbance, and that 65% of the rooms at the Portland Harbor Hotel (where he is the hotel manager) face this corner, and his is concerned about disturbance to his guests.

GK asked when we plan to start construction. GS responded that we would start in February 2013. GK asked when the steel will be erected. DT responded that it is likely to be May, June and July 2013.

BH commented that he likes the project and is looking forward to seeing the hotel built.



LEGEND:

- ① - "Petrarch" Panels - Stone composite panels
Medium Gray (Custom Color) - "Riven Slate"
Finish
- ② - "Petrach) Panels - Warm Gray (Custom Color)
- ③ - Metal Siding, Concealed Fastened
Metallic Silver
- ④ - Architectural Screening, Metal to match ③
- ⑤ - Curtain Wall - Clear Anodized Alum. SSG*
- ⑥ - Aluminum Windows w/painted Kynar Finish
- ⑦ - Clear Anodized Aluminum Bris Soleil



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ENTRANCE