



VALET PARKING PLAN

1730 S. Clementine St.
Anaheim, CA 92802

LAZ Parking | July 9, 2020



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EXECUTIVE SUMMARY

Attn: Clay Cheek
RH Anaheim Barn LLC
1730 S. Clementine St.
Anaheim, CA 92802

July 9, 2020

Dear Mr. Cheek,

On behalf of the entire LAZ Parking family, I am pleased to submit the following Valet Parking Plan for 1730 S. Clementine Street.

LAZ Parking, the third largest national parking company in the United States, was established in 1981. LAZ is headquartered in San Diego, CA and Hartford, CT, with operations in 360 cities and regional offices in Los Angeles, San Francisco, Atlanta, Boston, Chicago, Columbus, New York, New Jersey, Baltimore, Washington DC, Miami, Dallas and San Antonio.

We have been in operation on the West Coast for 35 years, with over 300 properties in Southern California. As our company has continued to grow, our founders and the three original partners are still deeply involved with the company, bringing their strengths to various aspects of our parking business. The success of their business stems from building strong client relationships, empowering employees to “Think like an Owner”, and never losing touch with their humble roots of parking cars in the front line.

The LAZ Culture: At LAZ, we are committed to being Servant Leaders! By this, we mean we are here to serve our employees and give them the respect and support they need to be successful every day. Simply stated, our employees are empowered to take care of tenants, employees, guests, and patrons and to do whatever it takes to meet their needs. We truly believe in putting its PEOPLE first, this is where the magic begins. Our teams are comprised of energized and passionate people committed to delivering on our promises. Our mission is simple: “Create Opportunities for our Employees & Value for our Clients”, which is all we focus on every day. We love people and we love parking. We love creating amazing relationships with our clients and WOW-ing our patrons every day.

The Impacts of Practical and Insightful Solutions: LAZ Parking is committed to providing our clients with superior customer service through on-going technological and administrative automation, based upon our corporate goal of being the technological leader of parking management services. We are committed to employing industry leading best practices to achieve “Operational Excellence” and will continue to provide tangible operational solutions and consulting services, customize and automate your reporting needs, provide meaningful parking equipment and other vendor discounts, and tirelessly market the facility to drive profitability. It is through this effort and our specialized “eye” for recognizing opportunities for functional and operational enhancements that we have been able to prove our worth to our clients.

EXECUTIVE SUMMARY

In closing, we highly encourage you to review the brief video using the link below, as it captures the essence of our company, its culture, and what we believe is the difference as to why LAZ Parking has become the fastest growing parking company locally and nationwide. We also want to say 'THANK YOU' for this opportunity to work with you and your team and welcome any feedback or questions you may have. Please feel free to contact me.

With Warm Regards,

Tyson Varner
Business Development
tvarner@lazparking.com

The LAZ Difference <https://www.youtube.com/watch?v=ybuDOgjBW-w>

"Business is Personal"

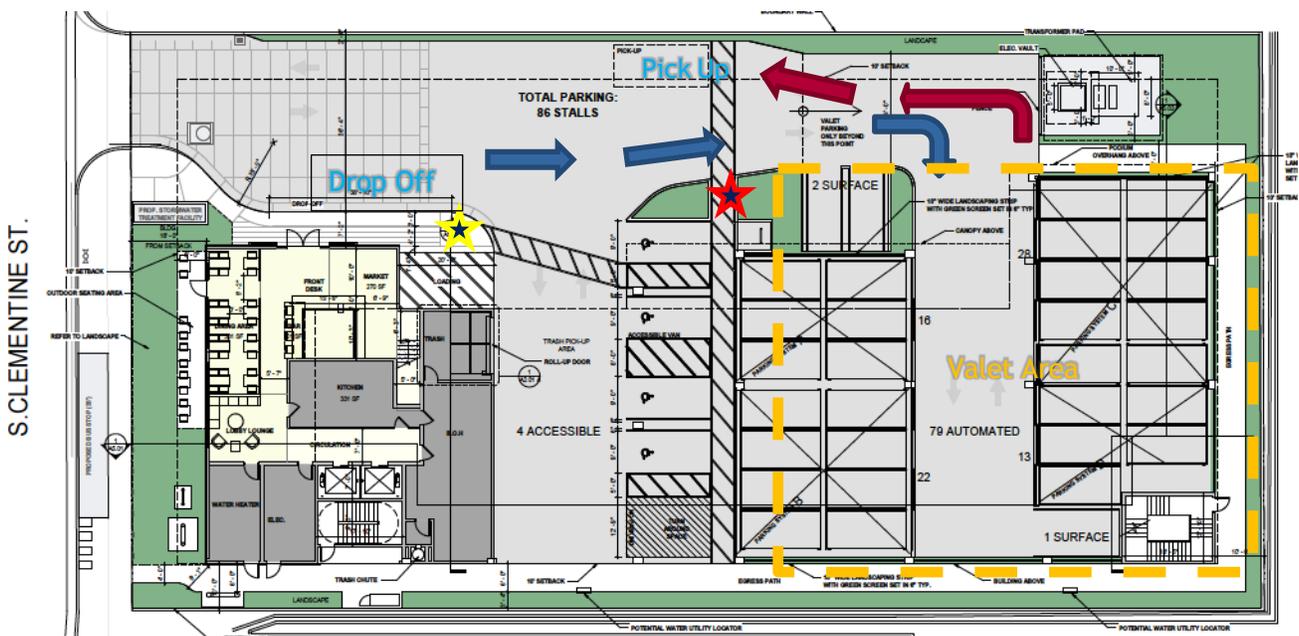
1. VALET PLAN

General Comments

The parking garage for the hotel will be for valet use only. No hotel guests or visitors will be allowed to self-park in the parking garage except for ADA spaces, which are located on a separate drive aisle from the parking stackers. All of the parking will be accessed via the ground level (although vehicles in the stacking system go up or down once within the stacking system). Guests can request their vehicle at the valet stand, and when the valet inputs the vehicle’s reference code, the stacker system can bring the car to the ground level while the valet walks to the parking area, minimizing wait times. Guest’s vehicles are returned along the exit side of the same driveway, but further east where there is a lower likelihood of pedestrian conflicts with vehicles traveling to the ADA spaces or turning around.

The hotel has a single driveway off of Clementine Street with a passenger drop off area. The area is large enough for valets to pick up guest vehicles in the designated Valet Drop Zone. The valet will then drive the vehicle from valet greeting zone directly into the garage located within the eastern portion of the hotel structure, where the valet will park the car in the vehicle stacker system. The valet parking route is shown in blue, and the retrieval route is shown in red. The yellow star shows the valet stand location, and the red star shows a safe location for guests to stand away from vehicle traffic while their car is being pulled around for pickup.

Any vehicles that decide not to the valet service can be directed to utilize the vehicle turnaround in the non-valet drive aisle. Detailed vehicle turnaround movements are shown in orange in Exhibit A, Hotel 55 Circulation Plan, at the end of this document.



1. VALET PLAN

Valet Drop Zone

The ideal location for the Valet Drop Zone is at the passenger drop off area located near the front entrance of the hotel. The valet greeting zone will be readily visible to guests as they enter the driveway. There are two surface parking spaces near the drop off area the valets can use for staging during high demand periods. The Drop Zone will have ample room for 3+ cars. The valet podium will be located near the front door allowing the valets to greet all guests as they arrive. Once the guest drops off the vehicle, the vehicles will then be taken directly into the valet-controlled garage and parking stackers. Utilizing the passenger drop-off area as the Valet Drop Zone will clear the lanes for any other vehicles (e.g. deliveries). This reduces congestion while also providing increased safety for any pedestrians/guests walking to the lobby. Valet staff will monitor valet demand queue to ensure queue does not reach public ROW.

There will be a valet podium next to the lobby entrance. Keys are secured inside a locked podium manned by a valet or supervisor. Once the vehicle has been parked, the valet stores the keys and logs any necessary information into the system. Communication between the valet and front desk will consist of in-person exchanges and short distance walkie-talkies or potentially a phone app-based system.

Valet Storage Area

The Valet Storage Area will be located in the eastern portion of the parking garage that utilizes parking stackers. Valet proximity to the Valet Drop Zone is key to returning the vehicle quickly. The electronic system to request the parking stackers to move vehicles to ground level before the valet travels to the Valet Storage Area will aid the valets in keeping Valet Retrieval times down. Valet Retrieval times are key performance indicators for any valet operation and are critical to a successful valet operation. The valet drives the vehicle from the Valet Drop Zone along the previously mentioned route and into the garage. The Valet Storage Area will consist of all parking spots in the parking stacker system within the parking garage. All parking spots within the garage will be numerically numbered and can be called from the valet stand. On retrieval, the valet exits the storage area and returns to the outgoing Valet Drop Zone.

The entire parking garage will be valet only serving for business and hotel employee parking. There will be no self-parking allotted for guests. There are 86 parking spots on site: 79 in the vehicle stacker system area, one at-grade space in the stacker area, two surface spaces outside of the structure, and four ADA spaces.

Service Area

Any service deliveries or pickups will be scheduled by the hotel's management and coordinated by the valets on site to make sure that the lanes are clear and safe. The loading area is along the ADA drive aisle, which will have less traffic compared to the Valet Storage Area. Other types of shuttle and/or deliveries such as Ubers or Lyfts will be controlled and coordinated by the valets, as well as any vehicles that decide not to park. These drop-offs will utilize the passenger drop-off area. All deliveries will be able to utilize the loading area near the drop-off area.

1. VALET PLAN

No on-site bus parking is provided. ATN/ART has indicated that public bus drop-off will occur offsite, and they do not expect their busses to need to drive onto the property. In addition, when deliveries or pick-ups are made at times while pedestrian movement restricts or limits service vehicle access, an employee shall be present to ensure the inbound driveway aisle is clear.

Parking Rate:

While the parking rate may be adjusted to reflect current prevailing rates in the area, it is expected that the parking rate will be between \$25 and \$50 per night. This will help provide for great service levels and help manage the demand for parking.

Summary:

In summary, this valet operations plan provides more than sufficient parking possibilities coordinated between front-desk and valet. The route from the valet greeting zone into the garage and on the return is clear and does not contain any impediments to traffic. Since there is only one point of entry, this also decreases any chances of transient vehicles entering unnoticed.

2. VALET EXPERIENCE

Valet - Guest Experience (Vehicle Drop Off)

1. Guest is greeted by valet attendant in *Greeting Zone*.
2. Guest is issued a valet claim check by valet attendant (physical or electronic).
3. Guest leaves the *Greeting Zone* and proceeds into the hotel.
4. Guest returns to *Greeting Zone* and presents valet claim check to valet attendant (physical or electronic).
5. Valet attendant retrieves guest's keys, runs to the vehicle storage location and returns the vehicle to the guest in the *Greeting Zone*.
6. Valet attendant opens all doors for guest, thanks the guest and hands the driver the vehicle keys.
7. Guest departs in their vehicle and exits onto Clementine Street.

We train and utilize our guest service practice of G.E.N.I.

- **G**reet: Guest are to be greeted within 15 seconds and personally express a warm welcome!
- **E**ye Contact: Make eye connect with each guest to establish a human level of connection and trust with the guest.
- **N**ame Recognition: Our valets will ask for the guest's name upon arrival and will use their name at least once on the way in and on the exit. They will also introduce themselves by name during the initial greeting.
- **I**mpress Someone: Anticipate a need/ask a helping question upon arrival and at exit.

Valet Parking - Guest Experience (Vehicle Return)

1. Guest either texts ahead or return to the *Greeting Zone* and presents their valet claim check to Valet Attendant or Valet Ambassador.
2. The Valet Attendant will then retrieve the guest's keys, run to the vehicle storage location, and returns the vehicle to the guest in the *Greeting Zone*.
3. Valet attendant opens all doors for guest, thanks the guest and hands the driver the vehicle keys.
4. Guest departs in their vehicle and exits accordingly.

2. VALET EXPERIENCE

Flash Valet - Bring a VIP Experience to Hotel 55

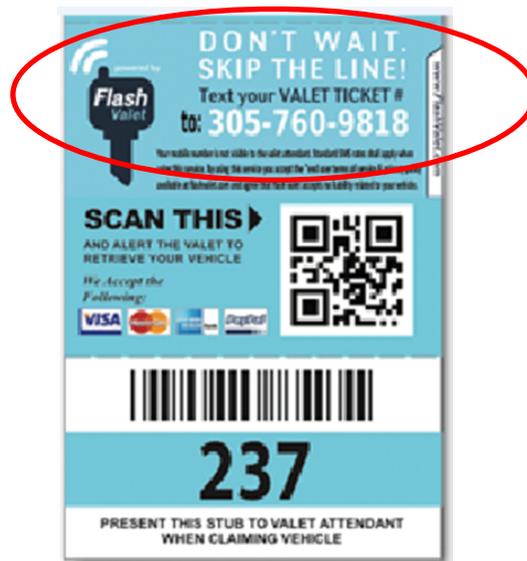
In order to operate the valet as efficiently as possible, minimize guest wait times, and maximize guest service, we propose utilizing Flash Valet technology at Hotel 55.



When any guest decides to valet park, they typically expect to be treated like a VIP. With that said the implementation of Flash will give the guest the ultimate in convenience when valet parking. Valet parking customers will enjoy VIP service with the ability to request their car (including the option to pay and tip) right from their mobile phone. It's as simple as them sending a text message!

Flash Valet makes this possible by giving the guest the ability to have their car brought to them:

Upon arrival the valet attendant will politely explain the simply instructions on how to text for the vehicle a few minutes proper to being ready to leave the property. This information will be located on the valet parking ticket as indicated below:



Their car will then be brought to the Valet Zone and waiting for them when they arrive to the Zone to leave.

The guest's phone number and information will also be 100% hidden and protected.

2. VALET EXPERIENCE

Valet - Stacked Parking Procedure

1. With the use of Flash Valet technology, as indicated above, the valets will be able to identify which vehicles are double-parked for an efficient retrieval process.
2. When a blocked-in vehicle is requested, the valet attendant will retrieve the keys for the vehicle in the front stall from the key box located in the greeting zone. The front vehicle will be pulled out and re-parked on a neighboring stall and the keys re-hung in the key box.
3. Vehicle keys will be locked in the locking key boxes at all times when parked.

EXHIBIT A - HOTEL 55 CIRCULATION PLAN

