



3472 Cummings
Ann Arbor, MI 48105
Phone: 800.734.0814
www.jarrattarchitecture.com

108 North Lafayette
South Lyon, MI 48178
Phone: 248.446.1100

the Fifth a2

Questions and Answers for the Design Proposal for 312 South Fifth Ann Arbor
(Response to "Questions to Respondents – RFP 743" dated December 18, 2009)

Jarratt Architecture

December 23, 2009

Do we have a lease for the Organic restaurant and will it compete with Seva?
Why an upscale organic and natural food restaurant and who will manage it?

We are envisioning an upscale, organic and natural restaurant. It would be different and therefore not compete with Seva in that it will not just be a vegetarian restaurant. It would represent being healthy, delicious and creative; symbolizing the theme and goals of a prototypical Arborite. It should be a work of art not only in appearance but also in its experience. Jarratt Architecture designed a very successful restaurant in Chicago called Custom House. The same owner also owns a restaurant in Chicago called the Green Zebra see (www.greenzebrachicago.com). This is the type of restaurant we envision. We have several interested Restaurateurs in mind for this restaurant. We feel confident that securing a lease is very probable. A small specialized organic food store may also be introduced.

Please provide more information regarding the Meeting spaces.

The central location of this site along with the hotel and ample parking gives the Fifth a2 a great opportunity for meetings of varying scope and function. The possibilities are endless including: conferences, seminars, training, entertainment, banquets, weddings, parties and other events. Bookings would come from the University of Michigan, City of Ann Arbor, Medical Centers, Societies, Associations, Trades and the many others who may want to hold conferences here because of the greatness that the City of Ann Arbor has to offer. The Fifth a2 will symbolize that greatness.

Will the Fifth a2 be LEED certified and sustainable?

We think that this is a given, not only because we believe in it, but because it will be an attraction as a symbol for Ann Arbor. We will be seeking LEED Gold certification. The challenge here is to provide the sustainable and energy efficient systems while making the project cost-effective. We have a history of being able to pull this off.

The Fifth a2 will be the “place to be”, what does this mean?

It will be the “place to be”, because it will be a landmark offering a beautiful hotel, conference center, restaurant, dynamic plaza, outdoor market, art, sculpture, culture, living space and urban nature. The Lobby and restaurant will be a place to be seen as well as the outdoor spaces. The intent is to make it the centerpiece of Ann Arbor, the place where everyone wants to go when they come to downtown Ann Arbor. It would be the happening place, the progressive place, the creative place, the environmental place, the natural place. This will be accomplished not only through the design of the building and plaza, but with the many changing events and art. The key is it needs to be dynamic, where something new is constantly happening to attract and re-attract people to the wonderful spaces and experiences.

The Fifth a2’s plaza will be part of the “place to be” experience. What features will cause this and who will maintain it.

As mentioned in our proposal, the project will have a large environmentally friendly plaza with downtown sculpture, landscape and water garden that utilizes water runoff in an aesthetically pleasing water filtering system garden. The plaza will be constantly changing and evolving, an ongoing outdoor gallery and market, where people will want to visit regularly to see what’s new, go to the library and other parts of downtown and university. It will be a destination in itself to compliment all the other reasons for living and visiting Ann Arbor. The plaza will be Ann Arbor’s version of a more natural Daley Plaza in Chicago. It will be a place where selected distinct artists can display. Where there is sculpture, water and natural features that reinforce the LEED sustainable image of the project and the City of Ann Arbor. It will have a dynamic and flexible design for year-round use. A shared maintenance agreement between the Fifth a2, the City and/or group that would lease plaza space will be drafted.

Have we secured a hotel brand for the Fifth a2?

We have designed and have contacts with many hotel brands as well as several boutique hotels. Most of the major chains now have hip and progressive hotel brands such as the W hotels, Aloft and Hotel Indigo. These are typically hotel places that are more than just hotels, they are unique experiences. This is just what Ann Arbor needs. Once we are approved to move on to the next step, we are confident that a hotel brand will jump on the great opportunities that exist in Ann Arbor.

Please explain the traffic flow of incoming guests to the Hotel.

The automobile traffic would enter on Library Lane from Fifth Ave., and then turn left into the check-in area at the entrance of the Fifth a2. After check-in they or the valet will proceed back to Fifth Ave. and around to the parking structure or elsewhere. The idea here is to get the hotel drop-off traffic away from Library Lane while adding action in front of the hotel, visible from the plaza and Fifth Ave. It's important to have the front of the hotel visible to the plaza and Fifth Ave. to help promote this as being the "place to be".

Shadow effect on Liberty St.

The upper levels of the Fifth a2 are stepped back and therefore smaller than the lower levels to reduce the impact of shadows. Taller buildings do produce shadows. Taller buildings also allow for plenty of building space to ensure the project's feasibility while allowing for community outdoor space such as the Fifth a2's plaza. The massing and exterior concept are flexible and can change as needed to meet all requirements to ensure a successful project for itself as well as surrounding businesses and the City of Ann Arbor. The aesthetic appearance of the current concept is an attempt to pull from both contemporary and historic elements of Ann Arbor and the University of Michigan. We feel it's important to have an image that will last along time. Being too trendy can backfire as many national chain hotels will tell you.

Will we provide a multi-year agreement to wait market conditions and when is it likely the Fifth a2 we will move forward.

There is interest from investors and financing. However, with the current state of the economy financing will most likely not be available until 2011. We will certainly entertain a multi-year agreement and adjust the Fifth a2's design as needed to meet market trends in order to help ensure financing and financial return.

Is the \$750,000 land cost the amount the city would receive or is it the cost of preparing the site?

The \$750,000 land cost is an estimated amount that a developer would expect to pay for the land for a project such as this. The actual cost of the land and/or lease agreement with the City of Ann Arbor would be included in the package to attain financing.

Thank You and Best Regards,

William T. Jarratt
Architect