

GREAT WOLF LODGE®

Parking Management Plan

Minnesota Lodge
GM – Angela Reed

APPROVED
ZONING REVIEW ONLY
NMJ 06/25/2019

06/25/19



This Parking Management Plan is drafted to formalize certain processes and procedures as related to the Great Wolf Lodge of Minnesota's ("GWL") management of parking availability and guest traffic. This Plan was submitted for City of Bloomington staff approvals pursuant to the City Council's June 2019 approval of GWL's application to offer water park day passes at its facility ("Day Passes").

Program Components:

- Comparison Model (to prior ownership's day pass program)
- Inventory controls in relation to Hotel occupancy
 - Group Sales and birthday parties
 - Day pass guests
- Signage
- Communications and guest arrival
- Monitoring and enforcement
- Reporting and modifications

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Comparison Model

CASE #PL2019-54

Great Wolf Lodge parking controls compared to prior ownership

	Great Wolf Lodge MN	Prior Ownership
Property requires & collects the number of guests per occupied room at the time of reservation.	✓	No data collected due to 3 rd party franchise; high risk of capacity issues.
Day passes required to be purchased in advance online or through customer contact center	✓	Walk-in day pass purchases were available. Creates unpredictable traffic flow.
Parking pass allocated to a day passes is removed from inventory and cannot be resold for multiple admissions in the same day.	✓	Sold multiple day use passes including ½ day AM, ½ day PM and All Day. High traffic due to overlapping time periods.
On-site Security, parking permits, vehicle registrations and enforcement. Valet for guest arrival and safety.	✓	No on-site security and enforcement. No parking permits required. Valet service was not an option.
17 Water Park Resorts with a corporate infrastructure to support the property for performance management and inventory control.	✓	First and only indoor water park hotel during time of ownership.



Safety is Great Wolf Resort's number 1 priority.

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Parking passes allotments and controls

Day by day Hotel occupancy forecasts will be utilized to determine day pass, group and parking permit allotments. Assumption models for allotments will be based on historical trends (i.e. average guest per room, length of stay and seasonal demands) along with parking study survey information (allocating 1.153 parking passes per occupied room). Total parking pass inventory will be equal to (i) 547 onsite stalls, LESS (ii) 10 stalls for “overflow” parking and any stalls out of service, PLUS (iii) 183 leased stalls only at times when lease is effective with recorded instrument and valet service is offered. As parking passes are allocated for a given date, the total inventory will be reduced accordingly.

Day Pass On-line Sales

Based on Hotel’s daily occupancy and demand forecasts, Revenue Management will determine the number of Day Passes (water park only admissions) available for sale and allocate corresponding number of estimated parking permits for the day pass consumer.

- Day Passes must be purchased in advance through website or customer contact center. This will mitigate unpredictable traffic or parking demands at GWL.
- Parking passes allocated to Day Passes are considered as a single day usage and removed from daily inventory allotments to assure parking passes cannot be reallocated within the same day.
- Allotment of available parking passes to allocate to Day Passes will be reduced as hotel occupancy forecast increases or to shift parking pass allocation to Group Sales events

Group and Birthday Party Sales

Based on Hotel’s daily occupancy forecasts, Revenue Management will determine the number of group sales passes (including birthday party admissions) available for sale through Group Sales per day. Parking permit allocation will be provided to Group Sales Department for contracted group events.

- This practice is currently utilized for group/birthday sales, but parking permits will now be incorporated into daily practices.
- To exceed Group Sales allotments previously set by Revenue Management for a date, Group Sales will request increases via standard revenue displacement practices.
- Allotment of available parking passes to allocate to group events will be reduced as hotel occupancy forecast increases or to shift allocation to Day Passes



Inventory Control

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NMJ 06/25/2019

CASE #PL2019-54

Specific Actions

Topic	Responsible Party	Actions
Out of Service parking spaces	Great Wolf Lodge Minnesota *Property Management	Parking spaces deemed as Out of Service (i.e. occupied by snow or equipment, or in need of repair) will be removed from parking permit inventory and documented.
Valet agreement – Facility and Leased Parking Garage (top floor)	Great Wolf Lodge Minnesota *Property Management	Valet service will be required in order to include leased parking spaces on the top floor parking garage in total parking inventory, thereby minimizing pedestrian traffic between garage and GWL.
Day Pass, water park groups and birthday parties	Great Wolf Corporate *Revenue Management	Programs are operating in 13 of the 16 U.S. Great Wolf properties with high success in safety and guest experience. Inventory model has been tested, proven and modified as needed.
Leased parking agreement	Great Wolf Lodge Minnesota *Property Management	In the event a 30 day notice is provided for termination of leased garage parking, Property Management will adjust parking inventory levels to reflect cancelation and send notice to each of City Engineer, Community Development Director and City Attorney of the change.
Overflow parking	Great Wolf Lodge Minnesota * Property Management	GWL will maintain 10 stalls for overflow parking and remove from total parking inventory for purposes of the day pass inventory calculation. These 10 stalls will serve as “flex stalls” for unexpected parking needs.

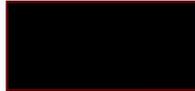
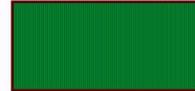


Parking Permit

CASE #PL2019-54

Sample



-  Hotel Guest
-  Day Guest
-  Valet
-  Admin Offices
-  Pack Member

Permits will be color coded for easy identification.

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As safety is the top priority and Hotel guest satisfaction is critical to the Great Wolf model, signage will play a critical component in the parking management program. See following pages for depictions of proposed signage locations.

Signage On Property

Signage on property will ensure a safe and controlled arrival and departure experience for guests visiting the property.

- Parking Permit Only with towing symbol signs will be added throughout the Hotel's parking facility.
- Wayfinding signage will be added to direct traffic for Hotel Guest check-in and Water Park Admissions.
- Valet signage will be added to include Valet only parking lane.
- Shuttle signage will be added to east side of the building to increase safety and vehicle capacity at Hotel lobby entrance. This will increase visibility of existing fire lane signage located at south Hotel lobby entrance.
- Additional Fire Lane Only with towing symbol signage will be placed on west side of GWL property along private drive as indicated by Fire Marshal.

Signage Leased Parking Garage and Private Drive

Signage on private drive and leased parking garage will provide clear communication on approved parking area and mitigate safety concerns.

- Removable Valet ONLY with towing symbol signs will be added to the top floor of leased parking garage per specified day of week / calendar days outlined in the parking lease agreement between GWL MN and CBRE management.
- NO Hotel/Water Park Parking with towing symbol signs will be added to the lower level leased parking garage. Signs will be provided and installed by Hotel.
- Current signage on private drive will be updated to reflect Fire Lane only with towing symbol. Signage will be supplied and installed by Hotel.

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Wayfinding Signage

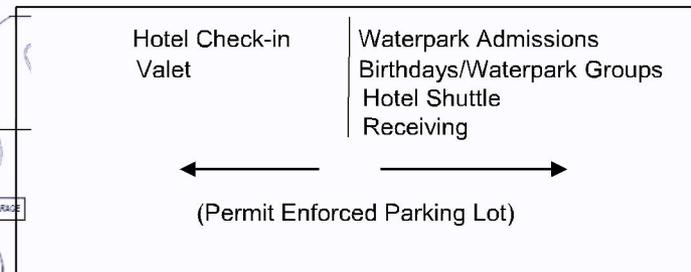
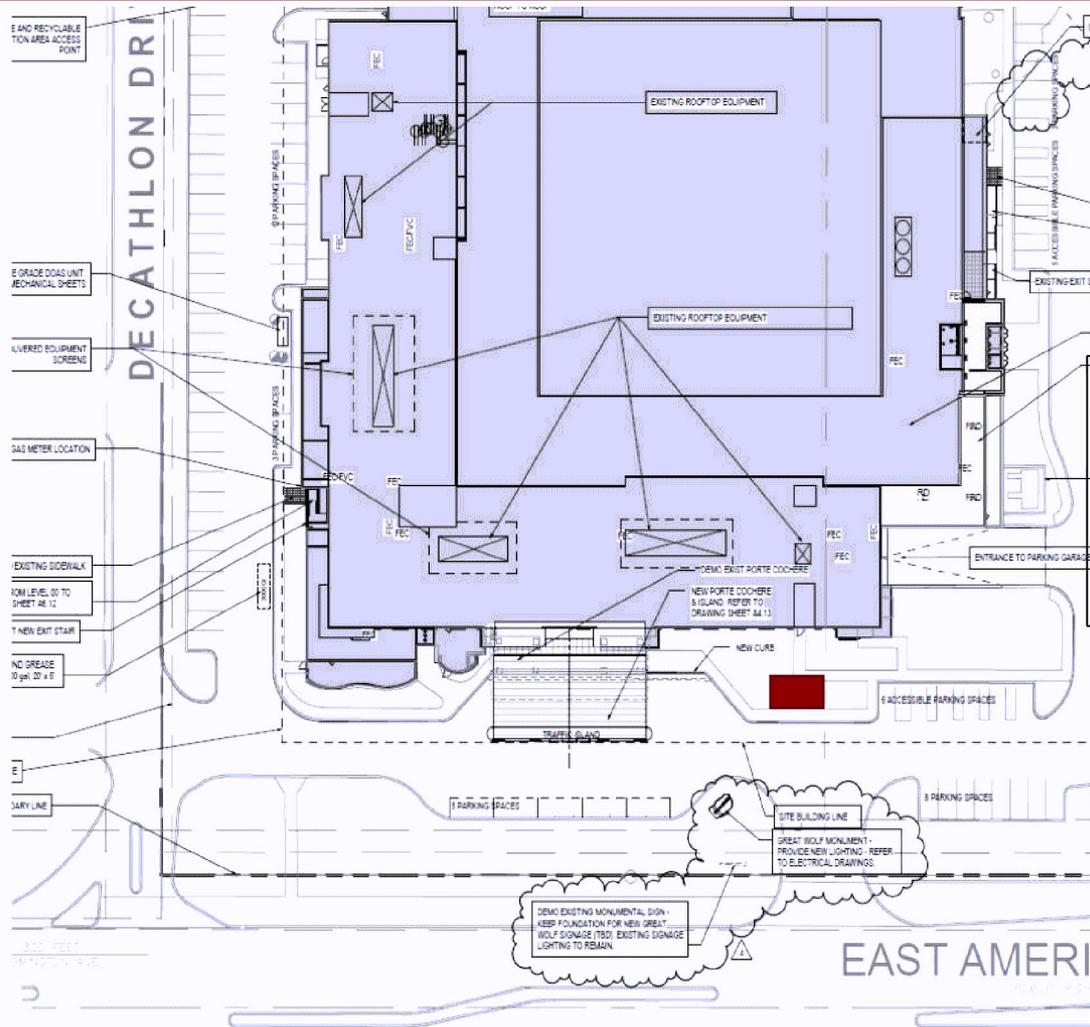
- South entrance off of American Blvd
- West entrance off of American Blvd/Private Drive
- West entrance off of East 78th Street /Private Drive
 - East Waterpark entrance
- East entrance off of East 78th Street

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South entrance off of American Blvd

CASE #PL2019-54

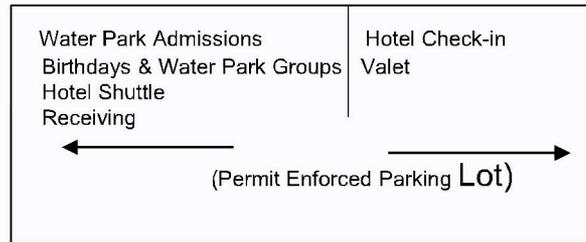
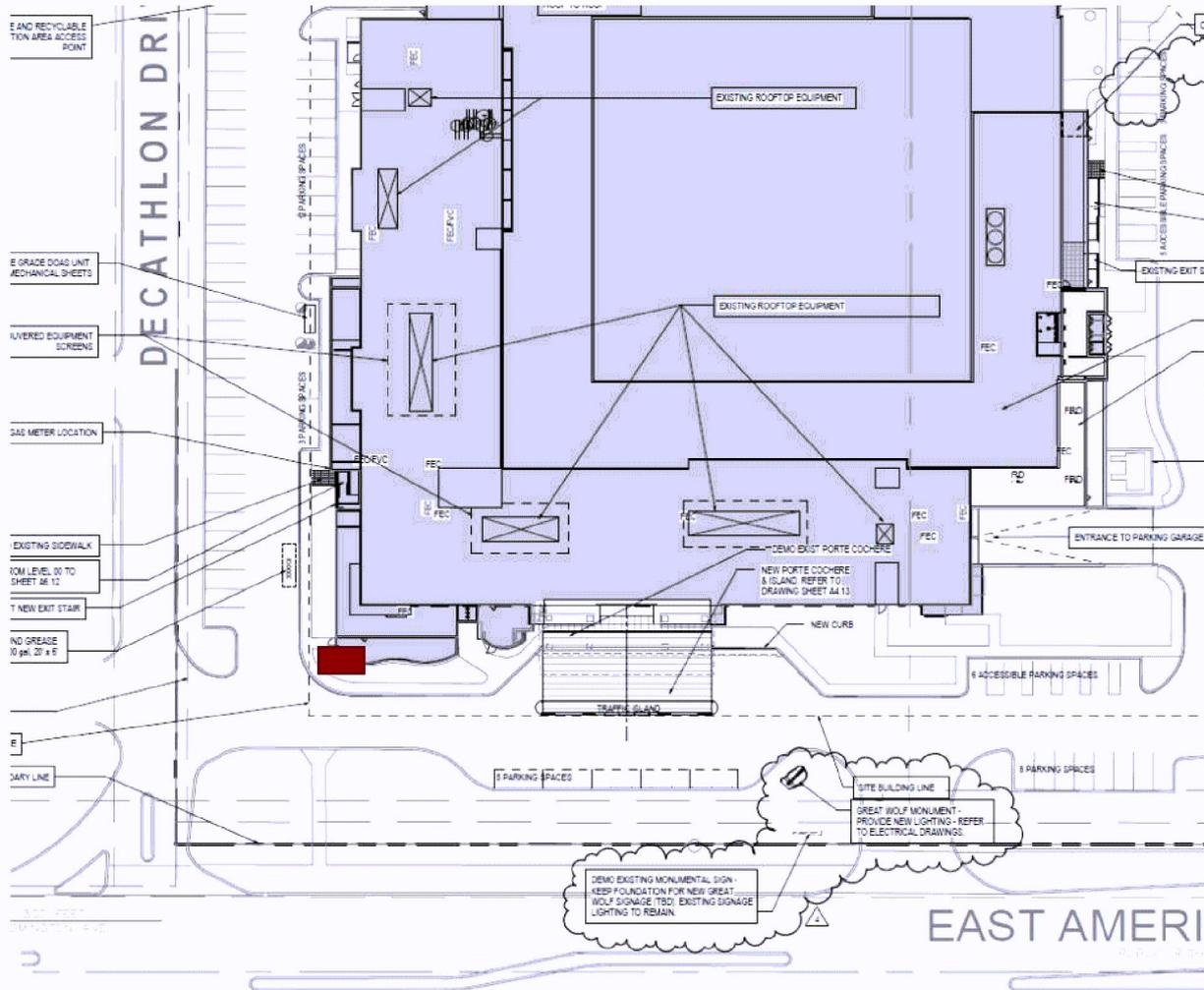


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West Entrance off of American Blvd/Private Drive

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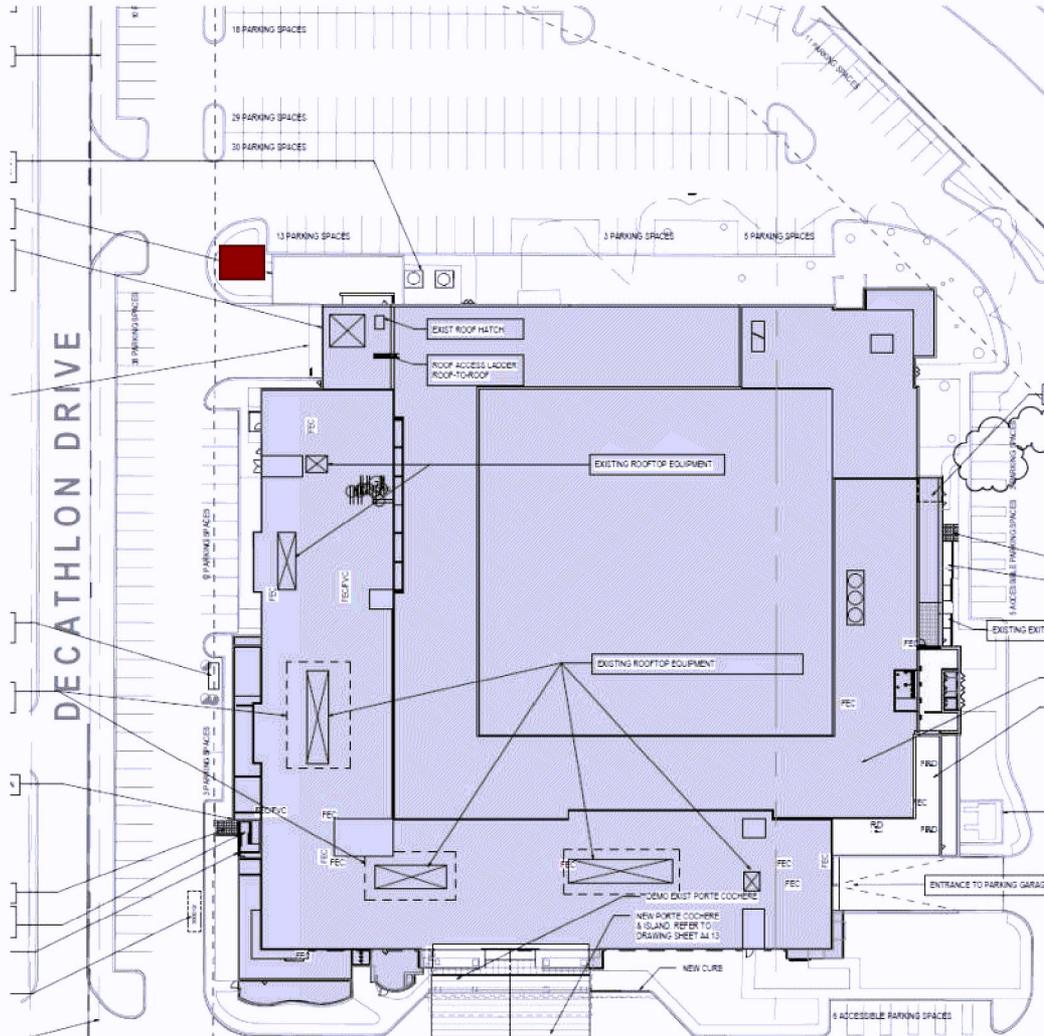


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West entrance off of East 78th Street/Private Drive

CASE #PL2019-54



Water Park Admissions Birthdays/Waterpark Groups Hotel Shuttle (Straight & turn right)	Hotel Check-in Valet Receiving →
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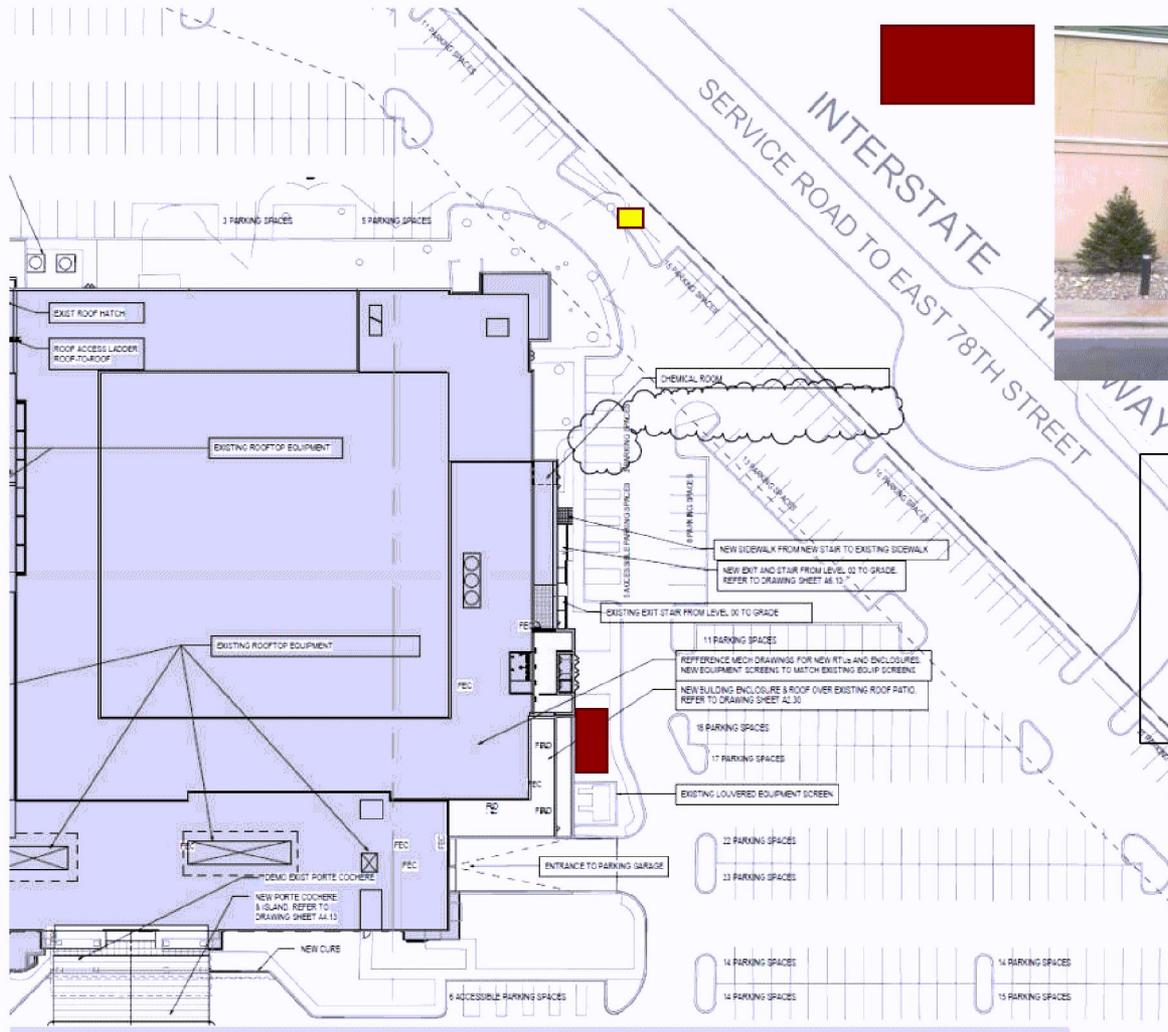
(Permit Enforced Parking Lot)

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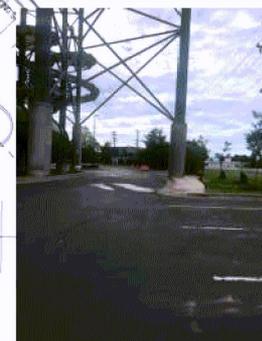
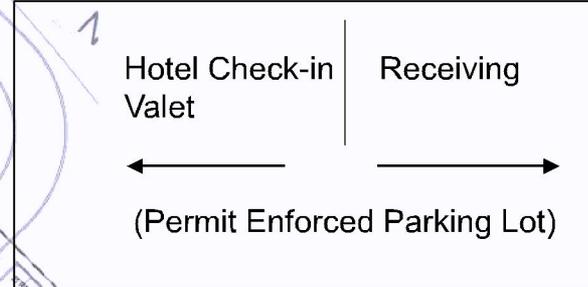


East Waterpark entrance

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Shuttle Pickup/Drop Off



Receiving sign to be placed on slide pole.

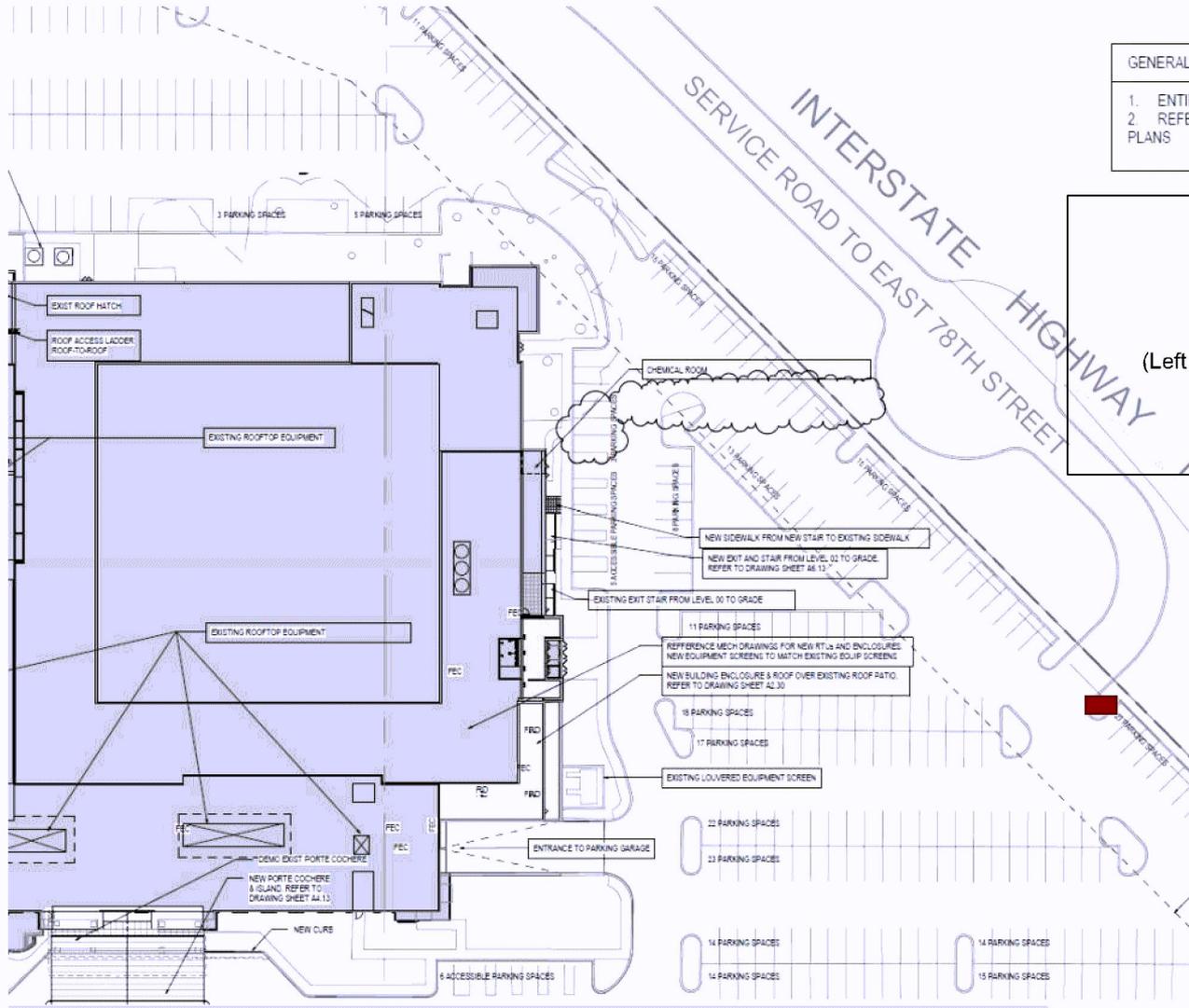
Receiving
(Proceed left of building)



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East entrance off of East 78th Street

CASE #PL2019-54



- GENERAL
1. ENTIRE
 2. REFER PLANS



Hotel Check-in Valet	Waterpark Admissions Birthdays/Waterpark Groups Hotel Shuttle Receiving
(Left to Front of Hotel)	(Straight ahead)
(Permit Enforced Parking Lot)	

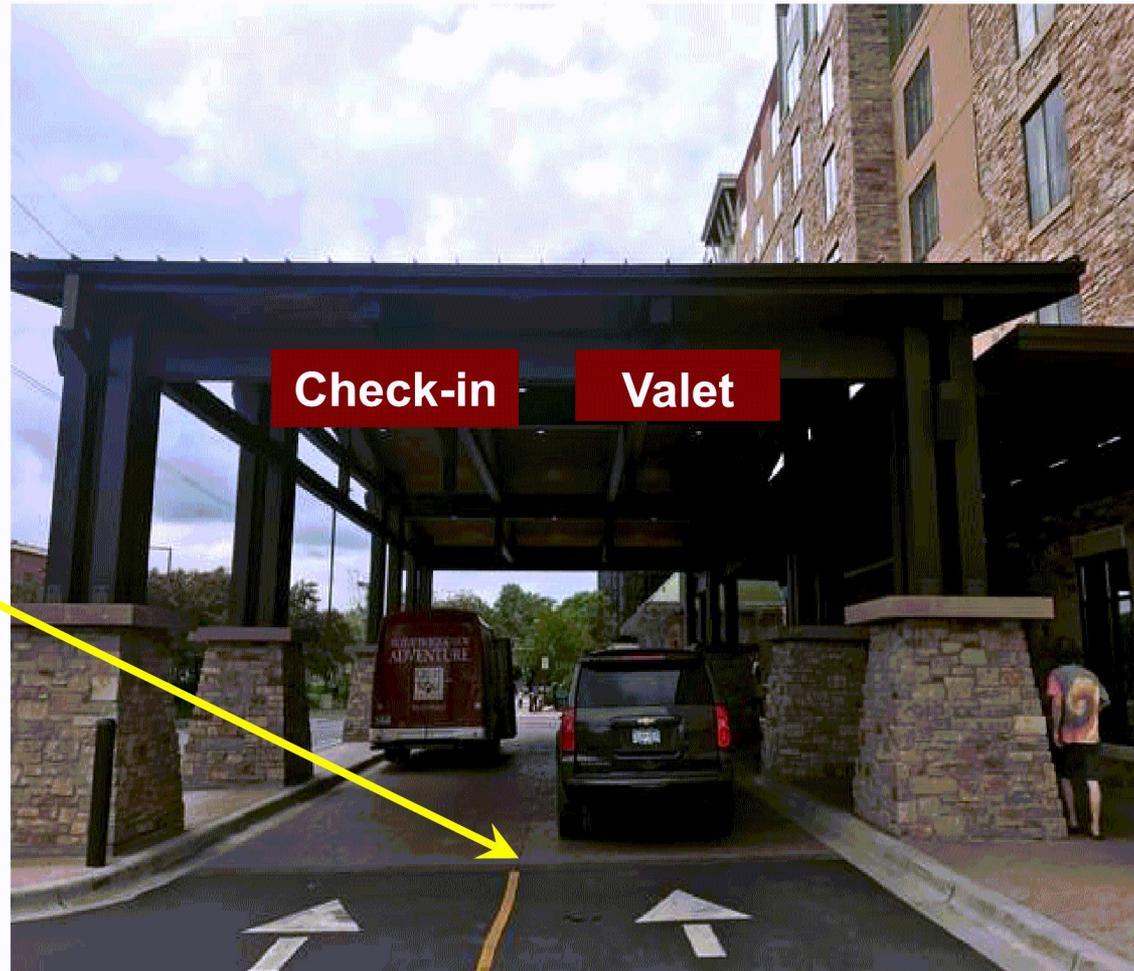


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- Valet signage
- Fire lane signage (existing)
 - Fire lane signage (new)

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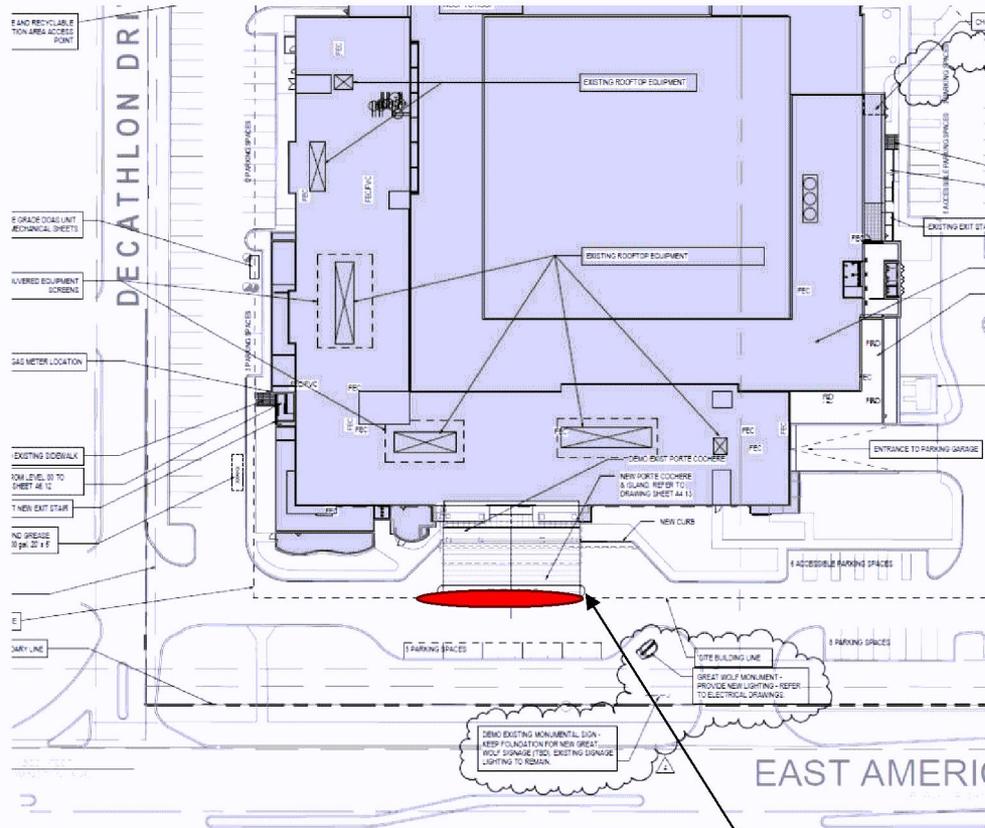


Install 2 additional signs to the top of the porte cochere indicating Valet and Check-in Lanes. Directional arrow painted pavement signs already exist. Place additional sign between two lanes indicating Valet Parking.



Fire Lane – Front of Hotel

CASE #PL2019-54



Fire lane signage is currently in place at the Hotel's South entrance.

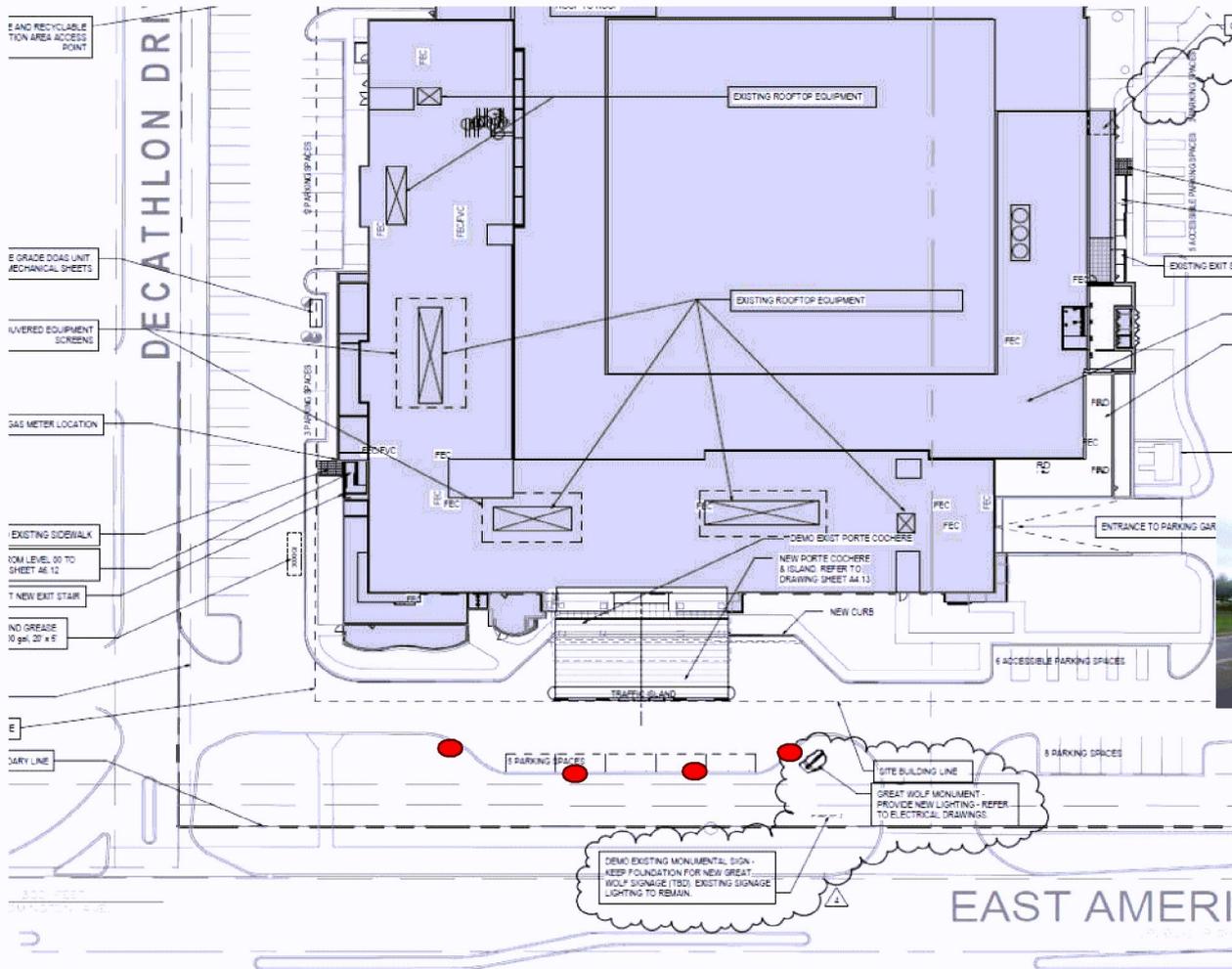


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Fire Lane – Front of Hotel

CASE #PL2019-54



**FIRE LANE
NO
PARKING
TOW-AWAY
ZONE**

Total of four (4) fire lane signs will be added to the front of Hotel to enforce the flow of traffic.



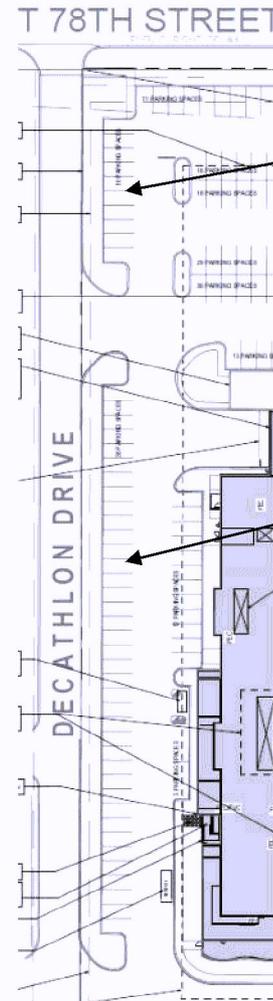
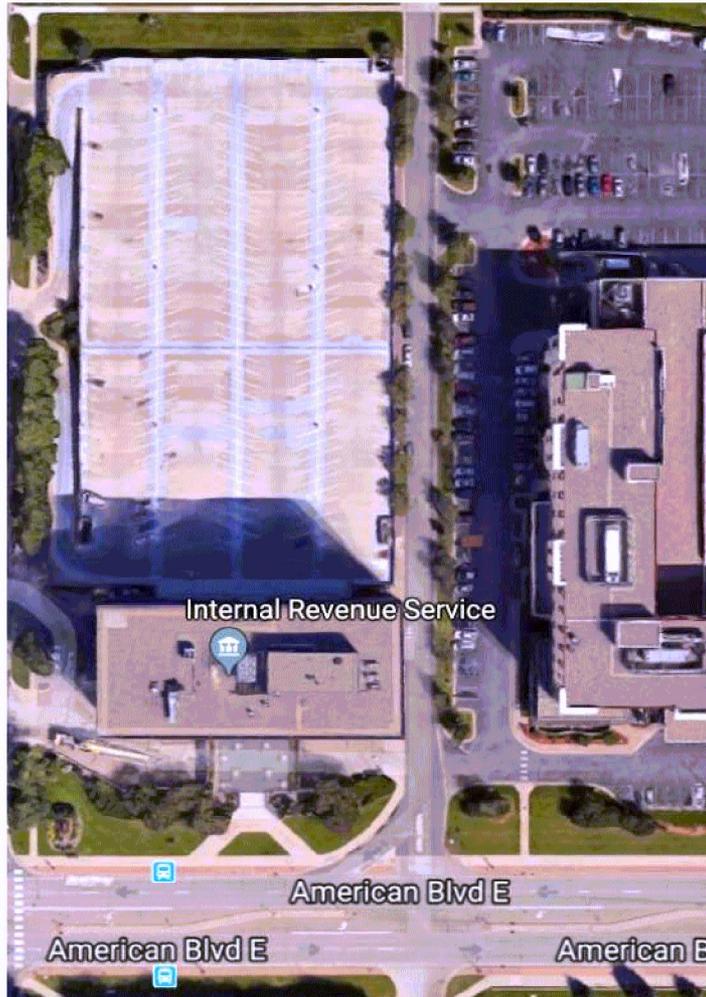
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- Replacement of signs on Private Drive / Leased property
 - Additional signs on Private Drive / GWL property
 - Existing parking garage signage at entrance
 - Removable valet signs for parking garage top floor

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10
parking
spaces

38 parking
spaces

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Fire Lane Signage

Private drive (Non-GWL parcel)

CASE #PL2019-54



Two current signs on private drive (non-GWL parcel) will be replaced with new Fire lane signage.



Current Signs

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Fire lane (new install)

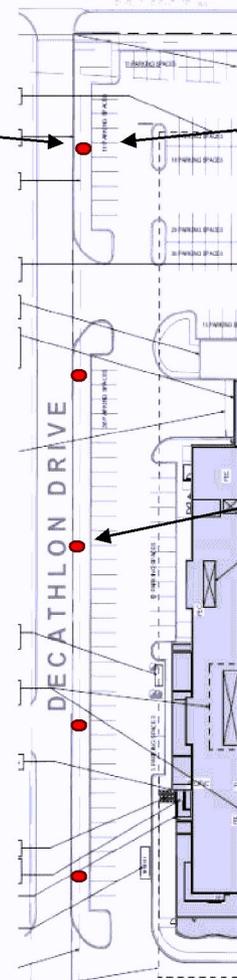
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Private Drive – GWL Parcel



5 Fire Lane signs will be added to the GWL parcel located on private drive.

T 78TH STREET



10 parking spaces

38 parking spaces

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Leased Parking Garage

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Lower level entrances



There are two (2) entrances to the leased parking garage's lower level parking. Two (2) signs currently have been placed to communicate NO PARKING for the Hotel. These two (2) signs will stay in place.



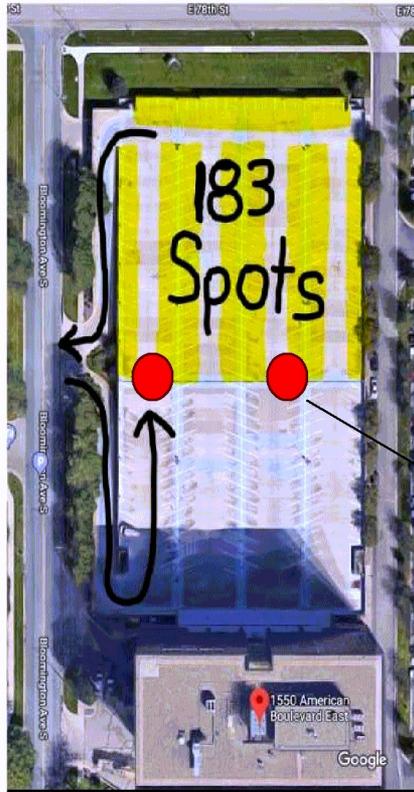
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Leased Parking Garage

CASE #PL2019-54

Top floor parking



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Great Wolf Lodge MN Surface Parking

CASE #PL2019-54

North Parking lot – Interstate 494 facing

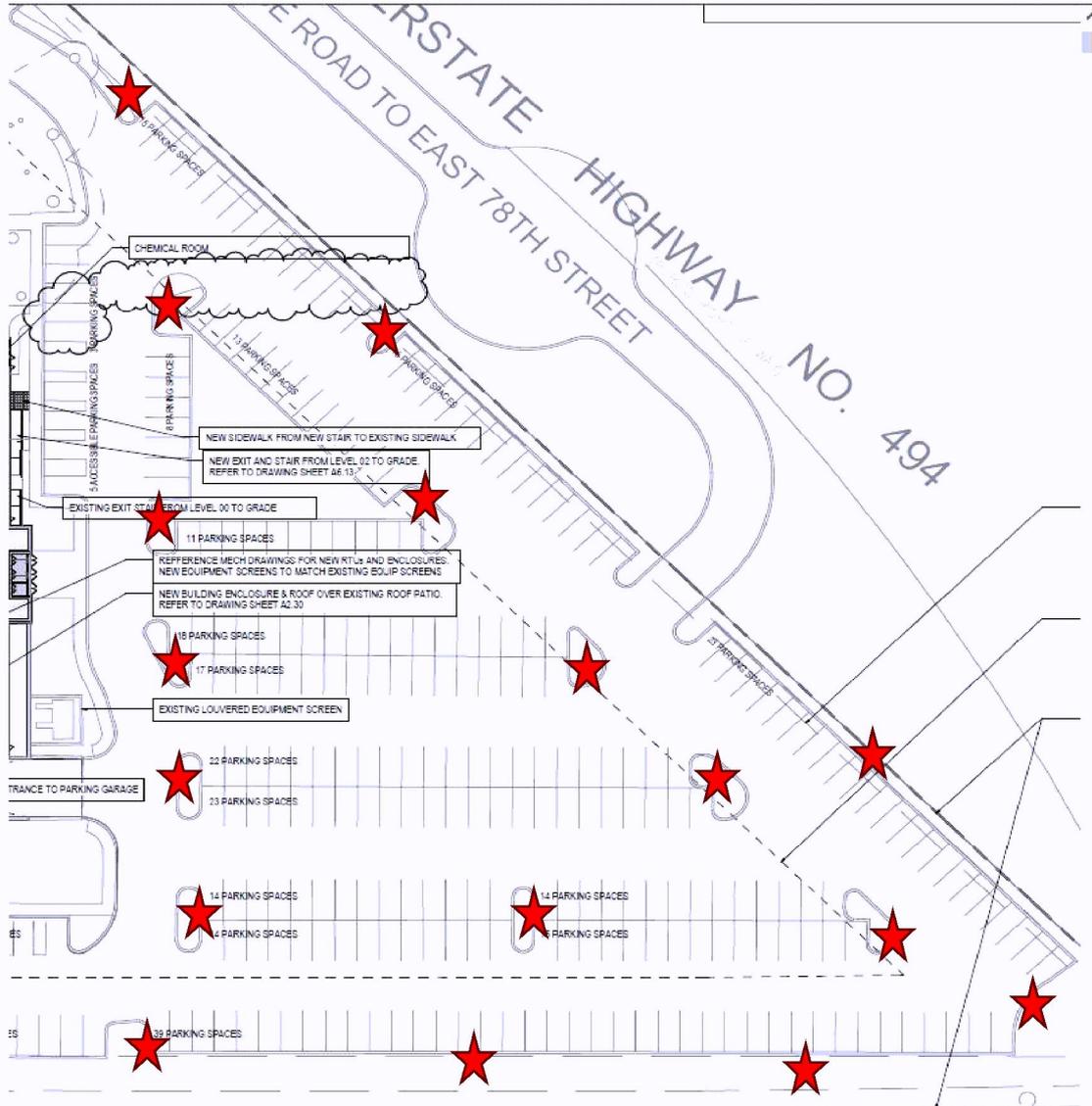


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East Parking Lot

Water Park Entrance

CASE #PL2019-54



17 signs installed

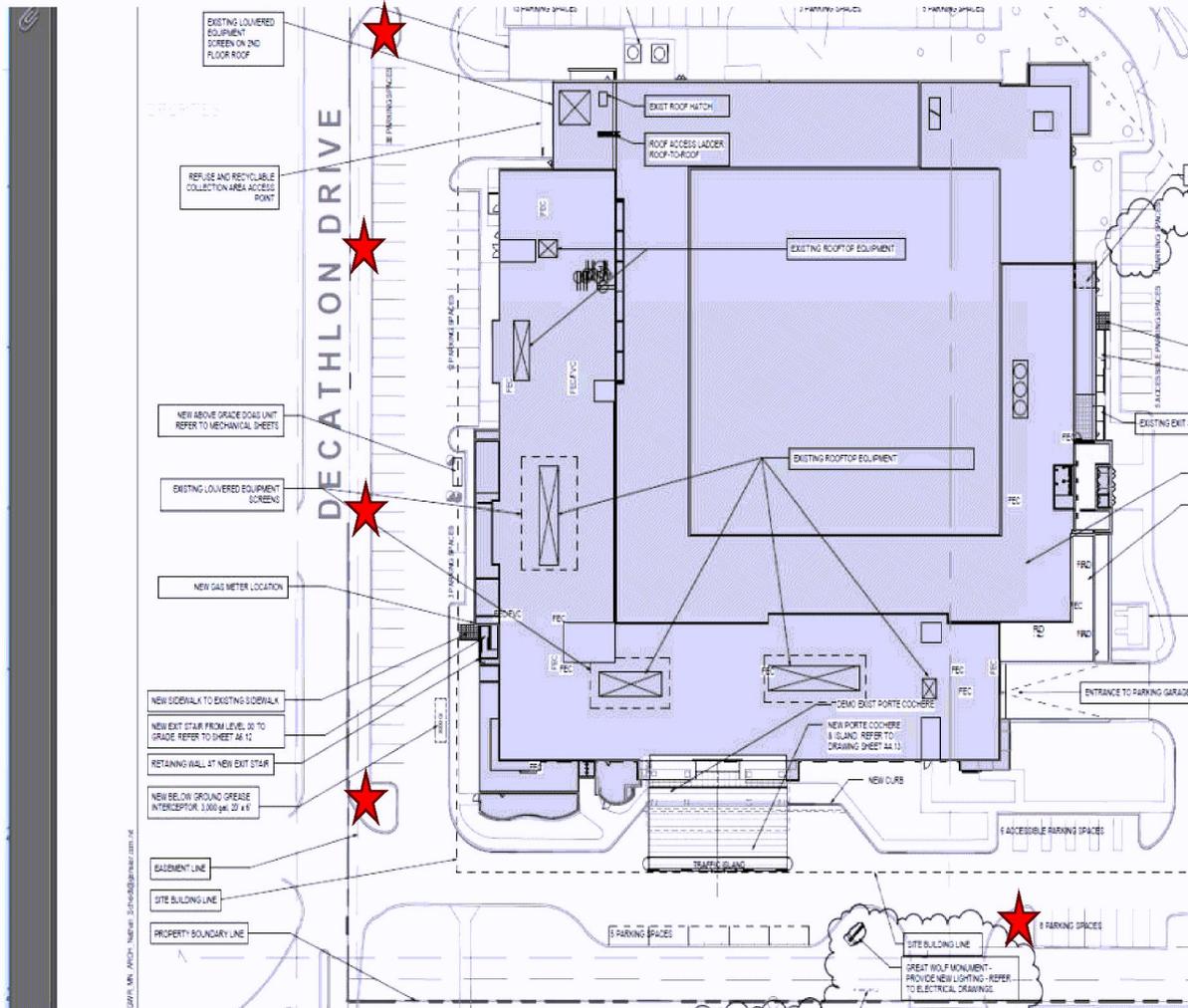
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South & West Parking Lot

American Blvd and Private Drive

CASE #PL2019-54



5 signs installed

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Guest communications both pre-arrival and on property will be necessary in creating a safe and efficient arrival experience while mitigating traffic and parking concerns.

Pre-arrival

- Communications will be added to website and call center scripts at the time of reservations. Information on day pass purchases will also communicate parking permit requirements.
- Confirmation emails on both day pass and Hotel guests will include parking permit requirement information and steps to retrieve electronic parking permit.
- Group Sales will update contract language to assure parking permit requirement and parking information is properly communicated to group events, and birthday parties.
- GWL will explore utilizing automated text messaging for pre-arrival of Hotel and Day Pass guests to collect vehicle information prior to arrival. Parking Permits may be sent electronically in advance of arrival for additional efficiency.
- Valet pre-sell opportunities and Valet packages may be available to guest to purchase prior to arrival.

On-site Communications

- GWL will utilize entrance on east side of facility for group and Day Pass users to reduce traffic at main entrance
 - Water Park Group and birthday party check-in located on the east entrance will be available to issue contracted admissions and register/issue group parking permits, thereby reducing traffic at main entrance on south side of facility.
 - Will Call located adjacent in the Family Entertainment Center near the east entrance will fulfill pre-purchased day pass admission and register/issue parking permits.
- Guest Services will assist with Guests checking into Hotel's main front desk for overnight accommodations and will issue Hotel Guest parking permits.
- Employees will have specific employee parking permits

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Specific Actions

Topic	Responsible Party	Actions
Entrance Staffing	Great Wolf Lodge Minnesota *Property Management	GWL will have main entrance presence during peak arrival times through any combination of valet service or hotel staff to better direct traffic and communicate parking directions.
Vehicle Registrations	Great Wolf Lodge Minnesota *Property Management	Guests required to register license plate number, State, Make and Model of vehicle prior to receiving parking permit. Information will be documented at property and linked to guest registration.
Parking Permits – Content and Display	Great Wolf Lodge Minnesota *Property Management	Parking Permits will be color coded based on the type of guest visiting the lodge (i.e.. Hotel Guest, Day Pass, Employee, etc...). Permits will include permit number and valid date(s). Permits must be displayed in vehicles at all times.
Valet	Great Wolf Lodge Minnesota *Property Management	Valet will post operating hours. Parking reserved for valet in Hotel facility parking lot or leased parking will be reserved with temporary signage. Fee will apply for valet parking.



Monitoring the access lanes and parking areas is a critical component to effectively managing the parking supply at GWL. Emergency vehicle access must be maintained throughout the property at all times

Parking Area Patrols

- GWL security or other staff will perform periodic patrols of the parking areas to (i) check for proper parking permits, (ii) confirm no illegal parking in fire lanes or parking ramp, (iii) confirm no parking or other obstructions to emergency vehicle access at any time, and (iv) gather data on available parking supply.
- Violations will be reported to the General Manager in conjunction with the Manager on Duty.
- Data will be combined with occupancy and sales data to build a more robust data set and correlation between hotel occupancy, Day Pass sales, group events and parking utilization, and made available to the City up to quarterly upon request; specifically, GWL will at a minimum collect the following data points from periodic surveys and made available to the City: (i) the number of vehicles parked onsite and on leased premises, (ii) the number of hotel rooms occupied; and (iii) the number of Day Passes or group event passes issued.

Enforcement

- Registered vehicles in violation of parking regulations will result in attempts to contact guest to which vehicle registration is linked prior to initiating towing of vehicle
 - Text message, voice, guestroom engagement and email are all resources that can be utilized to attempt to contact guest, as applicable.
- Unregistered vehicles found in parking areas will be towed
- Prior to initiating towing of vehicle, Manager on Duty must be contacted and authorize

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Monitoring and Enforcement

CASE #PL2019-54

Specific Actions

Topic	Responsible Party	Actions
Violations – No Permit	Great Wolf Lodge Minnesota *Property Management	Vehicles found on property without proper permit will be towed at owner’s expense.
Violations – Registered Vehicle Failing to Display Permit or Displaying Ineffective Permit; Registered Vehicle Parked in Improper Location	Great Wolf Lodge Minnesota *Property Management	Hotel will attempt to contact guests in violation by text message, voice, email and direct guestroom/event contact (when applicable). In the event that guests do not respond after reasonable attempts, vehicle will be towed at owner’s expense.
Parking Area Patrols	Great Wolf Lodge Minnesota *Property Management And Great Wolf Corporate *Revenue Management	<p>Periodic patrols will be performed by GWL security or other staff to enforce permitting and regulations, as well as count available parking stalls.</p> <p>Parking availability will be recorded and combined with data on hotel occupancy, group events and Day Pass sales to build larger data set and better correlate parking utilization.</p>



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GWL has certain reporting requirements to the City of Bloomington under this Parking Management Plan and a defined process to enact any modifications.

Reporting

- GWL must make available to the City certain data collected from periodic surveys – the City may request the data up to quarterly: (i) the number of vehicles parked onsite and on leased premises, (ii) the number of hotel rooms occupied; and (iii) the number of Day Passes or group event passes issued.
- GWL must notify the City in the event the license to lease parking spaces in the adjacent parking ramp is to be terminated
- GWL will cooperate with the City’s reasonable requests for assurances on overall compliance with the Parking Management Plan and/or to address any compliance concerns raised by the City

Modifications

- Any modification to or practical deviation from this Parking Management Plan must be approved by the GWL General Manager and respective Regional Vice President overseeing GWL.
- Any material modification to this Parking Management Plan (i.e., any modification that eliminates or fundamentally alters the core components of a commitment previously made in the Parking Management Plan) must be submitted to the City Staff (Planning, Fire and Traffic/Engineering) for review and approval prior to being enacted

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Great Wolf Parking Management Plan Review Comments – 06/07/2019**Applicant response in red**

Fire Prevention Review (Blue Comments): Laura McCarthy
at lmccarthy@bloomingtonmn.gov, (952) 563-8965

- 1) Emergency vehicle access must be maintained throughout the property at all times – see markup- **Modified in plan document**
- 2) Insert “access lanes and” – see markup- **Modified in plan document**
- 3) Insert “access and” – see markup- **Modified in plan document**

Planning Review (Green Comments): Nick Johnson at
nmjohnson@bloomingtonmn.gov, (952) 563-8925

- 1) Usage of meeting room facilities should be considered as well. Will larger meeting space rentals decrease available parking passes? – see markup- **See #12 in the parking document under traffic review, Group sales will seek out transportation type and amount, and will adjust inventory accordingly**
- 2) Please provide a required timeline for the installation of the signage – see markup- **Signage package will be fully installed by July 31st. Traffic control signage could be installed by end of June pending City approval.**
- 3) How do you intend to update the drop-off/valet area? Add striping? Please be specific – see markup- **Modified in plan document.**
- 4) Will wall signage be added for wayfinding? – see markup- **Modified in plan document**
- 5) Will employees be directed to park at any specific locations on an ongoing basis? Is this one of the strategies the hotel uses to manage parking? – see markup- **Employees will be required to have a registered parking pass issued by the Human Resources Department, and. Employees will be directed to park at the North Hotel parking lot facing I-494. Security will monitor the compliance.**
- 6) Do you have any sample parking permits you could provide for reference? – see markup- **Modified in plan document**

Engineering/Traffic Review (Orange Comments): Amy Marohn
at amarohn@bloomingtonmn.gov, (952) 563-4532

- 1) Consider adding a bullet at the end for reporting and modifications – see markup- **Added**
- 2) Guests and vehicles – see markup- **Vehicle information will be provided prior to arrival, and confirmed at time of Check-in**
- 3) Can you relate this bullet to parking? – see markup- **Modified in plan document**
- 4) Insert "and documented" – see markup- **Modified in plan document**
- 5) Insert “and document” – see markup- **Modified in plan document**
- 6) Identify who specifically – City Engineer, Community Development Director, and City Attorney – see markup- **Modified in plan document**
- 7) Greater specificity and detail is needed for all signage and striping modifications. Please provide a signage and striping plan, including the specific wording and locations of the proposed signs. The plan should have a scale of 1" = 30', similar to the site plan associated with Case PL2019-54 – see markup- **Modified in plan document.**
- 8) too vague - define appropriately – see markup- **Modified in plan.**

- 9) Confirm this wording matches the Council Condition wording – see markup- **Modified in plan document**
- 10) Add a section on reporting and modifications to GWL MN Parking Management Plan to address issues periodically and as they come up – see markup- **Modified in plan document**
- 11) Since there will be a fee for valet and we don't know how that will affect the use of the off-site parking, there should be some measure built in to evaluate and modify, if needed
– see markup- **Modified in plan document**
- 12) What is the process and options for when someone shows up with a second vehicle for a room or multiple vehicles for a party or a day guest to come visit someone in a room? Restaurant parking? Meeting Room parking? – see markup- **Hotel Management will maintain up to 10 additional parking spots per day for walk-in parking permit requests. Meeting room parking will be counted towards the overall sales allotted permits at the time of the executed contract.**

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