



April 10, 2019

Via Hand Delivery

Department of Planning, Community and Economic Development - Planning Division
City of Madison Plan Commission
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
Home2 Suites & Tru by Hilton, 2301 E. Springs Dr., Madison, WI**

Dear Planning Staff & Plan Commission Members:

Hawkeye Hotels is pleased to submit this letter in connection with the enclosed Land Use Application.

Project Summary

Hawkeye Hotels, currently headquartered in Coralville, Iowa, has been a nationwide hotel owner, developer and manager for over 30 years. We currently have 26 hotels under construction and 15 in planning phases of development in addition to the 50 properties we own and manage. We're also familiar with the thriving State of Wisconsin as we have 5 nationally recognized elite brands (Marriott, Hilton, Intercontinental Hotels Group) under construction in Brookfield and Downtown Milwaukee. In addition, we also have an operating Marriott branded hotel in Brown Deer, WI. The City of Madison has been strong in hotel demand for quite some time and we're confident our 5-story, 220 guest room property with 2 premier brands will be a refreshing addition at 2301 E. Springs Drive. The site currently consists of a retail building with Pawn America as its tenant, but this building will be demolished for our use. Due to changing trends in retail and online activity, including at Pawn America, the existing property is underutilized.

Project Data

Location: 2301 E. Springs Dr., Madison, WI 53704

Building Sq. Ft.: 118,308 SF

Start Construction: Fall 2019



Complete Construction: Fall 2020

Type of Building: 5-story wood-framed

Land Area: 4.61 acres

Vehicle Parking: 212

Bicycle Parking: 22 stalls

Site Access: East Springs Drive via shared entryway

Lot Coverage/FAR: 125,580 SF/ 62%

Usable Open Space: 75,780 SF

Hours of Operation: 24 hours/day, 7 days/week

Project Team

Developer: Hawkeye Hotels (2706 James St., Coralville, IA 52241)

Architect: Designcell Architecture (1725 Village Center Circle #110, Las Vegas, NV 89134)

Civil: Vierbicher (999 Fournier Drive, Suite 201, Madison, WI 53717)

Landscape: Vierbicher (999 Fournier Drive, Suite 201, Madison, WI 53717)

Land Use: Vierbicher (999 Fournier Drive, Suite 201, Madison, WI 53717)

Sincerely,

A handwritten signature in blue ink that reads "Jay Patel".

Jay Patel
Development Manager
Hawkeye Hotels
6251 Joliet Road
Countryside, IL 60525
Phone: (860) 510-2540