



WISEMAN CAPITAL

Monday, July 17, 2023

City of Madison
Planning Division
215 Martin Luther King, Jr. Blvd
P.O. Box 2985
Madison, WI 53701

Re: Letter of Intent: Conditional Use
4757 Hayes Road, Super 8 Conversion to Apartments

Dear Members of the Plan Commission and Common Council:

Please accept this Letter of Intent, application, and attachments as our formal request for a Conditional Use review and approval by the City of Madison to convert 4757 Hayes Road from an underperforming hotel to an apartment community.

Project Team

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| Developer / Owner | Wiseman Capital Group (Madison, WI) Cody E. Wiseman 715-205-2639 cody@wisemancapitalgroup.com |
| Architecture & Design | GBA Architecture and Design (Middleton, WI) Josh Wilcox 608-695-8668 josh.wilcox@garybrink.com |
| General Contractor | Friede & Associates (Madison, WI) Carole J Schaeffer 608-212-5869 Cjschaeffer@friede.com |
| Landscape Design | Saiki Design (Madison, WI) Abbie Moilien 608-405-8149 amoilien@saiki.design |
| Civil | Wyser Engineering (Mount Horeb, WI) Wade Wyser 608-843-3388 wade.wyser@wyserengineering.com |

Existing Conditions

The Super 8 has 135 rooms, a small lobby area, and an outdoor pool. The site sits between a residential neighborhood and offices, including Demco and Midwest Dental. Although the hotel is operational, there has been a significant increase (+133%) in police service calls since 2019.

Project Overview

Wiseman Capital Group is proposing to renovate the interior and exterior of the hotel into an apartment home community. The renovation will convert the current hotel rooms into studio apartments (131), create a community/entertainment area and co-working space, improve the pool area, add a fitness center, onsite laundry, and develop outdoor amenities, including a dog run and grilling stations.

Our primary objective is to address the housing crisis by repurposing existing structures and fostering socially and economically resilient communities. We are committed to offering Naturally Occurring Affordable Housing (NOAH) and ensuring fairness and inclusivity for all potential tenants, regardless of their income.

The unit renovations will involve fresh paint, LVP flooring, new windows, doors, and energy-efficient LED lighting. The kitchenettes will be equipped with ovens, microwaves, and refrigerators, while the bathrooms will receive new showers, hardware, and low-flow fixtures.

Additionally, we plan to repurpose four hotel rooms into dedicated spaces for bike parking, a dog wash station, a bike wash station, and other community amenities. The pool has recently been upgraded, and new furniture and landscaping will be added to enhance the experience.

To improve both the appearance and functionality of the property, we will update the exterior with new siding, windows, and doors. Our aim is to increase energy efficiency, provide sound insulation, and create an aesthetically pleasing facade that harmonizes with the surroundings.

The current CC-T zoning permits multifamily projects as a conditional use. The future land use plan has designated this area as commercial, however, this improvement to the existing conditions via an upgraded multifamily project meets the conditional use standards that allow us to make this request.

Staff and Neighborhood Input

As feedback is essential to the success of this project, Wiseman Capital Group has met and been engaged with city planning, DAT, Alder Madison, Madison Police Department, and numerous conversations with neighbors, including a well-attended neighborhood meeting.

Sustainability

Sustainable features include the renovation of an existing building, energy-efficient appliances and PTACs (heating/cooling), new siding, windows, doors, LED lighting, and low-flow fixtures.

Operations

This apartment will be locally owned/operated by Wiseman Capital Group and in partnership with Patriot Properties (Waunakee, WI).

Construction Timeline

Renovations will begin in early Fall 2023 with completion in Spring 2024.

Thank you for your consideration.

Sincerely,



Cody E. Wiseman

President & CEO

Wiseman Capital Group