



January 3, 2018

Matt Tucker  
Department of Planning & Development  
126 S. Hamilton Street  
Madison, WI 53703

Re: Letter of Intent  
2155 Rimrock Road – Conditional Use

Dear Matt:

This is our Letter of Intent (Conditional Use) for the property located at 2155 Rimrock Road. The owner, Madison Rimrock Lodging Investors I, LLC is planning to develop a new four-story, 85,319 sf, 143 guestroom hotel on Parcel 2. Parcel 1 will not include any structures as part of this proposal. The development shall include the demolition of the existing structures located at 2155, 2165, 2175 & 2201 Rimrock Road. The lot area is 194,510 sf (or 4.47 acres).

Total Parking/Bicycle Stalls will be as follows:

**Parcel 1 (Retail Parcel along Rimrock Road)**

Small Car Parking: 0  
Large Car Parking: 0  
Accessible Parking: 0  
Bicycle Stall: 0 Total Parcel 1 Parking: 0

**Parcel 2 (Hotel)**

Small Car Parking: 28  
Large Car Parking: 107  
Accessible Parking: 5  
Bicycle Stall: 16  
Total Parcel 2 Parking: 140

**Parcel 3 (DOR Overflow Lot)**

Small Car Parking: 0  
Large Car Parking: 24  
Accessible Parking: 0  
Bicycle Stall: 0  
Total Parcel 3 Parking: 24

**Total Site Parking**

Small Car Parking: 28  
Large Car Parking: 131  
Accessible Parking: 5  
Bicycle Stall: 16  
Total Site Car Parking: 164

All maintenance, including trash and snow removal, will be provided by private contract.

The proposed hours of operation will 24 hours a day/365 days a year.

The number of construction jobs created as a result of this new development will be 30 and the number of full time equivalent jobs created is 30 FTE.

The current assessed value of the land is approximately \$2,000,000.

The proposed construction schedule is for construction to commence March of 2018 and construction completion to be April 2019.

The Development Team includes the following:

Developer/Owner: Madison Rimrock Lodging Investors I, LLC  
c/o North Central Group  
1600 Aspen Commons, Suite 200  
Middleton, WI 53562  
Phone: 608-836-6060  
Fax: 608-836-6399  
Principal Contact: Andy Inman  
[ainman@ncghotels.com](mailto:ainman@ncghotels.com)

Architect: GBA  
7780 Elmwood Avenue, Suite 204  
Middleton, WI 53562  
Phone: 608-829-1750  
Fax: 608-829-3056  
Principal Contact: Josh Wilcox  
[josh.wilcox@garybrink.com](mailto:josh.wilcox@garybrink.com)

Civil/Landscape: Vierbicher  
999 Fourier Drive #201  
Madison, WI 53717  
Phone: 608-826-0532  
Principal Contact: Andrew Barnebey  
[abar@vierbicher.com](mailto:abar@vierbicher.com)

Please refer to the attached plans for additional information.

Sincerely,



Josh Wilcox  
VP/Partner