



November 30, 2016

Jessica Vaughn, Development Project Planner  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd  
Madison, WI 53701-2984

Re: Letter of Intent  
Rezoning to PUD-SIP  
8102 Watts Road – TRU Hotel

Dear Jessica:

This is our Letter of Intent for the property located at 8102 Watts Road. The owner, Madison West Princeton Investors I, LLC, is planning to develop a new four-story, 105 guestroom TRU Hotel at this location. In addition to the PUD-SIP for the proposed hotel, we are submitting a related alteration to the General Development Plan to include multi-family as a permitted use as well as amend the number of permitted hotel guest rooms to 365. Reference the attached revised zoning text.

The total gross area of the new building is 46,725 sf. The lot area is 76,065 sf (or 1.75 acres).

Total Parking/Bicycle Stalls will be as follows:

Small Car	8
Large Car	85
Accessible	4
<b>Total Car</b>	<b>97</b>
<b>Total Bicycle Stalls</b>	<b>11</b>

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.

We are projecting that the cost of the new building will be approximately \$5,800,000. The current value of the land is \$658,000.

The proposed construction schedule is for construction to commence June of 2017 and construction completion to be November 2018.

The Development Team includes the following:

Developer/Owner: Madison West Princeton 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: Jenny Koester  
[jkoester@ncghotels.com](mailto:jkoester@ncghotels.com)

Architect: Gary Brink & Associates, Inc.  
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 Engineer: Vierbicher  
999 Fourier Drive #201  
Madison, WI 53717  
Phone: 608-826-0532  
Principal Contact: Tim Schleeper  
[tsch@vierbicher.com](mailto:tsch@vierbicher.com)

Landscape Design: Paul Skidmore  
Skidmore Property Services, LLC  
13 Red Maple Trail  
Madison, WI 53717  
Phone: 608-826-0032  
[paulskidmore@tds.net](mailto:paulskidmore@tds.net)

Please refer to the attached plans for additional information.

Sincerely,



Josh Wilcox  
VP/Senior Project Manager