

Letter of Intent - Conditional Use
Wyndham ECHO Suites Project

Project Description: New construction of a Wyndham ECHO Suites Hotel, 124 rooms
Lot Number/Address: Lot 42 – The American Center, 4711 Eastpark Boulevard, Madison, WI 53718

STATEMENT OF USE AND PURPOSE OF PROJECT

Holladay Properties intends to build a 124 room ECHO Suites Hotel on an approximate 3.4-acre site in The American Center “TAC). The site is currently vacant land used for farming. The hotel will serve the immediate park by providing accommodation to the businesses within TAC, including the new UW Clinic located directly to the North of the site, while also reaching a broader base of guests located through the greater Madison area.

The hotel will be 4 stories in height with a total of 51,482 square feet. The 1st floor lobby will have guest amenities such as a Lounge, Guest Laundry, and Fitness Room. The hotel’s front desk hours of operations will be 9 am to 10 pm, with staff onsite and available 24 hours a day. The property will employ approximately 15 people and be a professional asset managed by Holladay Properties.

The project will be one phase, with construction starting in August of 2023 with completion in Summer of 2024.

The Development and Design Team met with the TAC Plan Review Committee for concept review on February 23, 2023 and Use and Development Review on April 18, 2023 and the committee gave unanimous support for the project. The project teams also met with the DAT March 30, 2023. Alder Madison was notified of CU on March 31, 2023, and was confirmed by Jenny Kirchgatter from the Madison Planning Department on April 21, 2023. The pre-application meeting with the Planning department took place on April 14, 2023. There are no Neighborhood Business Associations listed for TAC. There are no City registered neighborhood Associations listed for TAC.

Wyndham Hotels & Resorts – ECHO Suites

Wyndham Hotels & Resorts is the world’s largest hotel franchising company with approximately 9,100 hotels across more than 95 countries, and ECHO Suites Extended Stay by Wyndham is the company’s 29th brand. ECHO Suites is the fastest growing brand in Wyndham’s development pipeline, and the fastest growing Extended Stay hotel flag in the United States.

The ECHO Suites hotel was designed with the needs of today’s travelers – many of which are on the road for extended periods of time– in mind. The purpose-built, all new-construction, 124-room ECHO Suites prototype consists of single- and two-queen studio suites with kitchens as well as expertly designed public spaces—an attractively furnished lobby, fitness center and 24/7 guest laundry. The hotel will offer a state-of-the-art technology package that allows guests to stay connected both personally and professionally while they are on the road.

Holladay Properties

Founded in 1952 by noted architect Wallace F. Holladay, Holladay Properties has grown and diversified from the construction of single-family tract housing to become a full-scale land development, design/build, and fully integrated commercial real estate company. Holladay has more than 385 full-

time associates in a range of specialties working from five main development offices and more than 30 management offices throughout the United States. As long-term holders of assets Holladay's overarching goal are to ENRICH lives through investment and service, we take great pride in maintaining relationships with the communities that we develop in.

Holladay Properties entered the hospitality business in 1991, when we planned and developed our first hotel, a joint venture with the Sisters of the Holy Cross, the Inn at Saint Mary's Hotel & Suites in South Bend, IN and has since grown into a large owner of hotels in the Midwest and MidAtlantic regions.

The Holladay Hospitality Group has grown to be recognized as one of the premier hotel owners and developers in the Midwest. We are proven leaders in the development of a wide spectrum of hotel brands and take pride in our ability to achieve success through strong, hands-on management. This success is apparent when looking at Holladay's long list of recognitions on both brand and customer levels.

Holladay also distinguishes itself by being on the cutting edge of innovation. From development to construction management and customer service, we aim to be on the cutting edge of technology and design, ensuring that our properties remain highly marketable and guest friendly.

OWNER REPRESENTATIVES

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DESIGN TEAM REPRESENTATIVES/CONSULTANTS

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