

## **LETTER OF INTENT**

Smart Stay ApartHotel LLC

6302 Odana Rd • Odana Office Park • Madison WI

### **Owner**

Amir Katif, Smart Stay ApartHotel LLC, 1 Sunfish Ct, Apt 4, Madison, WI, 53713.

### **Project Description**

The property is located at 6302 Odana Road, Lot 11, Odana Office Park (Park Towne Development), 19<sup>th</sup> Aldermanic District. The zoning district is SE Suburban Employment.

The existing structure is a 3-story office building (basement and two above-grade stories). We propose to convert the building into a mid-term stay apartment-hotel to serve the nearby university community and tech campuses. Fifteen suites are planned, 5 per floor.

We intend to demolish the front and rear entries, strip the exterior finishes, and gut the interior. The parking lot will remain, with a few changes and restriping.

New construction includes front and rear entries, exterior finishes, and interiors. An accessory equipment shed and dumpster enclosure will be added in the northwest corner of the parking lot. Our construction cost estimate, excluding site work, is \$1.6 million.

Interior demolition begins in the Fall of 2023. Exterior demolition and construction begins in the Spring of 2024, with completion by the Fall of 2024, and final landscaping installed in the Spring of 2025.

### **City Meetings and Notifications**

A DAT meeting was held on April 27, 2023.

A pre-application notification was delivered to the District 19 Alder on June 30, 2023. A phone conversation with Alder Slack was held on July 6, 2023; topics of discussion included: project development, recycling and green initiatives, and neighborhood impacts.

There are no City-registered neighborhood associations or City-listed business associations for the property.

The extent of demolition falls below the threshold that triggers the requirement for a demolition permit. New construction recycling will comply with City requirements.

### **Business Model**

An Apartment-Hotel offers serviced suites that blend the convenience of a hotel with the comfort and functionality of an apartment. This caters to both short-term and mid-term guests. Key components of this model include:

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Accommodation Services. Apartment-Hotels provide fully furnished and equipped suites for each guest. Suites are designed to with a comfortable living space, complete with a kitchen, living area, and private bathroom.

Flexibility in Stay Duration. Apartment-Hotels are designed to accommodate various lengths of stay, from a few nights to a month, or even longer.

Hotel Amenities. In addition to the apartment-style living spaces, Apartment-Hotels offer amenities such as housekeeping, remote concierge services and front desk assistance, and security.

Cost-Effectiveness. For longer stays, Apartment-Hotels can be more cost-effective than traditional hotels. Additionally, Larger living spaces and full kitchens provide better value for families or groups traveling together.

### Project Team

#### Architect

Robert Bouril, AIA

Bouril Design Studio, LLC

Madison, WI

Bouril Design Studio has 34 years of experience designing custom homes and commercial buildings of the highest quality. Their portfolio includes single-family, multi-family, hospitality, restaurant, institutional, medical, and office projects.

#### Landscape Architect

Paul Skidmore, ASLA

Paul has provided park planning and design, landscape design, and consulting services to public and private clients in Wisconsin for 35 years. Paul's reputation is built on providing sustainable, environmentally sensitive solutions that are both functional and beautiful.

#### Civil Engineer

Brian Beaulieu, PE

Burse Surveying and Engineering, Inc

Burse Surveying and Engineering provides professional civil engineering, land surveying, and project management. They have 24 years of experience serving residential and commercial projects and can provide comprehensive solutions to site design and planning.

We appreciate this opportunity to place our proposal before the Plan Commission for consideration. Questions regarding this proposal and submitted materials may be directed to the Architectural Project Manager:

Robert Lackore

Bouril Design Studio, LLC

608-833-3400

[robl@bourildesign.com](mailto:robl@bourildesign.com)

**ANNEX A – EXISTING REFERENCE PHOTOGRAPHS**



*South elevation, view from across Odana Road.*



*North elevation, view from the parking lot.*



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*West elevation, view from the parking lot entry.*



*East elevation, obscured by vegetation along the drainage swale, view from the sidewalk.*