



December 20, 2019

City of New Berlin
Department of Community Development
3805 S. Casper Drive
New Berlin, WI 53151

**Re: Plan of Operation – Application Submittal
5295 S. Moorland Road – Hampton Inn & Suites Hotel Development**

Department of Community Development:

Moorland Hospitality Group, LLC (“Hotel Owner”) is pleased to submit this Development Application and Plan of Operation summarizing our hotel development to significantly enhance and develop a parcel of land located at 5295 S. Moorland Road (“Site”) near the intersection of I43 & Moorland Road. This development project will substantially enhance this site while contributing to the betterment of the City.

Hampton Inn & Suites will be the hotel flag for this 4-story, 109 room premier hotel. This limited service hotel will provide an outstanding option for traveling customers coming to New Berlin and the surrounding area as well as for guests of residents. Anticipated amenities include: spacious welcoming lobby, continental breakfast, treat shop, indoor pool, outdoor patio area, fitness center, meeting room, & more!

Please find additional details and specifics regarding this development project below and within the enclosed materials and applications. If you shall have any questions, please don’t hesitate to contact me at (414) 399-0165 or jford@catalystdevelops.com.

Thank you.

A handwritten signature in black ink, appearing to read "John T. Ford".

John T. Ford
Partner

PLAN OF OPERATION

<u>Site:</u>	5295 S Moorland Road, New Berlin WI 53151 5.69 Acres Total Mixed-Use Project Lot 1 (Hotel) = 2.60 Acres + 0.77 Acres (Drive) or 3.37 Acres Total Lot 2 = 2.32 Acres (Future Use TBD) Tax Key: NBC 1260998
<u>Development Thesis:</u>	Transform a parcel of land which currently contains a single-family home into a thriving mixed-use development that would include a premier hotel along with a future TBD use.
<u>Zoning:</u>	M-1 Light Manufacturing District Per Code, Hotels are permitted as a part of this zoning code.
<u>Use:</u>	Limited service Hotel.
<u>Hotel Owner/Developer:</u>	Moorland Hospitality Group, LLC
<u>Hotel Franchise:</u>	Hampton Inn & Suites 4-story 109 Rooms <u>Anticipated Amenities:</u> Fitness Center, Indoor Pool, Meeting Room, Outdoor Patio, Continental Breakfast, Treat Shop, Open Lobby, & More. <i>Franchise Flag APPROVED 8/21/2019 by Hilton.</i>
<u>Hotel Design:</u>	Hilton recently debuted their NEW prototype standard design for Hampton Inn & Suites hotels. This New Berlin location will be one of the first fully completed new designs that will feature a modernized design with the comforts Hilton guests have come to expect!
<u>Exterior Finishes:</u>	The exterior of the hotel will feature a combination of brick masonry, metal panel, and EIFS. In addition, one of the features of the new hotel design includes sections of the hotel that protrude out further than other areas to provide depth and additional architectural appeal. Concealed indirect lighting will be used on the face of the exterior of the building to highlight these architectural features at night.

Project Team: Architect: Architectural Design Consultants, Inc.
Civil: Trio Engineering
Lighting: Enterprise Lighting & Control
Landscaping: InSite Landscape Design, Inc.

Hotel Operations: Aimbridge Hospitality, one of the largest hotel management companies in the world (1,400+ hotels), including many within the Milwaukee area and throughout Wisconsin, will professionally manage the hotel. Given Aimbridge's vast network, experience, and expertise, this will assist in driving demand while maintaining a high operational standard. Hotel will have professional management staff onsite 24/7/365.

Developer Funded TIF: On October 14, 2019, Developer submitted to the City of New Berlin a Developer Funded TIF request for this project. But for a partnership with the City of New Berlin in the form of the requested Developer Funded TIF, which in its form minimizes any risk and cash outflow from a City perspective, this development is NOT feasible given the extraordinary infrastructure costs as detailed within such application. The Developer Funded TIF request totals \$1.46M + 4% interest. **THIS APPLICATION IS CONTINGENT UPON COMING TO AGREEMENT AND APPROVAL OF THE DEVELOPER FUNDED TIF REQUEST.**

<u>Anticipated Schedule:</u>	December 20	Application Submittal
	February 3	Plan Commission
	February 11	Common Council
	March	Developer Funded TIF Approval
	April	Board of Public Works / Common Council Final Approvals / Permitting
	April / May	Site Work Commences
	May / June	Construction Commences
	Spring 2021	Hotel Opening

Total Project Cost Estimate: Approximate \$21.2M* total development cost.
**This includes development of the Hotel + Site Work, including making Phase II site pad ready. Dose NOT include actual development of Phase II – use TBD.*

Job Impact Estimate: Construction Jobs = 101,500 Hours | 40-45 Full-time Jobs
Hotel Jobs = 20 Full-time Employees (+/-)

<u>Certified Survey Map:</u>	Enclosed please find our <u>preliminary</u> Certified Survey Map (“CSM”) to modify the existing site into two parcels. <ul style="list-style-type: none">• <u>Lot #1</u> – 3.37 Acres• <u>Lot #2</u> – 2.32 Acres
<u>Parking:</u>	110 Parking spaces (1 per room).
<u>Building Signage:</u>	To be submitted for approval at future date.
<u>Traffic Impact Analysis:</u>	See attached Traffic Impact Analysis study.
<u>Wetland Delineation:</u>	See attached Wetland Delineation report.
<u>Tress:</u>	Site currently is relatively wooded. Developer requests further discussion with City to come to agreement regarding Tree policy with regards to removal and replacement.
<u>Documents Included:</u>	<u>Architectural Design</u> – Schematic Design Documents, Floor Plans, Renderings, & Material Finish Board. <u>Civil Engineering</u> – CSM, Site Plan, Grading Plan, Drainage Plan, Utility Plan. <u>Lighting Design</u> – parking lot lighting with calculations & spec sheets. <u>Landscape Design</u> – overall landscape plan for hotel.

