

First Amendment to GPD known as Milwaukee County Zoo Bliffert Site Development (File #050579)

Exhibit A

Revised on June 2nd, 2009

GENERAL PLAN PROJECT DESCRIPTION AND OWNERS STATEMENT OF INTENT

The vision for this Property was substantiated by a comprehensive market study that was completed in July of 1999, updated by addendum in January of 2003, and updated again by another addendum in October of 2004, and further amended in October of 2005. The aforementioned studies were completed by Hospitality Marketers International, Inc. The following description represents a response to market and demographic information along with a desired synergistic use envisioned by Zoo administration.

The proposed hotel will have full-service amenities including restaurant, lounge and entertainment options. There may also be another stand-alone full service restaurant at the northern edge of the site based on anticipated market demands. The hotel itself would have anywhere from 200 to 300 rooms and be considered upper mid-priced to upscale full service lodging. It would also have a themed indoor pool with a water park feature that would mainly support the hotel guests. Conference facilities will be sized to provide a ballroom to accommodate at least 250 people with sub-dividable space, along with support pre-assembly space for the ballroom as well as additional break out and board room space.

The Owners intent is to solicit an RFP to Developers for development of the project. The Developer will be required to provide a project according to the guidelines listed below. The land will be leased to the developer which will generate funds to help support the Zoo.

This amendment will allow for the conversion of the free standing sign that was approved under the original GPD at the corner of N. Mayfair Road and W. Bluemound Road to one (1) free standing digital and /or traditional static sign.

ARCHITECTURAL DESIGN GUIDELINES/COVENANTS

1. **General Overview:** Architectural design for the hotel and related spaces should be themed for compatibility with the Milwaukee County Zoo. The building orientation and connection to the Zoo property should create smooth connection between the two facilities. The hotel's unique location allows it to become the western gateway to the zoo, and the design of the building should reflect this unique location and inter-relationship with the Zoo grounds. Similarly, the indoor water park facility should support and enhance the theme of the building. The water park will mainly serve hotel guests.
2. **Building Image:** The building should express the image of a resort hotel, well integrated into its surroundings and with land or bridge connections to the Zoo grounds at the Zoo's west bluff.
 - Clean lines and clearly understandable building forms without excessive decoration and ornamentation.
 - Expression of the building entrances(s) as easily definable gateway elements. Entrance elements should provide weather protection while being light, open and inviting.
 - Landscaped on-grade parking areas as required by City of Milwaukee parking ordinance, indoor parking spaces on the lower level(s) of the building are a possibility.
 - The building should be well integrated with the landscape, both existing and landscape architecture included in the project.
 - Although the entire height of the building does not need to be visible from West Bluemound Road and Hwy 100 (Mayfair Road), recognizable portion of the building should be visible from these locations to make it easier for visitors and hotel guest to find the facility. A building that is not visible from these roadways combined with a tall sign to mark its location is NOT acceptable.

3. Building Form and Massing:

The building should have clean and simple forms that produce an overall visual unity. Building height should not exceed 5-10 stories, including indoor parking levels. Note; the elevation of the center of the site is 30' below the height of the intersection at Mayfair and Bluemound.

4. Exterior Finishes:

Exterior building materials should be selected for durability and to be easily maintainable.

Window systems should be selected to take advantage of views and to reduce lifecycle costs. As required by code, a portion of the fenestration in all hotel rooms must be operable. The percentage of fenestration shall meet code energy requirements.

5. Roofs:

A variety of slanted forms and arrangement are acceptable providing that they reinforce the thematic design concept of the building. Gable and hip roof forms are preferred.

Where generally flat roofs are utilized a minimum slope to drains of $\frac{1}{4}$ " per foot shall be provided.

SITE REQUIREMENTS

1. The majority of the building site sits below the level of the adjoining roadways. Primary access to the site will be from West Bluemound Road at 106th Street, thru the existing Zoo site, to provide sufficient distance from the intersection of West Bluemound Road and HWY 100.
2. The main entrance to the building will be below the level of the west bluff of the Zoo property. A pedestrian and small vehicle connection to the Zoo property from the new building, is desirable by landscaped ramped walk way or bridge from an upper level of the facility.
3. A storm water management study for the project will be required by code.
4. Landscaping shall be provided to create a unified natural environment for the project and to provide visual screening of the adjacent railroad R.O.W. It is intended that the landscaping be an extension of the natural landscaping of the adjacent Zoo property.
5. Landscaping shall also be provided in on-grade parking areas to visually soften the impact of the hardscape and provide some visual screening.
6. Water service will be provided by the City of Wauwatosa as shown on the attached drawing.

Signage

1. As approved under the original GPD (File #050579)
 - a. Signage for the proposed development shall conform to the Milwaukee Commercial District sign standards – LB2. It is anticipated that 1 free standing Digital and Static sign would be provided near the corner of Mayfair road and W. Bluemound Rd and 1 freestanding Digital or Static sign would be provided at the entrance drive at 106th St. The 106th Street sign would identify access to the site. The Freestanding signs would be 300'-600' apart. Wall signage will be integrated into the hotel building design along Mayfair Road. If the Restaurant noted on the site plan is independently run wall signage would be provided for it also.
2. Under the proposed amendment we are proposing to convert the original sign that was approved under the GPD at the corner of N. Mayfair Road and W. Bluemound Road to one (1) free standing digital and /or traditional static sign. The area of the sign faces will not increase.

SERVICE AND STORAGE AREAS

1. Service areas, including loading docks, trash and recycling areas, and maintenance areas should be screened with architectural elements (solid walls, screen walls, gates, etc.) that are compatible with the building and site design. Access to these areas for trucks and other service vehicles should be designed to provide minimum impact on hotel guest parking areas.
2. Loading docks shall be located in areas that where sound can be controlled to minimize the acoustical impact on guest rooms and public areas of the building. The preferred location is adjacent to the rail road right of way.

Bliffert Site Statistics

1. Gross Land Area	8.45 acres
2. Land covered by principal buildings	15% - 30%
3. Land devoted to Parking, drives and parking structures.	25% - 40%
4. Land devoted to landscaped open space	40% - 50%
5. Proposed dwelling unit density if Residential and/or total square footage devoted to non-residential uses.	100% non residential
6. Proposed number of buildings	1 – 3
7. Dwelling units per building	NA
8. Bedrooms per unit	NA
9. Parking spaces provided, whether surface or in structures and ratio per unit if residential, or per thousand square feet of building area if non residential.	1 per 100 sf. Hotel 1 per 500 sf. Restaurant (if stand alone)