



Raymond Management Company

MEMORANDUM

TO: Ms. Vanessa Koster, Assistant Planning Director
Mr. Al Franitza, Principal Planner

FROM: Jeff Kraemer, Raymond Management Company

DATE: August 7, 2008

RE: Owners Statement of Intent – General Plan Development

Project Description: The proposed project will consist of developing two hotels on property located at 5880 S Howell Avenue near General Mitchell Field. The hotels will be high-end focused service properties with a national franchise. The franchise affiliation and brand recognition is very strong and will provide an excellent lodging option for travelers in the area. The hotels will be phased with roughly a year gap between construction starts. Both properties will contain between 125 and 150 rooms. Common amenities include swimming pools, business centers, exercise rooms and varying degrees of public space. Proposed Hotel B, on the south side of the property, contains a full service restaurant and 3,000-4,000 square feet of meeting/function space. This hotel will begin construction first with the Hotel A commencing construction roughly a year later. The properties will be an excellent addition to the area and will primarily serve customers of General Mitchell Field. Raymond Management Co. who is developing the project will also own and operate the properties.

Analysis of Standards 295-907:

- A. Uses: Two hotels consistent with zoning standards set forth by the City of Milwaukee.
- B. Design Standards: The hotel design will consist of a mixture of brick and EIFS that will feature 2-3 colors and textures. The exterior will be articulated in a manner that breaks up the exterior wall surface and creates interest.
- C. Density: Residential density standards are not applicable.
- D. Space between Structures: Please refer to **exhibit A** for details.
- E. Setbacks: The proposed hotels are setback from the property according to zoning standards of 25'. Please refer to **exhibit A** for additional dimensions and details. However the trash enclosure is within the setback.
- F. Screening: The natural landscape will provide screening as well as additional landscaping to be installed around the perimeter of the buildings and site. Trash enclosures will be will be constructed of matching masonry material as to complement the architectural scheme of the buildings.
- G. Open Spaces: The open areas primarily located to the east of the site will be green space and a retention area. The heavily wooded area from the retention pond east to the property line will remain undisturbed by this development. Please refer to **exhibit C** for additional landscaping information. Also note that roughly 69% of this property will remain green space after the development is built out.

- H. Circulation, Parking and Loading: The existing ingress/egress will be maintained and will provide adequate access into and out of the project. Internal circulation will be handled by a private drive which allows vehicles to move freely from west to east. Parking will be provided as a ratio of 1:1 stalls per guest room. This meets or exceeds local zoning regulations. Loading areas will be provided under the porte cochere for guests. Deliveries will be minimal and during off peak times where pedestrian and vehicular traffic is minimal. Please refer to **exhibit A** for additional information.
- I. Landscaping: Landscaping will be consistent with local and national codes. All vegetation will be maintained and replaced as needed. A one year warranty period for all new vegetation is typically provided through the contractor installing the original landscaping and continued landscape maintenance will be an important component of operating a high-end franchised hotel. Please refer to **exhibit C** for additional landscape information.
- J. Lighting: Site lighting will be provided to maintain a safe and comfortable atmosphere for our guests. Light pollution will be minimal as cut-off fixtures will be utilized. Appropriate foot candles at the property lines will be maintained per local zoning codes.
- K. Utilities: All utility lines will be installed underground. Currently the property has overhead electric service. This will be replaced with an underground feed. Any transformers required will be located outside of the buildings in low visibility areas and will be screened with landscaping. Utilities on neighboring properties are located above ground in many cases.
- L. Signs: A single monument sign at the entrance to the project is desired. The monument sign will be double sided and contain the names of both hotels. We would like to increase the allowable area of the monument sign to 100 square feet. The sign will be illuminated. Building signage will also be installed on all four sides of both buildings. The signage will be fixed to the roof line of each hotel. The building signage will also be illuminated. Please refer to **exhibit A** for monument sign location.

Please see **exhibit B** which addresses the statistical relationship of the proposed development.

~~CONFIDENTIAL~~

**Attachment to Owner's Statement of Intent
General Plan Development
5880 S. Howell Avenue**

1. Gross Land Area 605,105 square feet (13.89 Acres).
2. Maximum Land Covered by Buildings:
 - a) Hotel A: 29,856 square feet
 - b) Hotel B: 35,056 square feetTotal: 64,912 square feet or 10.7% of the property.
3. Maximum Land Devoted to Parking, Drives & Parking Structures:
 - a) Sidewalks: 7,285 square feet
 - b) Parking Lot: 113,530 square feetTotal Paving: 120,815 square feet or 20% of the property.
4. Total Landscaped Open Space: 419,388 square feet or 69% of the property.
5. Total Building Square Footage:
 - a) Hotel A: 85,000 square feet
 - b) Hotel B: 84,000 square feet
6. Proposed Number of Buildings: 2
7. Maximum Number of Units per Building:
 - a) Hotel A: 135
 - b) Hotel B: 150
8. Parking:
 - a) Total: 271 stalls
 - b) Total Stalls per Room: 1.0