



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 130632 relates to a First Amendment to a Detailed Planned Development, for hotel development, on land located on the east side of South Howell Avenue, north of West College Avenue, in the 13th Aldermanic District.

This zoning change was requested by Raymond Management Company, and would permit construction of a 3-story hotel at 5880 South Howell Avenue. This hotel is the second phase of development at this site. The first phase hotel was previously approved, and subsequently constructed on the southern portion of the site. Building materials for this hotel will include aluminum, cement masonry block, fiber board siding and EIFS. The previously approved General Planned Development (GPD) requires the building materials to be a combination of masonry and EIFS. Planning staff has requested that a smaller masonry unit brick, not utility brick, be used on the hotel. Additionally, EIFS should only be used as an accent building material and should not be located on the first floor of the building.

The previously approved GPD for this site required that the building has several jogs and notches in order to break up the long façade of the building. The proposed hotel is relatively unmodulated. There will be a one story appendage affixed to the west end of the building, facing South Howell Avenue, which will become the pool area. Planning staff has requested that this elevation is further articulated with architectural elements or additional glazing, as it is visible from the street. Staff has also requested that additional landscaping is added between the parking area and Howell Avenue in order to be compliant with the GPD.

Since the proposal is generally consistent with the previously approved GPD, the City Plan Commission at its regular meeting on October 7, 2013 recommended approval of the subject file, conditioned upon finalizing the written narrative and working with staff on the final building design.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Terry Witkowski

