

January 10, 2006

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

File Nos. 051110 and 051111, a substitute ordinance relating to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD) known as Park Place, Stage 28, Comfort Inn Hotel, and an ordinance relating to the approval of the 12th Amendment to the general plan for a General Planned Development (GPD) known as Park Place, respectively, on land located on the West Side of North 107th Street and North of West Good Hope Road, in the 5th Aldermanic District.

These ordinances will permit a hotel use in Sub-Area A and construction of a Comfort Suites hotel.

In 1981, the original general planned development was approved for Park Place; allowing for land use flexibility for future development of a commercial/office campus on the northwest side. It identified Sub-Area B (see attached map) of Park Place where commercial hotels and motels would be a permitted use. Subsequently, a 13-story hotel was approved in 1985 for a site between two high-rise office buildings along the southern portion of this sub-area, but was never constructed. Another 3-story hotel was proposed in Sub-Area A in early 1998 for the northwest corner of West Good Hope Road and North 107th Street, but never developed.

In 1999, the general planned development was amended to shift a 10.5 acre area from Sub-Area C to Sub-Area B to allow the construction of a Hilton Garden Hotel complex and sit-down restaurant. Since market forces at the time indicated changes to the location of certain commercial uses; the shift of the land area and land use from Sub-Area C to Sub-Area B was approved. The intent of the original general plan was not to restrict the number of hotels.

The amendment to the GPD would also allow an increase to the total building height from 45 feet to 90 feet, to account for taller entry features and tower elements. The four story Comfort Suites hotel would have 120 units and include a one story swimming pool building of 4,300 s.f. There would also be a meeting space of 720 s.f. Other amenities for the hotel include a whirlpool, kid's pool, on-site convenience store, guest laundry facilities and valet laundry services, and an exercise room. The exterior façade was recently upgraded to be primarily composed of a brick veneer with reduced EIFS areas on the upper stories and precast stone sills. Metal and fiberglass shingles are used for the roofing system.

The parking lot will have 132 parking stalls and will be accessed off of W. Park Place along a shared service road.

Four, Type A, individual letter and symbol wall signs are proposed along the south (front), north (rear) and west (facing internal road) elevations; no signs would face North 107th Street. These signs are consistent with the general planned standards for Sub-Area A. No freestanding project i.d. sign is proposed.

The east side of the property contains a variety of 6 foot high evergreen trees and 8 foot high lilac Japanese Trees along with low shrubs. A handful of 6 foot high trees align the north side of the property with additional trees and shrubs on the west side. Mulch and small trees are located on the parking islands and small shrubs are along the south side of the building. Four birch trees are located along the south side of the parking lot.

On January 9, 2006, a public hearing was held and at that time Alderman Bohl spoke in favor of the proposed project. He indicated he held a neighborhood meeting and those attending were generally supportive. The project neighbor to the north, Educator's Credit Union, was concerned about the north side elevation and landscaping. The attorney for Hilton Garden Inn spoke in opposition to the proposed project. Her client believes that the zoning only permits one hotel to be built. Staff reiterated that the intent of the general plan was not to limit the number of hotels to be constructed in Park Place. Since the proposed amendment to the general plan provides a use consistent with the Park Place development and Northwest Side Comprehensive plan; and the proposed detailed planned development is consistent with approved general plan standards, the City Plan Commission at its regular meeting on January 9, 2006, recommended approval of the subject ordinances.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl