

File No. 201136. A substitute ordinance relating to the change in zoning from Single-Family Residential, RS2, to a Detailed Planned Development, DPD, for the property located on the southeast corner of North 124th Street and West Bradley Road, in the 5th Aldermanic District.



File No. 201136. Site Context Photos.



View from 124th & Bradley looking south-east



View from I-41 off-ramp looking north



View from West Park Place looking west



Northwest Side Plan

- Subject site has not been specifically planned for in the Northwest Side Plan, as it was designated surplus after the release of the Plan.
- Use Policies: Commercial - Cluster redeveloped commercial uses at key nodes along commercial corridors (p. 77).
- Form Policies: Commercial - Make walking attractive, easier, and convenient within commercial developments (p. 78).
- This project is consistent with the recommendations of the Northwest Side Plan.

Zoning, Neighborhoods & Development Committee – March 16, 2021



New Era Development, LLC

WoodSpring Suites Hotel at the Southeast Corner of
North 124th Street and West Bradley Road

Project Team:

- **Chris Stevens** – New Era Development, LLC
- **Brian Nelson** – BRR Architecture
- **The Sigma Group** – James (Chip) Leedom, P.E.
- **Mueller Communications** – James Madlom

Presented by:

- **Brian Randall** – Davis & Kuelthau



What can you expect in our Milwaukee building

- 4-story, 122-room extended stay hotel
- Welcoming guest lobby, fully equipped fitness center, on-site laundry
- All rooms are suites with a kitchenette, chairs or sofas, a desk/table for working and eating, and free cable TV



Neighborly approach and community involvement

- 5th and 9th District Alder feedback
- Notification and information to nearest Milwaukee residences (closest are \approx 1/2 mile away)



- Stakeholder outreach and support from local businesses

The Site at 124th Street & Bradley Road

- Owned by the Wisconsin Department of Transportation, as former right-of-way, currently classified in City's default zoning RS-2
- Surrounding uses in area include large format retailers, other commercial uses, multi-tenant office buildings, churches and park land
- The parcel was created by CSM as approved by the Common Council on June 16, 2020



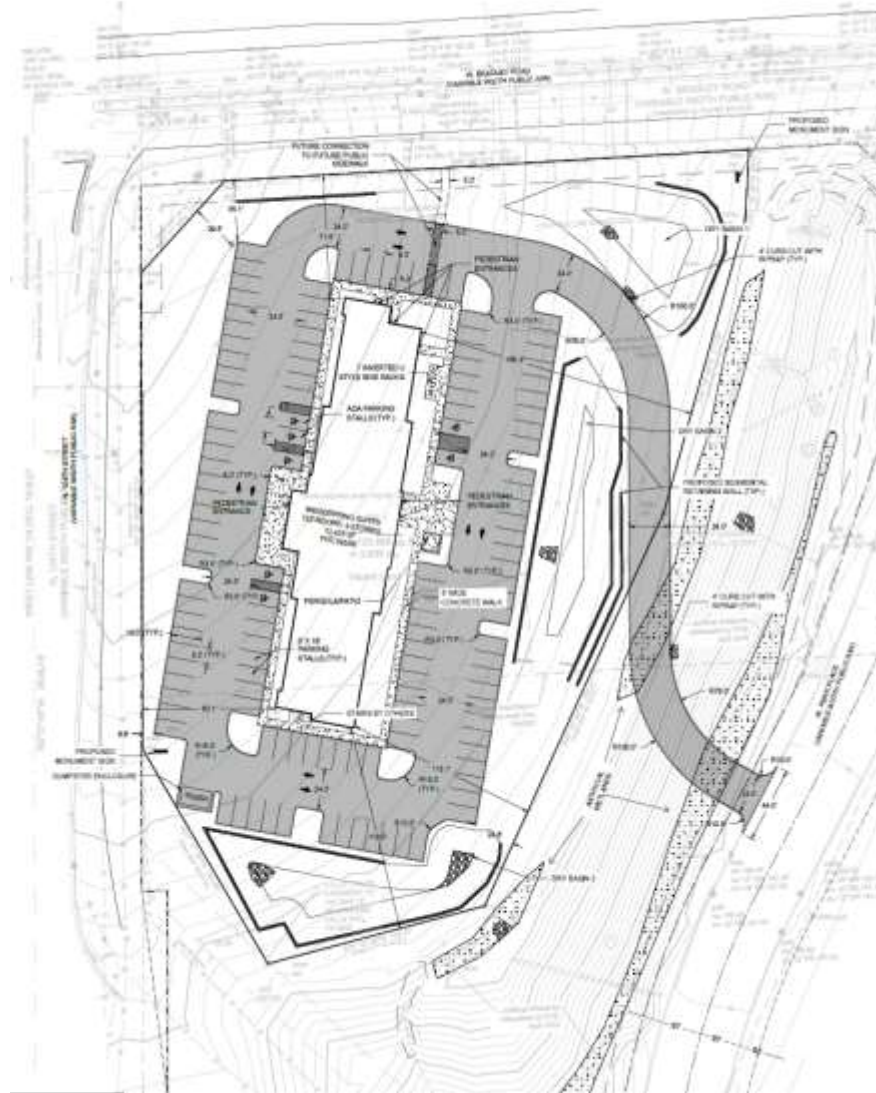


124th & Bradley Looking Southeast



Park Place & Bradley Looking Southwest

Site Plan



Landscape Plan



Elevations



Front (West) Elevation



Left (North) Elevation



Rear (East) Elevation

Right (South) Elevation

Building Materials



Cementitious Siding - Smooth -
SW 6201 "Thunderous"



Cementitious Siding - Smooth -
SW 7012 "Creamy"



Trim SW 7551 "Greek Villa"

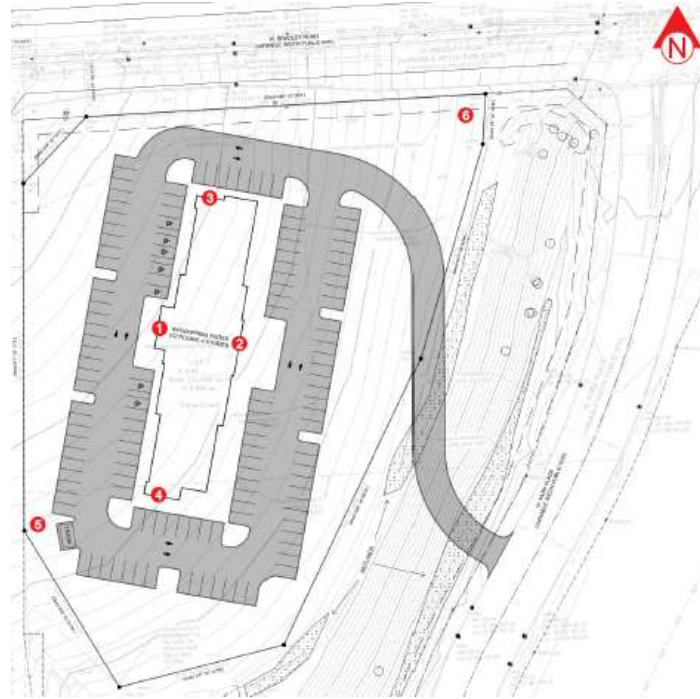


Interstate Brick - Cedar



Interstate Brick - Arctic White

Sign Plan



Thank You!



367 and counting....



367 hotels open or under development.



Front (West) & Side (North) Elevations



Rear (East) & Side (South) Elevations



Rear (East) Elevation



Right (South) Elevation