



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

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

April 19, 2021

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

Dear Committee Members:

File No. 201351 relates to the change in zoning from General Planned Development, GPD, to a Detailed Planned Development, DPD, known as Block 6-Arena Master Plan, Phase 1, for development of a hotel on the southern portion of 420 West Juneau Avenue, on the north side of West Juneau Avenue between North Vel R. Phillips Avenue and North 5th Street, in the 6th Aldermanic District.

More specifically, North Central Group, Inc. is proposing a 9-story, 205-room full-service hotel with event space, a first-floor hotel restaurant/lounge at the corner of Vel Phillips and Juneau, and a retail space on the corner of 5th and Juneau. The proposed building would front on Juneau Avenue, facing the Fiserv Forum to its south. The primary guest entrance to the hotel is set back from the street through a covered internal drive/drop-off area. Hotel and retail guests/employees will utilize the adjacent parking ramps, such as the one immediately west on Block 7 of the Deer District. Four long-term bicycle parking stalls for employees will be inside the building with access from receiving and also entered off 5th Street. Eight short-term bicycle stalls are located in the right of way and near entrances.

The proposed building also includes approximately 8,700 sf. of meeting and event space on floors 1, 2, 4, and 9. An outdoor terrace area is also planned along the length of the south façade of the 2nd floor, and a restaurant space with an outdoor patio is also planned for the eastern portion of the 9th (top) floor. The building is designed with a taller two-story base with active uses and a glazed design consisting of a mix of window sizes and materials. An eight-story brick mass comprises the building's western half, wrapping around onto 5th Street. The pronounced southwest corner of the building between the 4th and 8th floors consists of a darker brick, while the recessed main portion of the hotel floors, also brick, is even darker.

The design of the north façade is bookended by materials that wrap building's corners: black metal panel and brick on the north-east corner and brick for the northwest corner. Heavy texture EIFS was originally proposed on the north-west corner; though that was updated to a brick material at staff's request. The main recessed portion of the north façade is a lighter colored smooth finish EIFS. The lowest two-floors consist of precast-concrete. Future mid-block development is expected to cover this portion of the façade, though the timing of any future development is unknown at this time.

The City Plan Commission held a public hearing regarding this item at its regularly scheduled March 29, 2021 meeting, and no members of the public attended to comment on the proposed zoning change. Commissioners encouraged the architects to reconsider their use of EIFS on the remaining portion of the northern façade instead of metal panel, and the development team responded that the subject building section is set back from the property line and in the middle of the block and that the proposed materials



would have a high quality appearance. In general, the Commissioners were complimentary of the project and commended the architects for working with city staff on improved materiality and changing the entrance at the corner of Juneau and 5<sup>th</sup> to ensure full accessibility of the entrance at this primary corner.

Since the proposed mixed-use hotel is consistent with the GPD standards and the recommendations of the Downtown Area Plan, the City Plan Commission at its regular meeting on March 29, 2021 recommended approval of the subject file conditioned upon the applicant submitting final drawings that include revised building materials on the north elevation, clarifying the paving material in the port cochere, and updating the south elevation to reflect clear glazing on the upper floors of the south portion of the façade.

Sincerely,

A handwritten signature in black ink, appearing to read "Lafayette L. Crump", followed by the word "for" in a smaller font.

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Coggs