

March 1, 2012

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

Dear Committee Members:

File Nos. 111295 and 111296 relate to the change in zoning from Industrial Heavy (IH) to General Planned Development (GPD), and approval of Amendments to the GPD and Detailed Planned Development (DPD) - Phase 1, known as Forest County Potawatomi Legacy District, on land located on the south side of West Canal Street, west of South 16th Street, in the 8th Aldermanic District.

These zoning changes were requested by Forest County Potawatomi Community. The amendment to the GPD expands the PD boundary to include 1611 W. Canal Street, adds hotel as a permitted use on that parcel, and allows construction of a new parking structure. The DPD amendment adds the parcel located at 1611 West Canal Street to the DPD - Phase 1, and permits the development of a new hotel and parking structure. The Forest County Potawatomi Community proposes to develop a 20 story, 375-385 room luxury hotel on the parcel of land located at 1611 West Canal Street. The hotel will be joined to the Tribe's Potawatomi casino by a two story connection structure.

The hotel tower will be clad in a storefront panel system that will consist of white metal panels and floor to ceiling height windows. The exterior of the hotel podium (levels one through three) will consist of a combination of full height glazing, brick, precast and metal panels, similar to the current casino's materials. A four level, 480 stall parking structure will be constructed where there is currently a surface parking lot, directly east of the existing parking garages south of the casino. The structure will be constructed with precast concrete, and the precast exterior spandrel panels will be similar in color, finish and detail to those of the existing parking garages. There will be a plaza area at the corner of the site, between the hotel and Canal Street. This plaza will include a central fountain or flame thrower, additional thematic tower elements, an ornamental tree bosque and native tree, shrub and perennial plantings.

On February 27, 2012, a public hearing was held and at that time nobody spoke in opposition. Menomonee Valley Partners submitted a letter in support of the proposal. Since the proposal is consistent with the previously approved GPD and recommendations of the Menomonee Valley Comprehensive Area Plan, the City Plan Commission at its regular meeting on February 27, 2012 recommended approval of the subject file, conditioned on providing traffic information to the Dept. of Public Works to confirm that there will be no impact to traffic with the proposed reconfigured median on Canal Street, and continuing to work with DCD staff on the final building design and site details.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Robert Donovan