

**Days Inn Downtown, Milwaukee
Jackson center Building
1840 N Sixth St.
Milwaukee WI-53212**

Detailed Plan Project Description and Owners Statement of intent:

Proposed use:

We propose to convert the existing building at 1840 N Sixth st. to a 70 room hotel tentatively to be branded Days Inn and Suites. The hotel will also include basic amenities as a restaurant, a bar, lobby, breakfast area, and meeting rooms to serve our guests. The hotel will consist of four floors, a parking lot and landscaping.

Currently the area immediately surrounding the hotel lacks basic amenities such as a restaurant, convenience store etc. normally sought by hotel guests. Many hotel guests prefer to be able to get a meal and/or a drink in the immediate vicinity of the hotel before they retire for the night. To mitigate this lack of amenities we have added the restaurant and a lounge and bar to this development.

The lot is currently zoned as a Multiple family residential RM-4. We have worked with the neighborhood association and the alderperson and have received their consent and approval for this project. We also will be contacting the residents adjoining the properties adjoining the development, to mitigate any concerns they may have regarding our development. Increased lighting around the hotel and security systems and such as a video surveillance system and the presence of hotel employees all through the day will add to the overall safety of the neighborhood. Many of the businesses in the immediate vicinity welcome such a development and are excited about the positive impact of the development on their businesses.

Impact statement:

The addition of this hotel to the downtown Milwaukee area will have a significant impact on the downtown area and the city of Milwaukee as a whole. While, the downtown area has many attractions such as the Bradley Center, the Performing arts centre and an active night life in the water street area, downtown Milwaukee has very few hotels in the mid price range catering to middle class families and traveling businessmen. This hotel aims to serve precisely those travelers. Currently such travelers have limited choice of hotels in the downtown area and for the most part are forced to stay either in Brookfield or in the immediate vicinity of the Milwaukee Airport.

Currently the Bradley center hosts 41 Milwaukee Bucks games a year, 21 Marquette golden eagle games a year and about 12 concerts per year. May of the attendees for these events travel to Milwaukee form the counties outside of Milwaukee County and have expressed interest in spending the night in the area if they could afford such a hotel in the immediate area. Most of the rooms in this hotel will be priced in the \$60 to \$75 range

and will be one of the very few hotels offering rooms in that price range. This will bring new economic activity to the downtown and Bronzeville area.

The restaurant combined with conference rooms with picturesque views of downtown Milwaukee makes it a viable venue for corporate meetings and family reunions. This will also bring such activities to the downtown Milwaukee area and have a positive impact on the economy of downtown Milwaukee.

Existing building:

The existing building formerly known as the Jackson center nursing home for the mentally disabled is a 30,000 Sqft. brick and concrete block building built in 1968. The Nursing home was in operation until 2002 and the building has remained unoccupied since. The existing building consists of four floors with the fourth floor exclusively for mechanicals (Exhibit c-10)

Immediate Neighborhood:

Immediately to the north of the building is a community based residential facility. To the east are single family homes, two family homes and townhouse condominiums. To the west across the street is a multistoried home for seniors. To the south of the lot is a vacant lot (Exhibit c-10).

This development is centrally located in between the Bronzeville redevelopment district and the downtown area. The Vineyard Park development is scheduled to be undertaken in the near future immediately across from the hotel on Sixth and vine streets. These two developments will help bridge economic activity between Bronzeville and the downtown Milwaukee area.

Proposed conversion:

First Floor: The existing building will be converted to a hotel consisting of 18 rooms, a front lobby area and a breakfast area on the first floor. The first floor will also house the front lobby, the offices, a vending area and a utility room (Exhibits c-11 and c12).

Second and Third Floors: The second and third floors will each consist of 21 guest rooms, a vending area, and a guest laundry (Exhibits c-11 and c12).

The Fourth Floor: The fourth floor will consist of 10 guest rooms, 2 conference rooms, and restaurant. The fourth floor will also have a rooftop garden (Exhibits c-11 and c12).

Setbacks and space between structures:

The entire development will consist of a single structure. The exterior of the existing structure will be, for the most part left intact as it stands today. A structure will be added to the south end of the building to provide for a new elevator that will meet current codes. Setbacks on existing structures will remain as they currently are. All new construction will meet setback requirements. (Exhibits c-4, c-11, c12 and an axonometric view). All existing sidewalks shall remain as they are. All setback areas shall be landscaped and used only for recreation, direct access and utilities (exhibit c-6).

Open spaces: All open spaces will be will be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreational facilities will be coordinated with the overall development of the project (exhibits c-4 and c-7)

Landscaping: All existing landscaped areas will remain landscaped with the exception of the driveway approaches from Sixth st. and Vine st. Additional landscaping will be incorporated on the fourth floor rooftop which will exceed the area lost due to the driveway approaches (exhibit c-7). All existing landscaping will be replaced with new landscaping with the exception of large trees adjacent to the parking lot.

All vegetation will be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All vegetation will be maintained on an ongoing basis, including seasonal tree and plant replacement.

Lighting:

All lighting will be compliant with section 295-409 of lighting regulations as applicable.

Utilities:

The existing power lines are above ground along the alley. All new utility runs will be installed below ground or be screened from view (exhibit c-6)

Screening:

Screening will be accomplished with creative use of landscaping, be consistent with the overall development and to enhance the overall appearance of the neighborhood (exhibit c-7)

Signs:

One sign will be installed on the structure to be added and another monument sign will be added in the southwest corner of the lot and will be illuminated (Exhibit c-8 and rendering).