



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

February 15, 2021

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

Dear Committee Members:

File No. 201136 relates 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.

This zoning change was requested by New Era Development Group, LLC and will allow the development of a hotel on the site, which was previously freeway right-of-way land owned by the Wisconsin Department of Transportation and deemed surplus to be sold for private development. The proposed 4-story WoodSpring Suites extended stay hotel will have 122 rooms and 130 surface parking spaces. The hotel will be accessed from West Park Place and a pedestrian connection will be provided from the hotel to a public street adjacent to the site in the future if a public sidewalk is constructed.

The exterior of the 12,425 sq. ft. hotel building will be a combination of brick and cementitious siding in multiple earth tone colors. The first floor, flat roof ends-caps, and center entrance elements will all be brick, with the other portions of floors 2 through 4 comprised of siding. The hotel will also include white vinyl windows and have an extended entry canopy at a prominent height a clear anodized aluminum frame, windows and doors. Proposed signage includes four wall signs (18" and 16" channel-lit letters with a square-footage not to exceed approximately 120 sq. ft.) and two freestanding signs (one 14 foot tall monument sign on the southern property boundary and a second monument sign on the northeast corner of the site). All signs will be Type A.

On February 15, 2021, the City Plan Commission held a virtual public hearing where the development team and architect presented their proposed plans for the site. Commissioners asked a number of questions about the details of the building design, including the color scheme, siding materials, window materials, and stormwater management plan. Commissioners also asked about market analysis, job creation, and aldermanic outreach. Nobody from the public spoke in opposition to the zoning change. Since the proposed hotel use on this newly created development site is consistent with the commercial uses adjacent to the site and is consistent with the recommendations of the Northwest Side Plan, the City Plan Commission at its meeting on February 15, 2021 recommended approval of the subject file conditioned on the applicant submitting final exhibits that incorporate comments previously provided by staff and included within the staff report, as well as two additional conditions recommended by commissioners: 1. The applicant working with staff prior to ZND to determine whether an alternative window material, such as fiber glass, is achievable in lieu of the currently proposed vinyl, and 2. The applicant exploring options to incorporate additional sustainable and green infrastructure elements into the landscape plan prior to submission of final exhibits.



Sincerely,

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

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Dodd