

**Exhibit A**  
**File No. 201136**  
**Detailed Planned Development known as New Era Development Hotel**  
**at the Southeast Corner of N. 124<sup>th</sup> Street and W. Bradley Road**  
**March 5, 2021**

**Previous File History**

The parcel to be rezoned was previously freeway right-of-way land owned by the Wisconsin Department of Transportation and deemed surplus to be sold for private development. Owned by the State, it is currently tax exempt but it will become fully taxable once acquired by the applicant New Era Development, LLC. As former right-of-way, the parcel did not have a zoning classification but currently is classified pursuant to the City's default zoning RS-2. The parcel was created by Certified Survey Map (CSM) as approved by the Common Council on June 16, 2020. As part of purchasing the land, New Era Development is applying for Detailed Planned Development District zoning approval for a new extended stay hotel on the site.

**Project Summary**

New Era Development proposes a 4-story, 122-room WoodSpring Suites extended stay hotel at the southeast corner of N. 124<sup>th</sup> Street and W. Bradley Road. The parcel is bounded by Bradley Road to the north, Park Place to the east, 124<sup>th</sup> Street/State Highway 145 to the west and the I-41 off-ramp to the south. The site slopes to the southeast and there is approximately 23 feet of elevation drop from the northwestern corner of the site to the southeastern corner of the site.

WoodSpring Suites is the leading extended stay hotel brand in the country, with 367 hotels currently open or under development. The brand is part of Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest and most reputable hotel companies.

New Era Development has developed 8 successful WoodSpring Suites locations, in addition to a broad portfolio of other development projects. New Era Development's commitment to the safety and security of its hotel guests and the surrounding community has received commendation from local officials across the country. New Era Development was voted the 2019 Best in Brand of WoodSpring Suites operators by Choice Hotels.

At the new WoodSpring Suites, each room will be a suite with (i) a kitchenette, (ii) chairs or sofas, desk/table for working and eating; and (iii) pet-friendly rooms with dog-and cat-friendly policies. The hotel guests also enjoy free cable TV, free basic wi-fi, a welcoming guest lobby, fitness center access, and onsite laundry and vending facilities. Many of our guests are business travelers on temporary work assignments, particularly in the medical staffing, construction, engineering, education and telecommunication industries. Other guests are typically those managing transition whether the guests are transitioning between homes, managing a home renovation project or restoration after fire or weather damage, visiting relatives, or vacationing for an extended visit.

Located within a freeway interchange node, the surrounding uses in the area are typical for a major thoroughfare corridor including large format retailers, other commercial uses, multi-tenant office buildings, churches and park land. The proposed Detailed Planned Development District zoning is

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consistent with the zoning classifications for many of the surrounding commercial properties and hotels are permitted uses in all of the City’s base commercial zoning districts.

**District Standards (s. 295-907):**

Uses:	Hotel, commercial
Design standards:	Designed with a modern look with flat roof accent features in multiple earth tone colors from the palette, the new commercial building will have quality brick and cementitious siding exterior elements. The building materials have been updated in response to staff comments and the siding will be either HardiePlank or Nichiha siding. The building will feature an extended entry canopy at a prominent height to draw guests to the main entrance and clear anodized aluminum frame windows and doors.
Density (sq. ft. of lot area/dwelling unit):	125,888 sq. ft. lot / 12,425 sq. ft. building
Space between structures:	Since there will only be one building on the parcel, the location of the building will comply with applicable code provisions.
Setbacks (approximately):	North: 71 ft. South: 118 ft. East: 115 ft. West: 80 ft.
Screening:	The Landscape Plan for the parcel is illustrated in Sheets L100-103. As part of the site development, the existing minimal vegetation will be removed and the professionally-designed plan will be installed that will exceed the City of Milwaukee code requirements. This Landscape Plan achieves the required screening through the combination of shrubs, beams, and trees, and will be properly maintained in compliance with the City of Milwaukee screening requirements.
Open space:	Open spaces will have grass/seed and landscaping per the Landscape Plan. New Era Development will maintain open spaces on the parcel so as to not create a nuisance or hazardous condition. Open space locations and the accompanying landscape plan are shown on the Landscape Plan (Sheets L100-103).
Circulation, parking and loading:	<p>Pedestrian access and accommodations: A bicyclist and pedestrian connection to the West Park Place right-of-way will be to the east of the site and the development will include wayfinding signage as part of the route within the site. The hotel guests, visitors, and employees will be able to use Park Place to connect to the existing bike/ped trail that is on the north side of Bradley Road. The development will also accommodate a future walkway to the north to a future City sidewalk along Bradley Road.</p> <p>Welcoming landscaped areas with seating are placed at the rear entrance including a 10.5 ft. x 10.5 ft. pergola (9+ ft. high) for guests,</p>

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	<p>visitors and employees. An open lawn space is located at the northeast corner of the building</p> <p>Automobile access and parking: Driveway connection to West Park Place, with parking on each side of the building.</p> <p>Bicycle parking: Seven (7) inverted U-style bike racks will be conveniently located on the east side of the building between the front door and the north entrance to the building. Additional bicycle storage for guests and employees will be located inside the hotel in designated locations in the north and/or south ends of the building on each of the second, third and fourth floors (where bikes may be locked to interior racks securely anchored to the building).</p> <p>Loading: Delivery vehicles will load/unload near the building on site and will not park in the street.</p>
<p>Landscaping:</p>	<p>Proposed Landscaping: See Landscape Plan at Sheets L100-103. As part of the site development, the existing minimal vegetation will be removed and the professionally-designed plan will be installed that will exceed the City of Milwaukee code requirements. The north and west sides of the site include traditional “street frontage” landscape elements. In response to additional staff comments following the Plan Commission meeting and its approval conditions, eight (8) additional trees have been added to the site to line the entry drive off of West Park Place. The addition of these trees further frame and define the entry to the site. The design approach for the east and south sides of the site include a native, non-mowable seed mix that ties into the rugged natural portions of the site, particularly the storm water basins that serve as sustainable and green infrastructure elements.</p> <p>All required vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p> <p>The landscaped areas will include seating for guests, visitors and employees placed at the rear entrance including a 10.5 ft. x 10.5 ft. pergola. A landscaped lawn space is located at the northeast corner of the building.</p> <p>Due to the existing site topography and the necessary vehicular access point to West Park Place at the east, retaining walls are necessary to develop the project. The retaining walls will be constructed of Versa-lok (or similar) retaining wall standard block in a neutral tone. The north wall along Bradley Road will not exceed six (6) ft. in height; the project site will be the low side so the wall will not be visible from Bradley Road. The south wall will not exceed</p>

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	<p>four (4) ft. in height; the project site will be the low side and the wall will be minimally visible from westbound Bradley Road. The walls will not have looser joints or an uneven pattern.</p> <p>The site landscape is designed so the maintained lawn areas are adjacent to all curbed areas, and native non-mowable seed mixes cover the remaining utilitarian and retaining features of the site.</p> <p>The existing site or interim condition will be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.</p>
<p>Lighting:</p>	<p>The proposed lighting will include cutoff fixtures. The height and location of the parking lot light poles will comply with the applicable code provisions so as not to exceed any limitations for illumination at the property lines.</p>
<p>Utilities:</p>	<p>There is an existing 8” sanitary sewer to the north in Bradley Road. While the project site is not in the current service area for this sewer, New Era Development’s recent correspondence with the City indicates that there should be sufficient capacity in the sewer to service the proposed hotel development and the hotel development could connect to the sewer with a private sewer lateral run to the north across Bradley Road.</p> <p>There is also an existing 16” diameter water main that can be tapped with a private water service lateral to provide service for the proposed hotel development.</p> <p>On-site storm water management will meet WDNR, City and MMSD storm water management requirements for peak flow control, storm water treatment, and storm water infiltration. As a newdevelopment, the site soils will need to be evaluated for storm water infiltration. The intent of the storm water design is to give a nod to the rugged natural portions of the site as they represent more utilitarian features with basin plantings comprised of a native seed mix.</p> <p>All new utility lines will be installed underground. See Utility Plan Sheet C300.</p>

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<p>Signs (type, square footage, quantity and placement):</p>	<p>Signs will be developed in accordance with the Sign Plan package and as also shown on the elevation plans (4 wall signs) and Site Plan (2 free standing monument signs with base landscaping).</p> <p>Freestanding signs: One 14 ft. tall monument sign to be located in southwest corner of property with a signage area not to exceed 150 sq. ft. and one 8 ft. tall monument sign to be located on northeast corner of property (signage area measuring 4’-6 7/16” x 5’-6 1/8”; actual square footage of signage area: 24.31, boxed square footage of signage area: 25.00 sq. ft.).</p> <p>Building wall signs: Four signs, one on each exterior side of building as follows:</p> <p style="padding-left: 40px;">Front/Rear: 18” Channel Letters, overall height 5’11”, overall length 20’-3 11/16” – actual square footage: 35.34 sq. ft., boxed square footage: 120.16 sq. ft.)</p> <p style="padding-left: 40px;">Sides: 16” Channel Letters, overall height 5’-3 1/8””, overall length 18’-0 5/8” – actual square footage: 27.92 sq. ft., boxed square footage: 94.94 sq. ft.)</p> <p>Temporary signs: N/A</p> <p>Other signs: various wayfinding, handicap parking and other code-compliant and/or operational signage.</p> <p>Illumination: All signs will be internally illuminated as shown on the Sign Plan.</p>
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**Site Statistics:**

Gross land area:	125,888 sq. ft.
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 12,425 (9.9 % of site)
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 48,775 (38.7 % of site)
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 64,688 (51.4 % of site)
Max proposed dwelling unit density (lot area per dwelling unit):	N/A
Proposed number of buildings:	1

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Max dwelling units:	122 hotel rooms in building
Bedrooms per unit:	1 bedroom per hotel room
Parking spaces provided (approx):	Automobile spaces: 130 (7 ADA spaces, 123 standard spaces) Ratio per hotel room: 1.06 Bicycle spaces: 14 (outdoor); 6 (indoor) Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).

**Time Limit on Zoning:**

Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to GPD at that time unless the criteria identified in 295-907-c-11-a and -b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.