

**FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION WITH CONNECTION TO CASINO**

**DETAILED PLAN OF DEVELOPMENT- THIRD AMENDMENT
PROJECT DESCRIPTION AND OWNER’S STATEMENT OF INTENT**

June 19, 2017

(Common Council File No. 170284)

I. COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS

The Forest County Potawatomi Community (the “Tribe”) requests that the zoning of the existing Detailed Planned Development District (“DPD”) property at and around 1611 and 1721 West Canal Street be amended in accordance with this submission. The Tribe intends to continue redevelopment of its Menomonee Valley facilities by constructing a second guest room wing on the hotel building’s existing foundation at 1611 W. Canal Street and adding a four-level infill structure south of the existing hotel that connects the hotel and the casino.

The existing DPD zoning was created by the ordinance adopted by the Common Council in Common Council File No. 111296. That ordinance was the subject of a minor modification by a resolution approved by the Common Council on April 30, 2013 in File No. 121720 and then modified again by the Second Amendment to the DPD approved by the Common Council in Common Council File No. 130454.

This Owner’s Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitutes and supports the detailed development plan:

Plan Sheets

Sheet Index

- DPD-1 COVER SHEET/VICINITY MAP/SHEET INDEX
- DPD-2 BOUNDARY AND TOPOGRAPHY SURVEY
- DPD-3 PROPOSED PROJECT BOUNDARY DESCRIPTION
- DPD-4 EXISTING FACILITIES SITE PLAN
- DPD-5 PROPOSED FACILITIES SITE PLAN
- DPD-6 PROPOSED HOTEL UTILITY PLAN
- DPD-7 PROPOSED HOTEL GRADING PLAN
- DPD-8 PROPOSED HOTEL LANDSCAPE PLAN
- DPD-9A PROPOSED NORTH BUILDING ELEVATION – HOTEL
- DPD-9B PROPOSED EAST BUILDING ELEVATION – HOTEL
- DPD-9C PROPOSED SOUTH BUILDING ELEVATION – HOTEL
- DPD-9D PROPOSED HOTEL PERSPECTIVE
- DPD-10 PROPOSED SITE SIGNAGE AND DETAILS PLAN

Exhibit A Statistical Sheet

Exhibit B Site Photographs

II. OVERALL DEVELOPMENT CONCEPT

1. Existing Conditions:

The Tribe operates a casino and a bingo hall at 1721 West Canal Street in a 3-story building (ground level, mezzanine and 2nd level) that opened in October of 2000 with a major expansion completed in 2008.

That facility contains approximately 772,900 total gross square feet and includes casino space, six restaurants, two bars, a bingo hall, a theater and meeting rooms, as well as valet parking, support spaces such as offices, employee spaces, kitchens, storage, docks, and warehouse.

The casino is served by three parking structures located south of West Potawatomi Circle (formerly Pittsburgh Avenue) and several surface parking lots. The total existing structured parking capacity (including valet parking) is approximately 4,958 vehicles. The total existing surface parking lot capacity is 697 vehicles.

In addition, the Tribe currently operates a high-end luxury hotel on the parcel of land located at 1611 West Canal Street. The hotel includes a mix of standard rooms and larger suites. The hotel is joined to the Tribe's casino by a two story connecting structure.

The existing hotel is a 19 story, 381 room facility that supports the existing casino by providing overnight accommodations for out of town guests. The existing hotel footprint covers 30,778 square feet and the existing hotel tower reaches a height of approximately 297 feet at the 19th floor level, although the total height of the structure, considering roof-top facilities, elevator shaft overrun and decorative features, is approximately 360 feet above grade. The hotel offers various amenities, which include the following: a full service restaurant, lobby bar, a coffee shop, additional meeting rooms and exercise facilities. There is guest valet drop-off and pickup under a covered porte cochère at the hotel front door. Guest vehicles exit the porte cochère onto West Potawatomi Circle (former 16th Street). Valet parking is available to hotel guests. The existing hotel has three dedicated loading dock positions that supplement the existing casino service docks.

The hotel tower is clad in a high quality storefront panel system that consists of white metal panels and floor to ceiling height windows. The exterior of the hotel podium levels one through three complements the existing casino's high quality building materials and consists of a combination of full height glazing, brick, precast and metal panels, similar to the casino's materials.

Operation of the hotel is closely coordinated with operation of the Tribe's casino, and focuses on attracting new overnight visitors from outside of the Milwaukee metropolitan area who would not otherwise be staying overnight in the city.

The hotel was constructed entirely on land which is owned in fee by the Tribe (although the connector to the casino occupies land owned by the United States in trust for the Tribe). For this reason, the hotel is fully subject to municipal property taxes and municipal ordinances of general application.

Parking requirements for the hotel are accommodated on site. The total parking capacity for the overall GPD property is approximately 5,655 cars. On-street parking will not be necessary.

2. Proposed Project:

The Tribe proposes to develop a second guest room wing on the hotel building's existing foundation on the parcel of land located at 1611 West Canal Street. An infill area to the east of the existing hotel tower and to the south of the new guest room wing will be tied to the existing casino and hotel. The additional guest room wing will include a mix of standard rooms and larger suites. The Tribe proposes setting the maximum number of rooms within the entire hotel at 580 rooms.

The proposed second guest room wing will be a 19-story, 119 to 179-room facility that will support the existing casino by providing additional overnight accommodations for out-of-town guests. The existing hotel footprint covering 30,778 square feet will remain unchanged and the second guest room wing will reach a height of approximately 297 feet at the 19th floor level, although the total height of the structure considering roof-top facilities, elevator shaft overrun and decorative features will be approximately 360 feet above grade. The new infill area will offer various amenities which may include the following: additional meeting rooms, banquet/pastry kitchens, support spaces, mechanical/electrical service area spaces, a spa and a connection between the second guest room wing and the casino. One additional loading dock will be constructed at the street level on the east end of the infill area. This dock will be sized to accommodate semi-trucks.

The second guest room wing will be clad in the same high quality store front panel system as the existing hotel tower.

Operation of the second guest room wing will be fully integrated with the existing hotel and closely coordinated with operation of the Tribe's casino. The expanded Potawatomi Hotel will continue to focus on continuing to attract additional new overnight visitors from outside of the Milwaukee metropolitan area who would not otherwise be staying overnight in the city.

The additional guest room wing will be constructed entirely on the 1611 West Canal Street site, which is not Tribal trust land (although the contemplated infill area to be constructed between the second guest room wing and the casino will be on land owned by the United States in trust for the Tribe). For this reason, the additional guest room wing will be fully subject to municipal property taxes and municipal ordinances of general application.

Parking requirements for the additional guest room wing will be accommodated on site. The parking structure completed in 2015 was originally planned to be 2 stories with approximately 481 parking spots. However, those original plans were modified and it was actually built with six stories with 1,309 parking spots. These additional spots will accommodate the additional guests expected due to the second guest room wing.

The Potawatomi Hotel and Potawatomi Bingo Casino employ approximately 2,665 people, more than half of which are racial and ethnic minorities. The proposed project will add approximately 50 more full-time employment positions. Many Potawatomi Hotel and Potawatomi Bingo Casino employees come from the surrounding neighborhoods in Milwaukee. The proposed project will continue to help to restore the Menomonee Valley to its historical role as a place of stable employment for families in the surrounding neighborhoods.

The boundary of the District is shown on Sheet DPD-3 and is unchanged from the boundary shown in the First Amendment to the DPD.

3. Permissible Uses:

Permissible uses are shown in the GPD submission in Common Council File No. 111295 (see Section II.3 and Sheet GPD-5).

4. Storm Water Management

A comprehensive storm water management plan (“SWMP”) was prepared for the site to address City of Milwaukee and Milwaukee Metropolitan Sewerage District storm water rules and ordinances. The second guest room wing and infill area were anticipated in the comprehensive SWMP. An amendment to the SWMP will be submitted for the project contemplated herein. Storm water management facilities may include pervious pavements, biofiltration basins, surface, aboveground, and underground storm water storage, proprietary storm water treatment devices, and other Best Management Practices (BMPs) designed to meet storm water quantity and quality control criteria.

III. COMPLIANCE WITH STANDARDS

The proposed amendment to DPD development zoning complies with, or varies from, the standards prescribed by Section 295-907 of the Milwaukee Code of Ordinances in the following respects:

A. Size (295-907.2.c-1-a.)

The Forest County Potawatomi Legacy District area subject to the DPD is approximately 1,068,437 square feet (24.53 acres).

B. Density (295-907.3.c.)

Not applicable.

C. Space Between Structures (295-907.3.d.)

The location of structures will comply with applicable provisions of Section SPS 361.05, Wis. Admin. Code, adopting the International Building Code with modifications as set forth in Chapter SPS 362, Wis. Admin. Code. The new infill area and the second guest room wing will be connected to existing buildings, leaving no vacant space between any of the structures.

D. Setbacks (295-907.3.e.)

The infill building will align with the Casino's existing east wall which is 1'-7" from the east property line and 10'-6" from the curblineline of West Potawatomi Circle. The setbacks for the second hotel wing are not applicable, as this structure will be set on top of an existing structure.

Proposed standards for façade and landscaping treatments for street edges within the site were established in the GPD. The setbacks are defined below for each façade treatment. Refer to GPD Sheet GPD-6 for the location of the treatments.

Principal Façade is defined as the public façade designed in accordance with the City of Milwaukee Urban Design Guidelines. The Principal Façade areas have setbacks from the property line of a minimum of zero feet, to a maximum of 30 feet. Setbacks for proposed improvements are shown on Sheet DPD-5. The Principal Façade areas have pedestrian and vehicular entrances designed for the public, as well as for deliveries. The Principal Façade has landscaping and streetscape treatments designed to enhance the pedestrian experience including special lighting, street trees, planting beds, benches, directional signage, and cultural related features on the building façade and within the pavement. There are also canopies and seating areas at the entrances and valet parking drop off areas.

Secondary Façade is defined as the area not generally exposed to significant public contact. Secondary Façade areas are associated with the back of building areas, parking structures, utilities, materials management facilities facing the interiors of the project site, and pedestrian and vehicular access points that will not be used by the public. Some parking structure façades are partially open for ventilation purposes.

Existing Façade will generally remain as is, but may have landscape improvements to improve the pedestrian experience, where appropriate.

Surface Parking – Primary, is defined as the areas of surface parking adjacent to the right-of-way. These areas have already received landscape treatments as

specified in III.E, below, which generally include regularly spaced trees and a continuous base of shrubs.

Surface Parking – Secondary, is defined as the areas of surface parking adjacent to adjoining properties. These areas have landscape treatments as specified in III.F and III.H, below. Open space areas adjacent to the right-of-way and adjoining properties have landscape treatments as specified in III.F and III.H, below.

E. Screening (295-907.3.f.)

Urban Landscape Treatment is used as a landscape buffer along all streets. Screening of surface parking and circulation facilities is comprised of regularly spaced trees and continuous base shrubs, and includes fencing that creates a barrier, but is not a visual screen. Plantings create a continuous edge of plants, but the eye level zone is mostly open, to allow for surveillance between parking lots and streets. Facilities such as mechanical equipment or enclosures, dumpsters, and other trash collection equipment, are screened per Section 295-405.1.b-7, Type “G” Landscaping (object screening), wherever these facilities are visible to the public. Fencing and walls are in accordance with Table 295-405.1-c, Fence/Wall and Landscaping Requirements for Landscape Types, and Section 295-405.1.c-5.

F. Open Spaces (295-907.3.g.)

Open spaces are shown on Sheet DPD-5. Open spaces include facilities for storm water management, pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing; information features such as signs or kiosks; lighting, shielded so as to not cause glare on adjoining streets and residences; and decorative enhancements, such as flagpoles, artwork, or water features. Landscaping and screening in open spaces is maintained so as not to create a nuisance or hazardous condition.

G. Circulation Facilities (295-907.3.h.)

The general location of circulation facilities is identified on Sheet DPD-5. Access to this facility is controlled. Parking and loading facilities are located near the uses they support and are adequately screened. The existing pedestrian entrance at the Hotel’s existing Porte Cochere, along with the existing Casino entrances (and one relocated east Casino entrance), will serve the second guest room wing of the hotel.

H. Landscaping (295-907.3.i.)

Site landscaping standards conform to Section 295-405, Milwaukee Code of Ordinances; and are of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). Surface parking and circulation facilities will be landscaped and screened as specified in III.E above. Open spaces will include the uses and related landscape standards as specified in III.F, above. Landscaping will

meet or exceed the requirements of Section 295-405.1.c, for planting materials, fencing and walls, and berms. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-405.1.c-8.

I. Lighting (295-907.3.j.)

New building lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting will be shielded so as not to cause glare on adjoining streets, or light escape to nearby residences.

J. Utilities (295-907.3.k.)

All new utility lines will be installed underground. New transformers and substations will be installed within buildings or will be otherwise screened from view

K. Signs (295-907.3.l.)

New internally illuminated “POTAWATOMI” exterior letter signs may be located near the top of the north and/or south side of the second guest room wing façades, similar to the two existing POTAWATOMI signs on the east and west tower facades of the existing Hotel. The length of these signs may equal the length of the building wall to which they are attached and their height may be up to 15 feet. An additional loading dock sign may be installed near the new loading dock.

The existing Main Entrance sign is a monument sign, located on Canal Street, at the northeast corner of the site. It has a 2-foot tall masonry base, a 15-foot long, 3-foot high sign panel, two sided, metal, externally or internally lit, with a 16-foot tall decorative lantern.

Large existing signs with individual internally illuminated letters are mounted at or near the top of the existing hotel tower. The length of the existing sign is approximately equal to the length of the building wall to which it is attached and the height of the letters is approximately 15 feet.

There are existing monument signs at key locations around the site that provide directional information. The existing signs range in height from 4.5 feet to 8 feet, and in width from 2.8 feet to 4 feet. These signs are internally or externally lit. Some existing signs are located in the right of way, or off-premise, and were previously approved by the City.

There are existing pole mounted signs for directional and other information that serve other functions, such as, decorative lighting and flag poles.

Informational signage is provided at entrance canopies and at parking structure entrances and exits.

The signage program is shown on Sheet DPD-10. The signage program may include any or all of the following: the Main Entrance sign, signs atop the hotel, one LCD display board sign, directional signs, identification signs, decorative lighting features, pole mounted signs, informational signs, and canopy signs.

Final signage plans for any new or modified signage will be submitted to DCD staff for review.

During construction, there will be temporary signs, generally mounted on fencing, but in some cases free-standing, identifying the project and its designers and builders, providing information regarding deliveries and providing safety and directional information for the ease of contractors and suppliers, as well as casino employees and patrons. The location of these signs will change as the work progresses. There will be one or two project identification signs of up to 64 square feet each. There may be up to 20 smaller signs, all of which, taken together, shall have a total area of no more than 200 square feet. They will be neatly lettered, securely mounted and well-maintained.

L. Survey (295-907)

The Survey, Sheet DPD-2, shows existing topography within the project areas at 1-foot intervals.

IV. “STATISTICAL SHEET” INFORMATION

Section 295-907.2.c-1 of the Milwaukee Code of Ordinances provides that this Owner’s DPD Project Description contain a statistical sheet setting forth specific information on the project. The pertinent information required under this Section is set forth on the Statistical Sheet attached hereto as Exhibit A. Site photographs are attached hereto as Exhibit B.

EXHIBIT A
DETAILED PLAN DEVELOPMENT STATISTICAL SHEET
FOREST COUNTY POTAWATOMI LEGACY DISTRICT

		Current/Proposed Areas	Current/Proposed %
2.b-1-a	Gross Land Area	<u>970,117 sf 22.27 ac / 970,117 sf 22.27 ac</u>	<u>100% / 100 %</u>
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings	<u>310,000 sf 7.11 ac / 326,178 sf 7.35 ac</u>	<u>32% / 33%</u>
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	<u>460,000 sf 10.56 ac / 455,170 sf 10.45 ac</u>	<u>47% / 47%</u>
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Open Space	<u>105,000 sf 2.41 ac / 89,915 sf 2.06 ac</u>	<u>11% / 9%</u>
2.b-1-e	Total Area Devoted to Non-Residential Uses	<u>970,117 sf 22.27 ac / 970,117 sf 22.27 ac</u>	<u>100% / 100%</u>
2.b-1-f	Proposed Number of Buildings	<u>3</u>	
2.b-1-i	Parking Spaces Provided (including surface parking and parking in structures), and ratio per thousand square feet of building area	Surface = 697 Structured = 4,958 Total = 5,655 Number of cars per 1,000 square feet of building area = 20	
	Proposed Maximum Number of Hotel Rooms	580 Rooms	

EXHIBIT B
FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION
DETAILED PLAN DEVELOPMENT



Looking north on W. West Potawatomi Circle. Proposed project will be on the left, set back from the currently visible façade.

EXHIBIT B
FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION
DETAILED PLAN DEVELOPMENT



Looking southwest from W. Potawatomi Circle, at the Potawatomi Hotel and Casino parking structure. The south façade of the guest room wing addition will be visible from this structure.

EXHIBIT B
FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION
DETAILED PLAN DEVELOPMENT



Looking east, across W. Potawatomi Circle, from the location of the proposed infill building.

EXHIBIT B
FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION
DETAILED PLAN DEVELOPMENT



Looking southeast along W. Potawatomi Circle from a point adjacent to the proposed guest room wing addition.

EXHIBIT B
FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL ADDITION
DETAILED PLAN DEVELOPMENT



Looking North, at W. Canal Street, west of W. Potawatomi Circle. The north façade of the guest room wing addition will be visible from this location.

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