



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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July 20, 2017

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

Dear Committee Members:

File No. 170284 relates to the Third Amendment to the Detailed Planned Development (DPD) known as Forest County Potawatomi Legacy District, Phase 1, for construction of a second hotel wing on the existing Potawatomi Hotel building and connection to the casino on land located on the south side of Canal Street, west of West Potawatomi Circle, in the 8th Aldermanic District.

This zoning change was requested by the Forest County Potawatomi Community and will allow a second room wing to be added to the existing hotel. In 2012, zoning was approved for a 19-story, 381 room hotel and ancillary uses. This expansion will include a 19-story, 119 to 179-room hotel wing that will sit atop the existing hotel podium and attach to the existing hotel. To the south of the new guest room wing will be an infill area between the casino and hotel, which will house various amenities which may include additional meeting rooms, banquet/pastry kitchens, support services, mechanical/electrical service area spaces, a spa and a connection between the second guest room wing and 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. Parking for the additional guest room wing will be accommodated within the recently expanded, 1,309 space parking structure. The existing pedestrian entrance at the hotel's existing Porte cochere, along with the existing casino entrances (and one located east casino entrance) will serve the second guest room wing of the hotel.

Similar to the existing hotel, new internally illuminated "POTAWATOMI" exterior letter signs may be located near the top of the north and/or south sides of the second guest room wing facades. 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. During construction, there may be up to 2 project identification signs of up to 64 sq ft each, and up to 20 smaller signs to provide information regarding deliveries and providing safety and directional information to employees. The total square footage of these signs will not exceed 200 sq ft.

On July 17, 2017, a public hearing was held and at that time, a representative of Executive Building Advantage spoke in support of the file, stating that this project would create many jobs. Since the proposed amendment is consistent with the previously approved DPD and recommendations of the Menomonee Valley Comprehensive Area Plan, the City Plan Commission recommended at its regular meeting on July 17, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Donovan

