



Department of City Development

City Plan Commission
Neighborhood Improvement
Development Corporation
Redevelopment Authority

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

September 16, 2011

Mr. Randy Bryant, Chairman
Historic Preservation Commission
Office of the City Clerk
200 East Wells Street
Milwaukee, WI 53202

RE: Marriot Milwaukee, 319 East Wisconsin Avenue

Dear Chairman Bryant & Commissioners:

We understand that the Historic Preservation Commission will discuss the Marriott Hotel project at its meeting on September 19th. This letter is provided to the Commission to review what has happened regarding this project since the Commission took action on January 10, 2011.

You will recall that, at the January 10 meeting, the Commission approved the issuance of a Certificate of Appropriateness (COA) for the demolition of buildings within the East Side Commercial district, and the issuance of a COA for construction of a new building for the Marriott project. The Commission's approval of the COA for the new building was conditioned upon the developer providing a setback of at least 15 feet for the area beyond the datum line of the McGeough building.

The applicant for the COA, Jackson Street Management, LLC (a Wave Development, LLC affiliate), appealed the setback condition regarding the new building COA to the Common Council. On January 19, 2011, the Council, by resolution 100877 (copy **attached**), granted the appeal, allowing for the demolition of the buildings and the new construction in accordance with the plans reviewed by HPC at its January meeting.

Specifically, regarding the demolition, the Council resolved that Wave's "COA rights for demolition remain in force and in place." Regarding the new construction, the Council resolved, "with respect to the COA for new construction" that "the HPC's setback condition concerning the new construction is eliminated."

Additionally, the Council authorized City entry into a letter agreement establishing terms and conditions relating to financing and the hotel franchise agreement as a prerequisite for demolition of the existing buildings. A copy of the January 21, 2011 letter agreement that was entered is also **attached**.

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The letter agreement also indicated that the Department of City Development would be responsible for the review and approval of the developer's plans prior to a building permit being issued. In accordance with that provision in the letter agreement, DCD's planning staff has worked with the developers on details of the building facades along Milwaukee Street and E. Wisconsin Avenue.

DCD staff will be present at the Commission meeting to share the plans as they have evolved. Elevations of the most recent plan set dated July 11, 2011, which the developer intends to submit for building permits, are **attached**.

While the plans are generally consistent with those reviewed previously by the Commission, we note the following changes:

1) The hotel will continue to have approximately 200 guest rooms. The guest rooms will begin on the 2nd floor. This change results in the reduction of the tower height by one floor, for a total of nine floors plus the lower level parking area. The shorter building better relates to surrounding structures, per the East Side Commercial Historic District study report guidelines for new construction.

2) A significant portion of the extant Wisconsin Avenue building will be saved and remodeled. The 86-foot width and approximately 80-foot depth of the Wisconsin Avenue building are unchanged.

3) The Wisconsin Avenue façade and roof will not be demolished and rebuilt, but will be restored in place.

Overall, we believe that these changes improve the building design and its compatibility with other buildings in the historic district. Since a COA has not yet been issued for this project, we are asking that the Commission issue a COA based on the July 11, 2011 plan set at its September 19 meeting the new construction. The COA should either also allow the demolition, or a separate COA for demolition should be issued per the Commission's and Council's past actions. We look forward to providing you with an update and appreciate your support in moving this development forward.

Sincerely,



Martha Brown
Deputy Commissioner

Attachments