FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION

DETAILED PLAN OF DEVELOPMENT – SECOND AMENDMENT
PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT
August 2, 2013
(Common Council File No. 130454)

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 1721 West Canal Street be amended in accordance with this submission. The purpose of this amendment is to increase the size of the new parking structure to be built on the parcel located at 305 S. 16th Street, on the south side of West Potawatomi Circle (former W. Pittsburgh Avenue) and immediately west of S. 16th Street.

The existing DPD zoning was created by an ordinance adopted by the Common Council on April 28, 2012 in File No. 111296. This ordinance amended a previous DPD ordinance adopted on September 27, 2005 in Common Council File No. 050468. The April 28, 2012 ordinance was the subject of a minor modification by a resolution approved by the Common Council on April 30, 2013, in File No. 121720.

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

[In the index below, documents identified with "**[NEW]**" have been revised for purposes of this submittal from the versions included in the existing DPD. Those not so identified have not been changed for this submittal, but are nevertheless included for the sake of completeness. The file number of the Common Council action approving each of these unchanged items is given.]

Plan Sheets

Sheet Index

DPD-1 Cover Sheet / Vicinity Map/Project Team / Sheet Index [File No. 111296]

DPD-2 Boundary and Topographic Survey [File No. 111296]

DPD-3 Proposed Project Boundary Description [File No. 111296]

DPD-4 Existing Facilities Site Plan [File No. 111296]

DPD-5 Proposed Facilities Site Plan **[NEW]**

DPD-6A Proposed Hotel Utility Plan [File No. 111296]

DPD-6B Proposed Parking Structure Utility Plan **[NEW]**

DPD-7A Proposed Hotel Grading Plan [File No. 111296]

DPD-7B Proposed Parking Structure Grading Plan **[NEW]**

DPD-8A Proposed Hotel Landscape Plan [File No. 111296]

DPD-8B Proposed Parking Structure Landscape Plan **[NEW]**

DPD-9A Proposed Building Elevations – Hotel [File No. 121720]

DPD-9B Proposed Building Elevations - Hotel [File No. 121720]

DPD-9C Proposed Building Elevations - Hotel [File No. 121720]

DPD-9D Proposed Building Elevations - Hotel [File No. 121720]

DPD-9E Proposed Building Perspective - Hotel [File No. 121720]

DPD-9F Proposed Building Elevations – Parking Structure **[NEW]**

DPD-10 Proposed Site Signage and Details Plan **[NEW]**

Exhibit A Statistical Sheet **[NEW]**

Exhibit B Site Photographs [File No. 111296]

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. The Tribe is currently constructing a luxury hotel pursuant to the existing DPD zoning (File No. 111296, as modified by File No. 121720). The hotel is expected to open in the fall of 2014.

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

The casino is currently served by two parking structures located south of West Potawatomi Circle (formerly Pittsburgh Avenue) and several surface parking lots. The total existing structured parking capacity (including below-grade valet parking) is approximately 4000 vehicles.

The Potawatomi Bingo Casino employs approximately 2,500 people, more than half of whom are racial and ethnic minorities. The hotel project will add approximately 230 more full-time employment positions. Many Potawatomi Bingo Casino employees come from the surrounding neighborhoods in Milwaukee. The amendment now being proposed will provide for a substantially larger new parking structure to better serve the casino and the new hotel. The proposed project will help to restore the Menomonee Valley to its historical role as a place of stable employment for families in the surrounding neighborhoods.

2. Hotel Project:

The Tribe is currently building a luxury hotel on the parcel of land located at 1611 West Canal Street (the former home of Badger Railing). The hotel will include a mix of standard rooms and larger suites. The hotel will be joined to the Tribe's casino by a two story connecting structure. Design and construction (both exterior and interior) as well as operation of the hotel will mark it as a high-end, luxury facility.

The hotel will be an 18-story, 375-385 room facility that will support the existing casino by providing overnight accommodations for out of town guests. The hotel footprint will cover 32,960 square feet. The tower proper will reach a height of approximately 215 feet at floor level of the mechanical equipment penthouse on the 19th floor, although the total height of the structure, considering the mechanical penthouse and decorative features, will be approximately 268 feet above grade. The hotel will offer various amenities, which may include the following: a full service restaurant, lobby bar, a retail store, additional meeting rooms, exercise facilities, a bowling alley, spa, and an enclosed pool and entertainment club room and bar at the top of the hotel tower. There will be guest valet drop-off and pickup at the hotel front door. Guest vehicles will exit onto West Potawatomi Circle (former 16th Street). Valet parking will be available to hotel guests, and will use existing below grade parking beneath the casino, as well as space in the westerly existing parking structure. The hotel will have two dedicated loading dock positions that will supplement the existing casino service docks.

The cladding on the hotel tower above the 4th floor and on the west and south faces of the podium where they face the walls of the existing casino may be a synthetic Exterior Insulation and Finishing System ("EIFS") product. The cladding on the non-glazed portions of the east and north faces of the podium and on the pilasters and fascia on the 4th floor may be a cementitious panel system. The Tribe will retain the option to use the composite metal panel cladding depicted in the DPD approved in Common Council File No. 111296.

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

The hotel will be constructed entirely on the former Badger Railing site, which is not Tribal trust land (although the connector to the casino will occupy trust land). For this reason, the hotel will be fully subject to municipal property taxes and municipal ordinances of general application.

3. Proposed Project:

As mentioned above, the hotel is being constructed pursuant to existing zoning. The proposed project that is the subject of the present submittal is a six-story, cast-in-place, post-tensioned concrete parking structure with a gross floor area of approximately 576,000 square feet, having space for approximately 1,400 cars. The existing DPD provided for a smaller structure – four stories with approximately 481 stalls. The larger structure will better serve the needs of the casino and the hotel and help to assure that these facilities achieve maximum performance for the benefit of the Tribe and the community as a whole. The building will be constructed using precast exterior spandrel panels similar in color, finish and detail to those of the existing parking structures.

Parking requirements for the hotel and casino will be accommodated on site. The existing parking structures have a capacity of approximately 4,000 cars. The existing below grade valet parking structure accommodates 350 additional cars. Historically, surface lots in the development accommodated another 1,200± cars and were used primarily for employees and some overflow valet parking. Approximately 375 employee spaces have been removed due to construction of the Tribe's bio-gas electrical generating facility on the west end of the GPD property and another 70 surface spaces will be displaced by the new parking structure. However, these losses will be more than made up by the new structure. The total parking capacity for the overall GPD property will be approximately 6,211 cars. On-street parking will not be necessary.

4. Permissible Uses:

Permissible uses are shown in the GPD submission in Common Council File No. 111295 (see Section II.3 and Sheet GPD-5). Existing and proposed uses are further depicted on sheets DPD-4 and DPD-5.

5. Land Use Plan for the Menomonee Valley:

On August 10, 1998, the City Plan Commission adopted a Market Study, Engineering, and Land Use Plan for the Menomonee Valley as an element of the comprehensive plan of the City. This document (the "Menomonee Valley Plan") was approved by the Common Council on September 23, 1998, in File No. 980698, in a resolution providing that the Menomonee Valley Plan is to provide guidance and serve as a basis for decision making by the Common Council on land use and physical development issues.

A great deal has happened in the Menomonee Valley since adoption of the Menomonee Valley Plan. Indeed, many of its goals and recommendations have been realized. The 6th Street Viaduct has been rebuilt to provide an at-grade connection of 6th Street to Canal Street, the Marquette Playing Fields have been constructed on Canal Street, the Harley Davidson Museum has been built, Canal Street has been reconstructed and extended to Miller Park Way, new storm water parks have been constructed, a variety of new office, commercial and industrial buildings have been developed and, of course, the Tribe completed a new casino in 2000 and a major expansion of that casino in 2008. The Tribe's bio-gas facility is nearing completion of construction.

The Tribe is proud to have played a role in the extraordinary re-birth of the Menomonee Valley. We believe that the current project will constitute another step in its fulfillment. Indeed, the growth of Potawatomi Bingo Casino since the Valley Plan's adoption has been one of the driving forces behind the revitalization of the Valley as a whole that the Plan sought to bring about. The new hotel and parking structure will strengthen Potawatomi Bingo Casino as one of the economic engines driving the Valley, and will bring to the Valley and the City of Milwaukee as a whole a substantial influx of new visitors with all of the attendant economic benefits for the larger community.

6. Storm Water Management

A comprehensive storm water management plan will be provided for the site to address City of Milwaukee and Milwaukee Metropolitan Sewerage District storm water rules and ordinances. 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 DPD development rezoning 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.

D. Setbacks (295-907.3.e.)

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 will 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 will have pedestrian and vehicular entrances designed for the public, as well as for deliveries. The Principal Façade will have landscaping and streetscape treatments designed to enhance the pedestrian experience. This could include decorative pavements, special lighting, street trees, planting beds, benches, directional signage, and cultural related features on the building façade and within the pavement. There will also be 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 will be 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. Parking structure facades may be partially open for ventilation purposes.

Existing Façade will generally remain as is, but may have landscape and streetscape 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 will 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 will receive landscape treatments as specified in III.F and III.H, below. Open space areas adjacent to the right-of-way and adjoining properties will receive landscape treatments as specified in III.F and III.H, below.

E. Screening (295-907.3.f.)

Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping will conform to City of Milwaukee requirements. Screening of surface parking and circulation facilities will be comprised of regularly spaced trees and continuous base shrubs, and may include fencing that will create a barrier, but not be a visual screen. Plantings will create a continuous edge of plants, but the eye level zone will be mostly open, to allow for surveillance between parking lots and streets. Facilities such as mechanical equipment or enclosures, dumpsters, and other trash collection equipment, will be screened per Section 295-405.1.b-7, Type “G” Landscaping (object screening), wherever these facilities are visible to the public. Fencing and walls will be 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 will 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 will be 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 will be controlled. Parking and loading facilities will be located near the uses they support and will be adequately screened.

H. Landscaping (295-907.3.i.)

Site landscaping standards will conform to Section 295-405, Milwaukee Code of Ordinances; and will be 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.)

There will be a hotel entrance sign adjacent to the entry drive from Canal Street. The sign will be an L-shaped sign with internally-lit letters and will be approximately 6′-6" high. Each leg of the L will be approximately 22′-0" long.

Large signs with individual internally-illuminated letters will be mounted at or near the top of the 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.

The vehicular bridge connection from the James E. Groppi Unity Bridge to the existing parking structure will be straddled at the face of the parking structure by a 30-foot wide by 15-foot high video screen sign, which will provide directional information and details on activities at the casino. The sign will be metal, and will be internally lit.

There will be monument signs at key locations around the site to provide directional information. The signs will range in height from 4.5 feet to 8 feet, and in width from 2.8 feet to 4 feet. These signs may be internally or externally lit. Signs may be located in the right of way, or off-premise, subject to City approval.

There will be pole mounted signs for directional and other information that may serve other functions, such as, decorative lighting, flag poles, and time or temperature displays.

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

The signage program is shown on Sheet DPD-10. The signage program includes a Main Entrance sign, signs atop the hotel, an LCD display board sign, directional signs, identification signs, decorative lighting features, pole mounted signs, informational signs, and canopy signs.

Final signage plans 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 of up to 200 square feet in total area. 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.

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

2.b-1-a	Gross Owned Land Area	970,117 sf	22.27 ac	
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings	310,000 sf	7.11 ac	32 percent of total
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	460,000 sf	10.56 ac	47 percent of total
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space	105,000 sf	2.41 ac	11 percent of total
2.b-1-e	Total Area Devoted to Non-Residential Uses	970,117 sf	22.27 ac	100 percent of total
2.b-1-f	Proposed Number of Buildings	3		

2.b-1-i Parking Spaces Provided in GPD Area:

	Per Existing DPD	**Changes***	**After Project**
Surface	825	(445)	380
Structured	4,431	1,400	5,831
Total	5,256		6,211

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* Loss of 375 surface spaces in employee lot due to biodigester project and 70 surface spaces due to new parking structure. Gain of 1,400 spaces from new parking structure.

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

South View from Hotel Site

Southwest View from Hotel Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

West View from Hotel Site

North-Northwest View from Hotel Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

North View from Hotel Site

North East View from Hotel Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

East View from Hotel Site

South East View from Hotel Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

South View from Parking Structure Site

South West View from Parking Structure Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

West View from Parking Structure Site

North West View from Parking Structure Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

North View from Parking Structure Site

North East View from Parking Structure Site

EXHIBIT B

FOREST COUNTY POTAWATOMI LEGACY DISTRICT
FCPC HOTEL AND PARKING STRUCTURE ADDITION
DETAILED PLAN DEVELOPMENT

East View from Parking Structure Site

South East View from Parking Structure Site