



**STAFF REPORT**  
**WEST ALLIS PLAN COMMISSION**  
**Wednesday, May 29, 2019**  
**6:00 PM**

**Room 128 – City Hall – 7525 W. Greenfield Ave.**

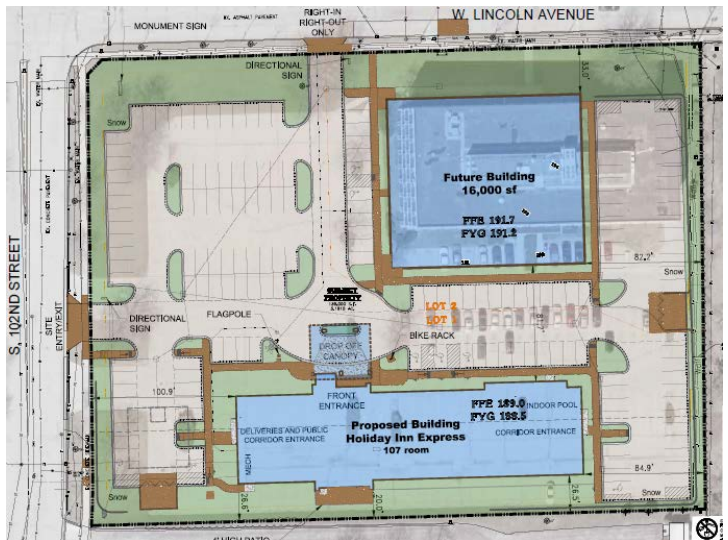
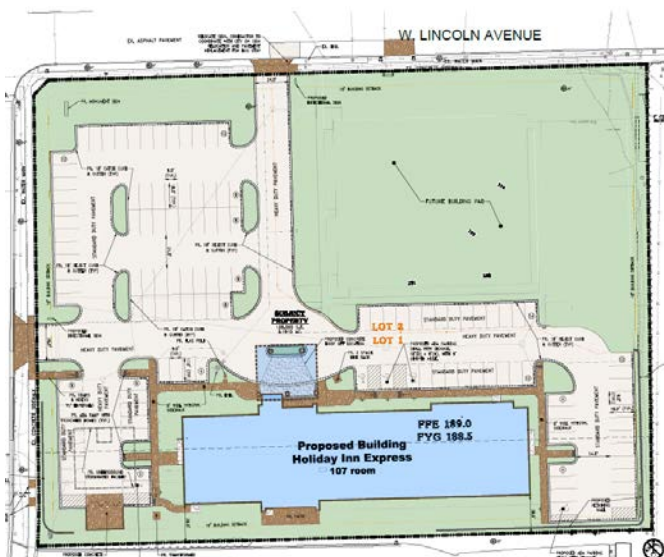
- 2A. Special Use Permit for Holiday Inn Express, a proposed hotel, to be located at 10201 W Lincoln Ave.**
- 2B. Site, Landscaping and Architectural Plans for Holiday Inn Express, a proposed hotel, to be located at 10201 W Lincoln Ave, submitted by John T. Ford on behalf of the Lincoln Hospitality Group, LLC. (Tax Key No. 485-9996-007)**

Items 2A and 2B may be considered together.

**Overview & Zoning**

Lincoln Hospitality Group, LLC is proposing a redevelopment project for 10201 W. Lincoln Ave. The proposed project includes demolishing an existing office building, dividing the property into two parcels, building a Holiday Inn Express hotel on Lot 1 (2.09 acres), and establishing a pad-ready site for a future development on Lot 2 (1.10 acres). The estimated project cost is \$16.3 million.

Initially, the focus of development will be on Lot 1, with future plans of development on Lot 2. If no development is underway on Lot 2 by June 2021, a contingency plan has been submitted detailing the site and landscaping improvements to be made at that time.

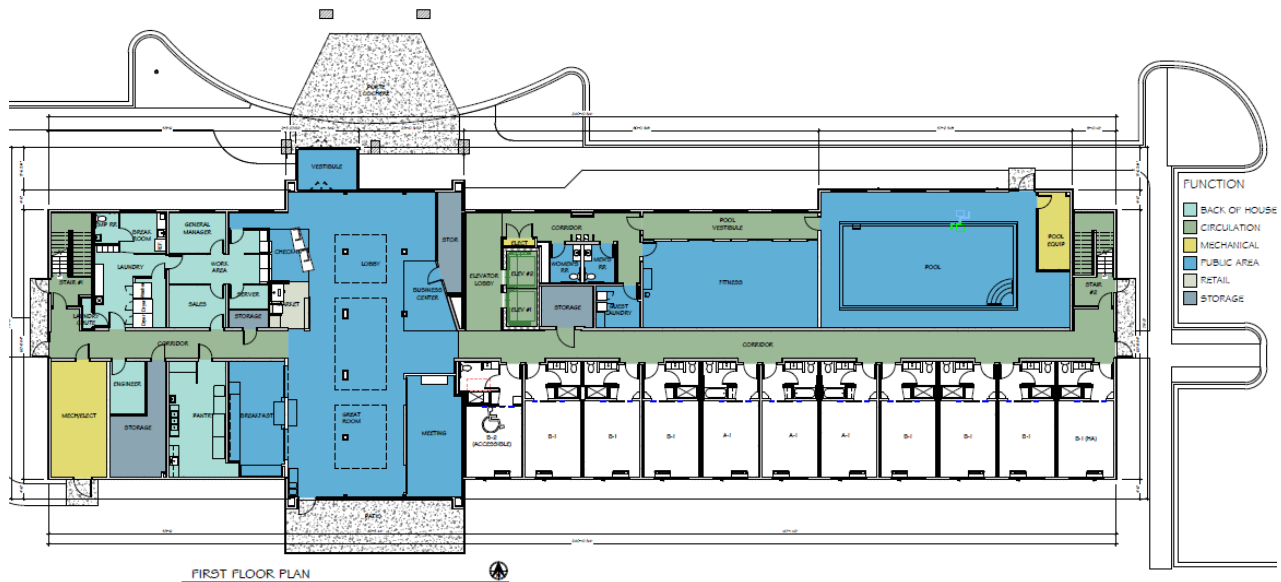


The property is currently zoned C-4 Regional Commercial District. A hotel is considered a Special Use in the C-4 District and requires a Special Use Permit. A public hearing regarding the Special Use Permit application is scheduled for June 4, 2019.



**Site, Landscaping and Architectural Plans**

The proposed Holiday Inn Express hotel is 4 stories tall and includes 107 guest rooms, a business center, a conference room, an indoor pool, a fitness center, and outdoor seating areas. The total proposed building area is 60,408 square feet. While the height of the roofline varies slightly, the building is approximately 45 feet tall. The main hotel entrance will be located on the building's north side.





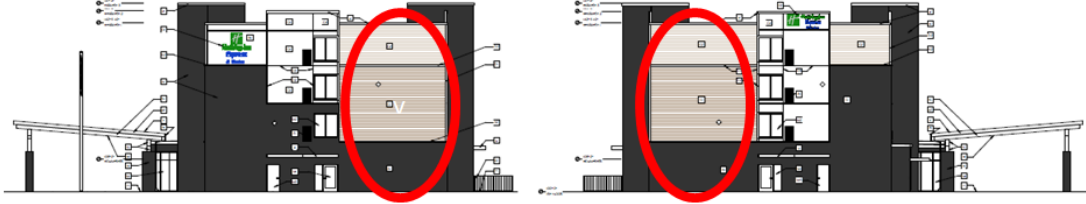
Building materials will be comprised primarily of manufactured stone veneer (southwest blend) around the base and a full proportion frame above the main entrance, aluminum composite panel (terra cotta), composite horizontal siding (light brown and cream), and composite panel siding (cream and sand). The entrance portico is comprised of a metal roof (granite) with columns made of steel framing and manufactured stone veneer to match the building. The building and portico will have metal coping, fascia, and soffit (bronze).



Windows and doors at entrances will be constructed of aluminum storefront systems (light bronze). Guest room windows will be constructed of aluminum (light bronze) and will be equipped with PTAC (packaged terminal air conditioners) located below the windows (champagne). Staff recommends that the storefront windows located at the building's entrance be replicated and continued throughout the first floor, in order to provide a more pedestrian-friendly approach and to add a greater sense of interest, openness and transparency to the design of the ground floor. Additionally, staff



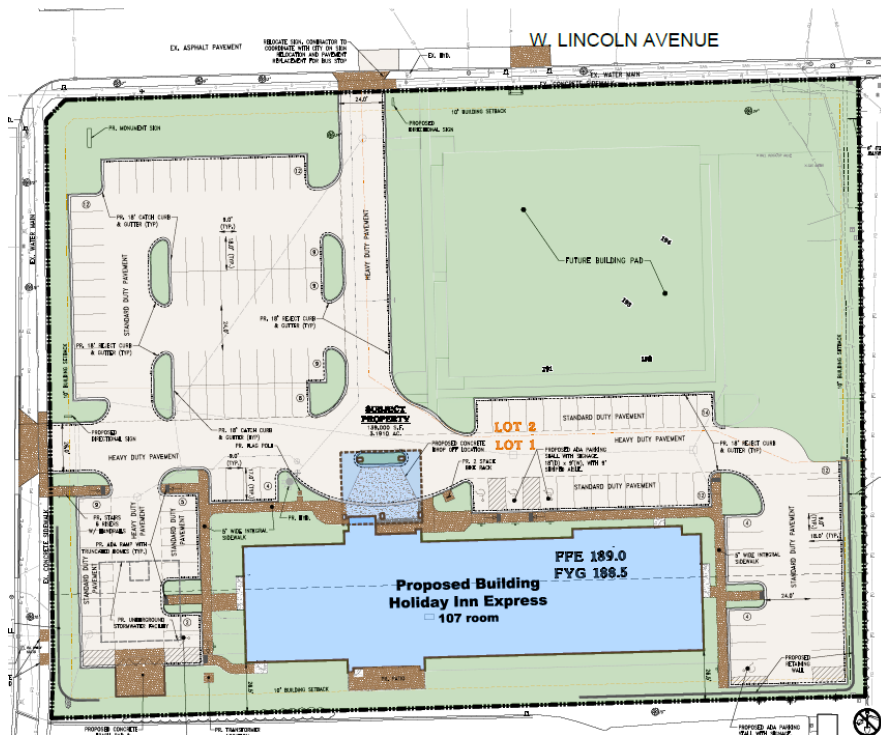
recommends additional windows be included on the east and west building elevations, in order to avoid large areas of opaque façade and to remain consistent with the requirements made of similar development projects.



**Staff Recommended: Additional windows on east & west elevations**

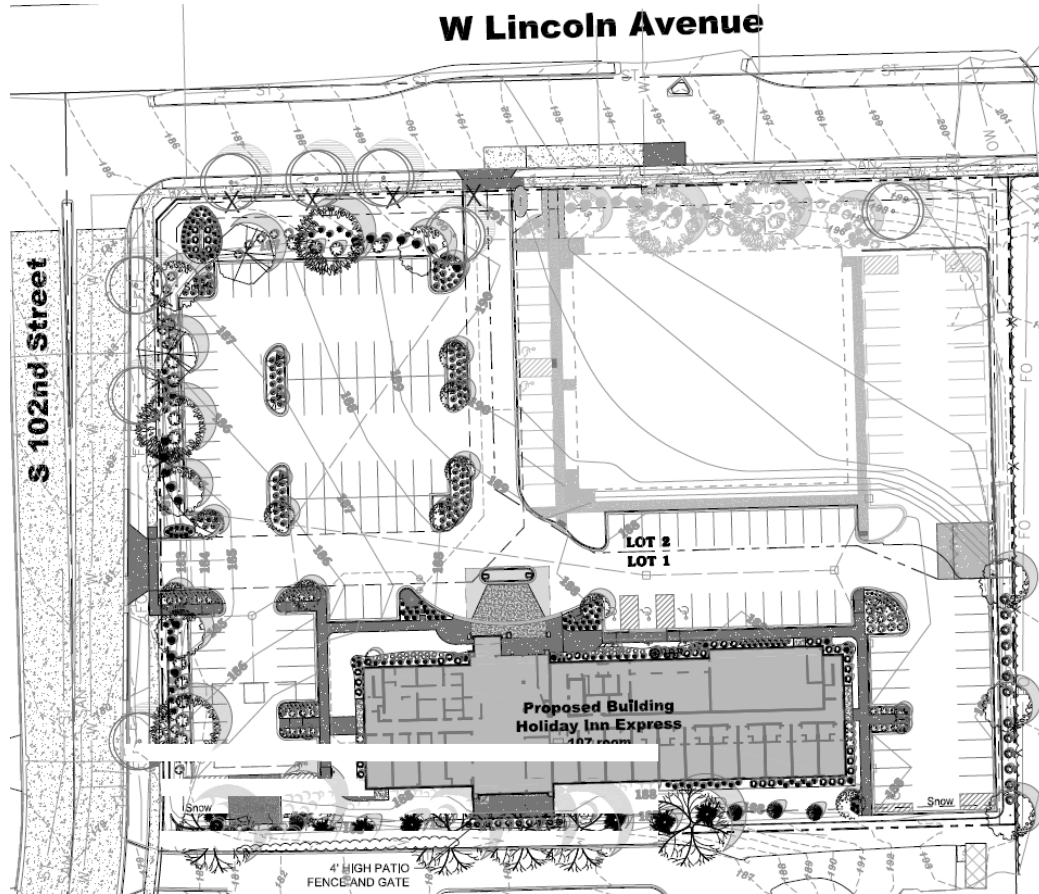
Vehicle access for the hotel will be available from the site's existing 102<sup>nd</sup> St. drive, as well as from a newly constructed Lincoln Ave. drive, which will be for vehicles turning right-in or turning right-out only. Pedestrian access to/from 102<sup>nd</sup> St. is included in the initial phase of development, with additional pedestrian access to Lincoln Ave. included as part of the future development project. Staff recommends that a pedestrian crossing area between the hotel entrance and the sidewalk connecting to Lincoln Ave. be shown on the site plan.

Hotel parking requirements call for one stall per lodging room, or 107 stalls. For the initial phase of development, the parking configuration of the hotel parcel (Lot 1) includes 111 stalls, consisting of the required 5 ADA stalls and 106 standard stalls. Additionally, 14 standard parking stalls will be included on the second parcel (Lot 2), with shared parking/cross access being established between the two parcels. Endcap landscape islands within the parking lot include a variety of deciduous trees and shrubs, and perennials.



During the future stage of development, it's anticipated that an additional 39 parking stalls will be developed on Lot 2, in order to accommodate an expected development of 16,000 square feet. Any future development will require further Plan Commission approval.

For the initial development project, a wide selection of deciduous trees and shrubs, evergreen trees and shrubs, and perennials are proposed on Lot 1. As part of the contingency plan, should no development be underway on Lot 2 by June 2021, additional landscaping is proposed along Lincoln Ave. Staff recommends that a sidewalk/pedestrian connection from the hotel to Lincoln Ave. also be clearly identified as part of the contingency plan.



**Recommendation**

Recommend Common Council approval of the Special Use Permit for Holiday Inn Express, a proposed hotel, to be located at 10201 W Lincoln Ave., and approval of the Site, Landscaping and Architectural Plans for Holiday Inn Express, a proposed hotel, to be located at 10201 W Lincoln Ave, submitted by John T. Ford on behalf of the Lincoln Hospitality Group, LLC. (Tax Key No. 485-9996-007), subject to the following conditions:

(Items 1 through 5 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Revised Site, Landscaping, and Architectural Plans being submitted to the Department of Development to show the following: (a) landscaping details clearly

- identified as Phase 1, Phase 2, and Contingency Plan; (b) City Forester approval of the landscaping species and number; (c) additional pedestrian connection/crossing from hotel entrance toward Lincoln Avenue; (d) sidewalk/pedestrian connection to Lincoln Ave. clearly identified on the Contingency Plan; (e) Implement by date included on Contingency Plan; (f) revised window plan for the first floor, as approved by staff; (g) additional windows added to the east and west elevation, as approved by staff; (h) staff approval of material and color samples; and (i) City Engineer approval of new entrance/drive location and design. Contact Katie Bennett, City Planner at 414-302-8463.
2. An estimated cost of landscaping and screening for Phase 1, and estimated cost of landscaping and sidewalk construction for the Contingency Plan being submitted to the Department of Development for approval. Contact Katie Bennett, City Planner at 414-302-8463.
  3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of both landscaping and screening for Phase 1 and landscaping and sidewalk construction for the Contingency Plan shall be executed by the applicant prior to the issuing of a building permit. Contact Katie Bennett, City Planner at 414-302-8463.
  4. Common Council approval of the special use (scheduled for June 4, 2019) and applicant's acknowledgement of the special use resolution.
  5. Documentation and approval showing compliance with the City of West Allis Stormwater Management Ordinance, to be submitted to the Building Inspections and Neighborhood Services Department by a registered Civil Engineer. A stormwater permit must be obtained from the City. Contact Mike Romans, Plumbing Inspector at 414-302-8413.

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

6. Signage plan being provided for staff review and approval.
7. Lighting plan being submitted to the Department of Development for review and approval, to include, lighting locations, cut sheets of fixtures as well as photometric plans.
8. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.