



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4002 Evan Acres Road; also 3802-3902 Evan Acres Road; 6401 Millpond Road; and 3801, 3902 & 4001 Savannah Road

Application Type: Planned Development District–General Development Plan (PD(GDP)), Ho-Chunk Nation “Four Lakes District” Casino/Hotel/Convention Center Campus and Heritage Center

Legistar File ID # 54472

Prepared By: Tim Parks, Planning Division

Background Information

Applicant | Contact: Peter Tan, Strang, Inc. and Daniel Brown, Ho-Chunk Nation

Project Description: The applicant is seeking initial/final approval of a General Development Plan for the Ho-Chunk Nation “Four Lakes District,” which calls for the future construction of: a 26,700 square-foot heritage center; expanded casino with 183,600 square feet of floor area, including two-story gaming area; two parking garages with approximately 1,880 parking stalls; a 40,800 square-foot conference center; a five-story, 130,164 square-foot hotel, and 8,560 square-foot restaurant-tavern. Construction of the above components of the planned development will occur in phases following approval of one or more Specific Implementation Plans, which will require UDC, Plan Commission and Common Council prior to issuance of building permits

The proposed General Development Plan area also includes two sites for unspecified future development on the 3802-3902 Evan Acres Road and 6401 Millpond Road parcels. Future development of those portions of the PD zoning district will require a major alteration to the General Development Plan prior to or concurrent with review of Specific Implementation Plans for those portions of the district.

Project Schedule:

- The UDC received an informational presentation on February 13, 2019;
- The Plan Commission is scheduled to review the request to rezone the site from CC (Commercial Center District) to PD(GDP) and the proposed General Development Plan on May 20, 2019;
- The Common Council is scheduled to review the proposed rezoning and GDP on June 11, 2019.

Approval Standards:

The UDC is an advisory body on this request. The approval process and standards for the Planned Development district are outlined in Section 28.098 of the Zoning Code. As with any Planned Development, the Urban Design Commission is required to provide its recommendation with specific findings on the design objectives listed in Zoning Code Sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval attached.**)

Summary of Design Considerations and Recommendations

The applicants are required to file the following with the Plan Commission for General Development Plan approval per Section 28.098(5)(b) of the Zoning Code (as applicable to this request):

1. A letter of intent describing the general character of the intended development.

2. Proposed zoning text, including a description of the proposed land uses, their dimensions, bulk, height, scale and massing, and other relevant standards.
3. An accurate map of the project area including its relationship to surrounding properties and existing topography and key features, including existing buildings and structures.
4. A plan of the proposed project showing sufficient detail to make possible the evaluation of the standards for approval as set forth in [Section 28.098(2)]. The General Development Plan shall include a plan showing building placement, the general location of parking facilities to serve the development, and the general bulk, mass and orientation of the buildings within the PD District.
5. Proposed circulation systems (pedestrian, bicycle, auto, transit) by type and how they relate to the existing network outside this site.
6. Analysis of potential economic impacts to the community, including the cost of municipal services and any additional infrastructure.
8. A schedule or phasing plan indicating the approximate dates when construction of the Planned Development can be expected to begin and be completed

Staff believes that the required elements for a General Development Plan are present in the application materials submitted for this project. However, given the density of the proposed development and its highly visible location adjacent to the Interstate 39/90–Beltline/ US Highway 12/18 interchange, the UDC should be certain that it has enough detail within the proposed GDP to make its recommendation to the Plan Commission on the design of the project.

The following are the UDC comments from the February 13, 2019 Informational Presentation for the Four Lakes District General Development Plan:

- The previous project I complained about because it didn't present itself to the real public way. In this case it's the Interstate, you don't have that problem. The one thing I'm a little concerned about are the two organizing elements: the pond and the big green circle. It seems that the people-activated buildings are furthest away from the circle, but I see the parking ramp right up against the circle, and hotel in the back. Maybe it should be shifted, move some of the buildings so it's right out your front door or your balcony. There's room on the site to tweak things a bit.
- A very ambitious project. Will this be done in stages?
 - Yes, with the first thing being the hotel along with the second story of the casino.
- For something like that phasing information would be useful.
- Each phase should almost be stand alone in case something happens and the rest of it takes a decade to catch up. Is that a fire lane going all the way around the facilities? Your barrier flag is on the outside of the fire lane? What is your easement distance? Rather than built structures maybe there's a green alternative for screening. Something that is grown rather than constructed.
 - We could have a green wall. What happens in the winter, right? And the desire to do a photovoltaic expression as well.
- The driftless concept looks a little too much like the south Mexican border. Think about how that design looks.
- Would Phase 1 include the second level outdoor curved terrace space? That's quite a signature piece.
 - Yes, we'll show a phasing plan with a scheduled timeline.
- The images shown really helped to communicate the project message, very strong. This will be a beautiful and unifying project.