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Sent: Sunday, September 25, 2022 5:31 PM

To: planadmin <planadmin@milwaukee.gov>

Cc: Spector, Marcia L. <mspector@seedsofhealth.org>

Subject: Arena Master Plan Changes (Proposed Music Venue) File Nos. 220489, 220490/September 26 Plan Commission Hearing

Importance: High

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Dear Plan Commissioners:

We are submitting this statement on behalf of Seeds of Health, Inc., the operator of Tenor High School, a charter school authorized by the University of Wisconsin-Milwaukee. Marcia is the Executive Director of Seeds of Health and David is the board president of Seeds of Health and also its attorney. Seeds of Health opposes the proposed zoning changes that would allow the development of a new Music Venue at 1001 North Vel R. Phillips Avenue.

In November 2021 Seeds of Health opened a second campus for Tenor High School in the old Milwaukee Sentinel building at 918 North Vel R. Phillips Avenue. Before opening this campus, Seeds of Health purchased the building and extensively remodeled and repurposed it to be used as a high school. This was done as part of a plan to expand the charter school to accommodate additional students wishing to enroll in the unique program offered at Tenor. Tenor offers a 3 and 1 program in partnership with Milwaukee Area Technical College (MATC) which allows students to complete the high school credits necessary to earn a high school diploma in three years and then take courses for college credit or courses leading to vocational/technical certification in their fourth year of high school. This program thus allows students to graduate with not only a high school diploma but also college credits that can be used toward earning an Associate degree or a certificate in a vocational/technical field of their choice. Tenor has been offering this program in partnership with MATC at the old Cathedral High School campus on Cathedral Square since 2005 and continues to do so. The expansion to a second campus at Journal Square is in response to the demand for more seats providing this program.

Seeds of Health chose to site the second Tenor campus at Journal Square because of its proximity to MATC. For the program to work, the high school must be downtown and accessible to MATC. Seeds of Health invested \$6 million to purchase, remodel and repurpose the Sentinel building and likely will be investing more in the site as demand for the program grows further.

Tenor is committed to the area and Seeds of Health believes the variety of activities provided in the neighborhood are compatible with the mission of the school. Seeds of Health is not voicing concern and opposition to the proposed Music Venue because of opposition generally to music venues. However, in this case the physical proximity of a music venue to the school—in the block just north of the school—is concerning. If the venue plans to offer programming during

the day on weekdays, the concern is that the additional heavy traffic and noise which will be generated during the school day will be beyond the normal and as such disruptive of school activities. For music programming in the evening and on weekends when school is not in session, the concern is the increased risk of vandalism in proximity to the venue will adversely impact the school and thus make it necessary for Tenor to add security which will increase the cost of school operations and burden an already tight budget.

In much of the public discussion of the abandonment and demolition of the Bradley Center, there was talk of replacing that facility with a hotel. Hotels too are permitted uses in this district and a hotel in the location proposed for the Music Venue would be more compatible with and a better neighbor for the school. Presumably there are also other permitted uses besides a hotel which would likewise be more suitable for this location from the standpoint of the school.

We urge the Plan Commission to take the concerns of Tenor High School about this proposed development into account, along with the concerns being raised by others, and reject the requested zoning change so that other developers have a chance to come forward with proposals for uses that will better serve the area and its neighbors.

Thank you for your consideration of our concerns.

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