



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Rocky Marcoux**  
Commissioner  
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Deputy Commissioner  
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May 9, 2018

To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 205

Dear Committee Members:

File No. 171904 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Block 4 - Arena Master Plan (Entertainment Block) to approve the design of Building D, which will be located at 1129-35 North Old World Third Street, on the west side of North Old World Third Street, south of West Juneau Avenue, in the 4th Aldermanic District.

This minor modification was requested by Deer District, LLC, and will approve the design of Building D within the entertainment block of the arena master plan, consistent with the standards that were approved for the building as part of the DPD for Block 4. In January 2017, a Detailed Planned Development (DPD) known as Block 4 – Arena Master Plan (Block 4) was approved for a mixed-use development that included three buildings that front the 4th Street pedestrian plaza. Two of these buildings, Building A (north) and Building B (middle), are currently under construction. The First Amendment to the DPD for Block 4 was approved in November 2017 to add two pedestrian connectors along Old World Third Street to Block 4. The north connector is the subject of this file.

The north pedestrian connector was contemplated as an outdoor plaza and beer garden with the possibility of a commercial building (Building D) being constructed on a portion of the connector at some point in the future. Plans for the construction of Building D have come to fruition earlier than originally anticipated, and the development team is seeking approval of the building design. The parameters for Building D that were approved as part of the DPD amendment for the connectors have been met with respect to building placement, height, design, and other site statistics. The previously approved canopy and plaza connector elements will remain unchanged. Building D will be one story, and will contain two tenant spaces. Both spaces will open up to the plaza area, and the front tenant space will also have an entrance along Old World Third Street. The building will be approximately 2,023 square feet, and will be 27.5' wide along Old World Third Street and 74'2" long. Datum lines from the surrounding buildings have been followed in the articulation of the building, and high quality materials including blackened steel and charred wood will be incorporated into the façade. There will be a substantial amount of clear storefront glazing on the facades of the building that face the plaza connector and Old World Third Street.

Since the proposed minor modification is consistent with the previously approved DPD amendment, the City Plan Commission at its regular meeting on May 7, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman

