



Milwaukee Turners, Inc. 1034 North Vel R Phillips Ave., Milwaukee WI 53203

President 10.16.2023
Art Heitzer

Vice President Dear Members of the City Planning Commission,
Michael Morgan

Executive Director My name is Emilio De Torre. I am the Executive Director of the Milwaukee Turners at Turner Hall. We have been on the same block since 1855. At this location since 1882.
Emilio De Torre

Operations Manager We've had limited time to look at the proposed new construction plans for the new FPC Live Nation venue since they texted me on October 3rd.
Krissie Fung

Finance & Administration Manager We have a couple of concerns we would like the CPC to help us address.
Ryan Findley

Treasurer There have been no new amendments to the traffic study that reflect the proposed changes. With the new VIP loading and unloading section and the plaza by Block 3, Lot 2 this would strongly indicate the potential for all sorts of vehicular and traffic congestion not unlike when Damian Lilard was welcomed on October 1st and traffic on Vel R. Phillips and Highland was blocked for hours. Fortunately, this was on a Saturday and not during rush hour on a weekday evening. The Fiserv Drop off/rideshare area on Highland off Vel R. Phillips and the proposed new Drop off/rideshare are very close to one another and perpendicular to each other. **Both are immediately outside our building and the entrances to our parking lot.** We're worried that there will be adverse consequences to Turner Hall's patrons and business. We already see a significant impact when there are large events across the street, or multiple events happening in the area, where folks are unable to get to our events, find parking, or access our classes and services. We believe that increased activity downtown does not have to be a zero-sum game, but issues like traffic and safety need to be considered and planned for, so that all of us can thrive. The Milwaukee Turners would like to see a new traffic study indicating projections and solutions to this increased traffic flow and congestion by this new entrance, loading zone, rideshare and plaza area which replaces the suggested storefronts from the last time we were here.
Martha Collins

Secretary **School Board Chair**
Michelle Velasquez
Dr. Amber Tucker

Turner Board of Trustees Secondly, the proposed modifications to the venue indicate a 4,500-capacity center. The Safety Analysis and Mitigation Strategy that is attached is generic and doesn't discuss how pedestrian and vehicular traffic will be efficiently directed during days when the Panther Arena, Miller, Fiserv, WCD, Turner Hall and the new venue have events simultaneously. We have great concerns over how hundreds of patrons to the ballroom, Turning Tables Tavern, and the gymnasium will be able to safely access our facility during these times. We work closely with Tenor High School one block south of us, and Golda Meier a few blocks north of us and students and staff frequently walk to our building as well. Given that I just attended a meeting with the Milwaukee Police Department Friday morning where they were asking local businesses to link their camera systems to the MPD system so they could more easily monitor
Chris Ahmuty
Kristin Collett
Molly Collins
Beth Hoffman
Megan McGee
Tarik Moody
Maylan Thomas
Brandon Williford
Sean Wilson



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crime due to staffing shortages, I'm doubly certain that this Safety Plan doesn't address the actual needs surrounding safety, vehicle and pedestrian flow. I have seen working animated models of crowd flow from groups such as Coliseum GSVA and Maptelligent, and we would feel better for a project of this scale if there were actual flow patterns shown to the city and us to illustrate what they propose during high usage times. Right now it just says FPC will work with various partners. The Milwaukee Turners would like to see specific plans addressing security, pedestrian and vehicle flow before we can form an opinion on the proposed changes to this venue.

Thank you.

Sincerely,

Emilio

A handwritten signature in black ink, appearing to read "Emilio De Torre". The signature is stylized and cursive.

Emilio De Torre
Executive Director
emilio@milwaukeeturners.org