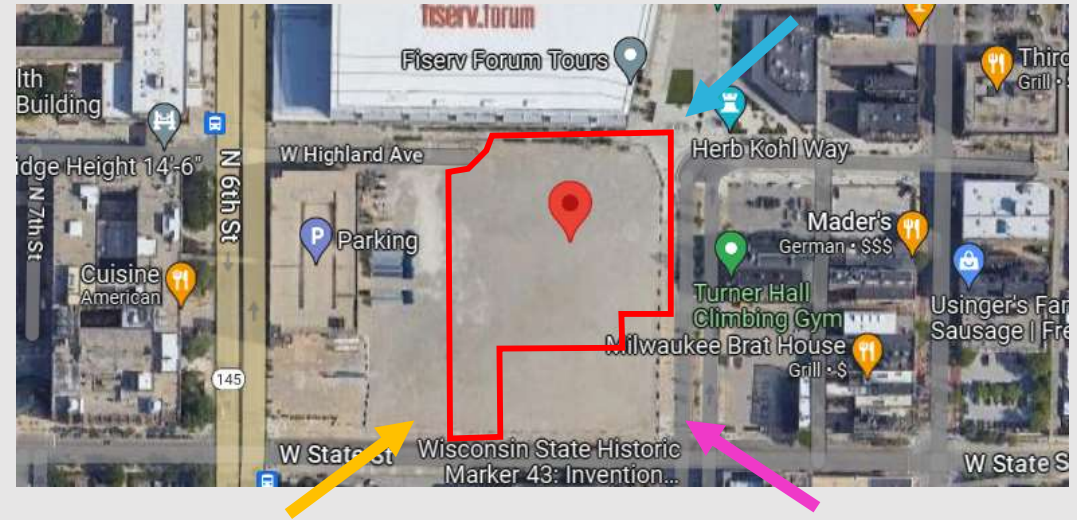


File No. 230626. A substitute ordinance relating to the 1st Amendment to the Detailed Planned Development known as Block 3 - Arena Master Plan, Phase 1 for changes to the previously approved music venue, and the change in zoning from DPD to a General Planned Development for a portion of 1051 North Vel R. Phillips Avenue located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District.



File No. 230626. Context



File No. 230626. Consistency with Comprehensive Plan



Downtown Plan

- Adopted 1999. Amended in 2010 and 2023.
- The plan recommends reinforcing Downtown as the region's center of art, culture, entertainment and sports, and supports new entertainment venues of all types and size throughout Downtown.
- The plan encourages large venues and other facilities that may necessitate blank walls to include “liner uses” along the street frontage.
- The new lot being proposed along N Vel R Phillips Avenue creates additional opportunities for investment and street activation that would not be possible under the previously approved DPD.
- **The proposed amendment is consistent with the Downtown Plan.**

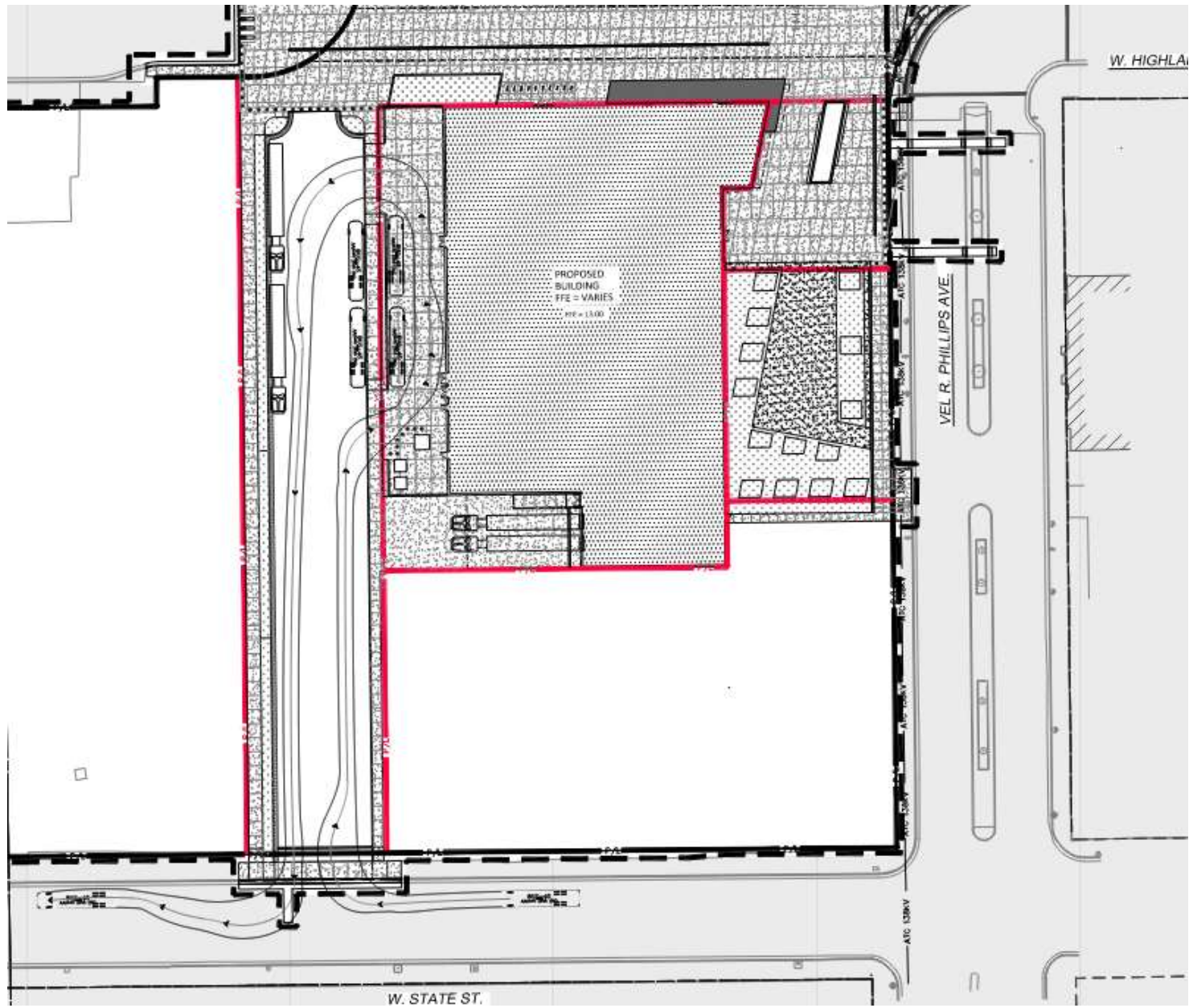


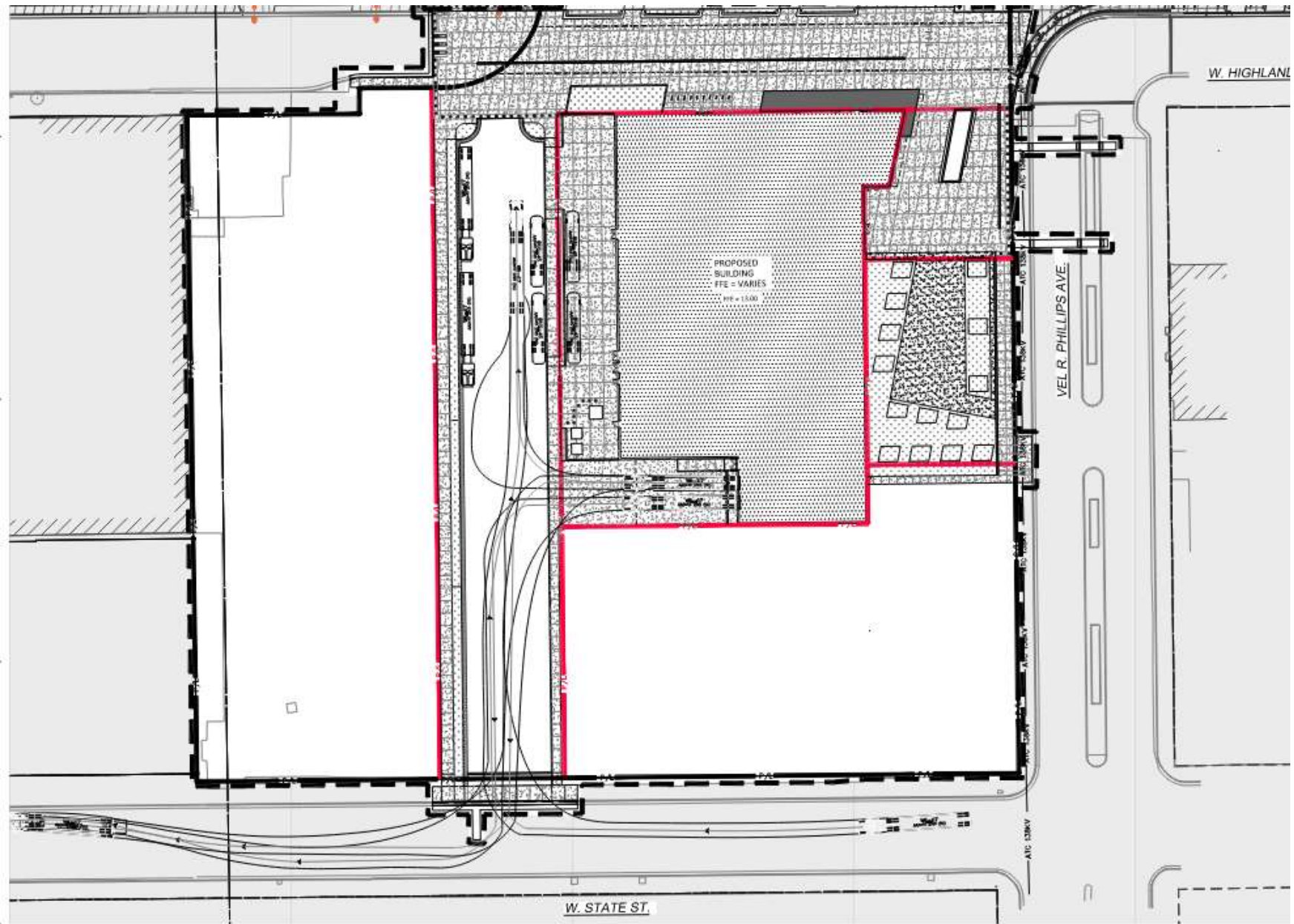
MILWAUKEE VENUE

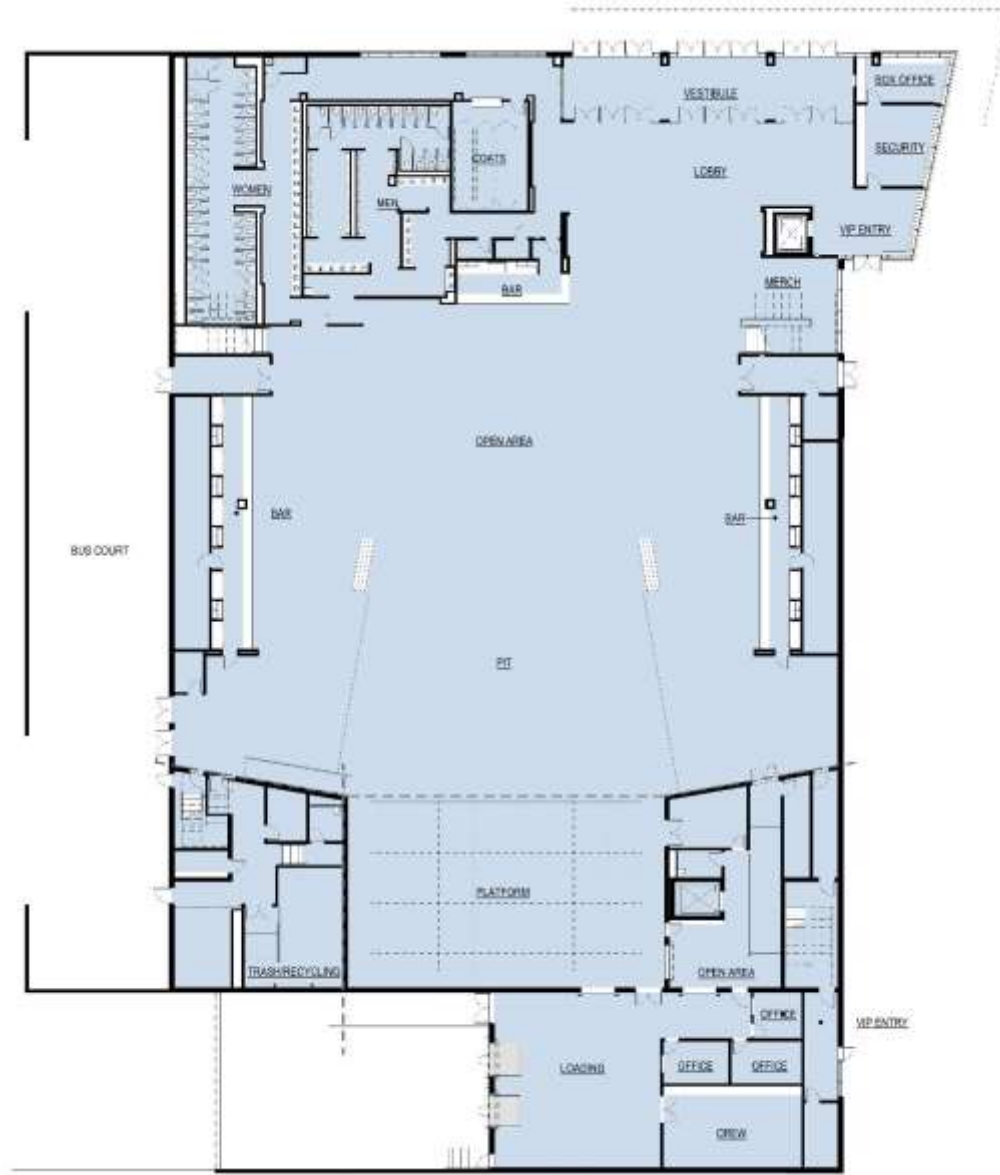


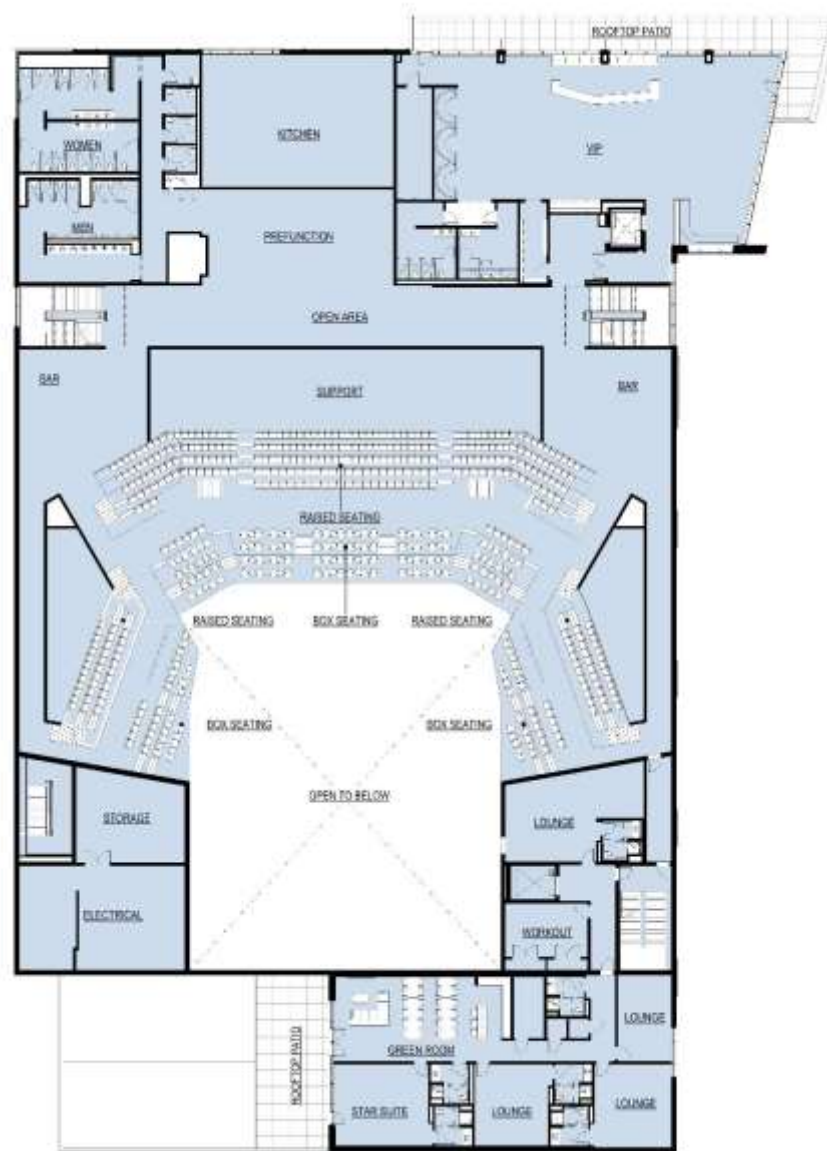


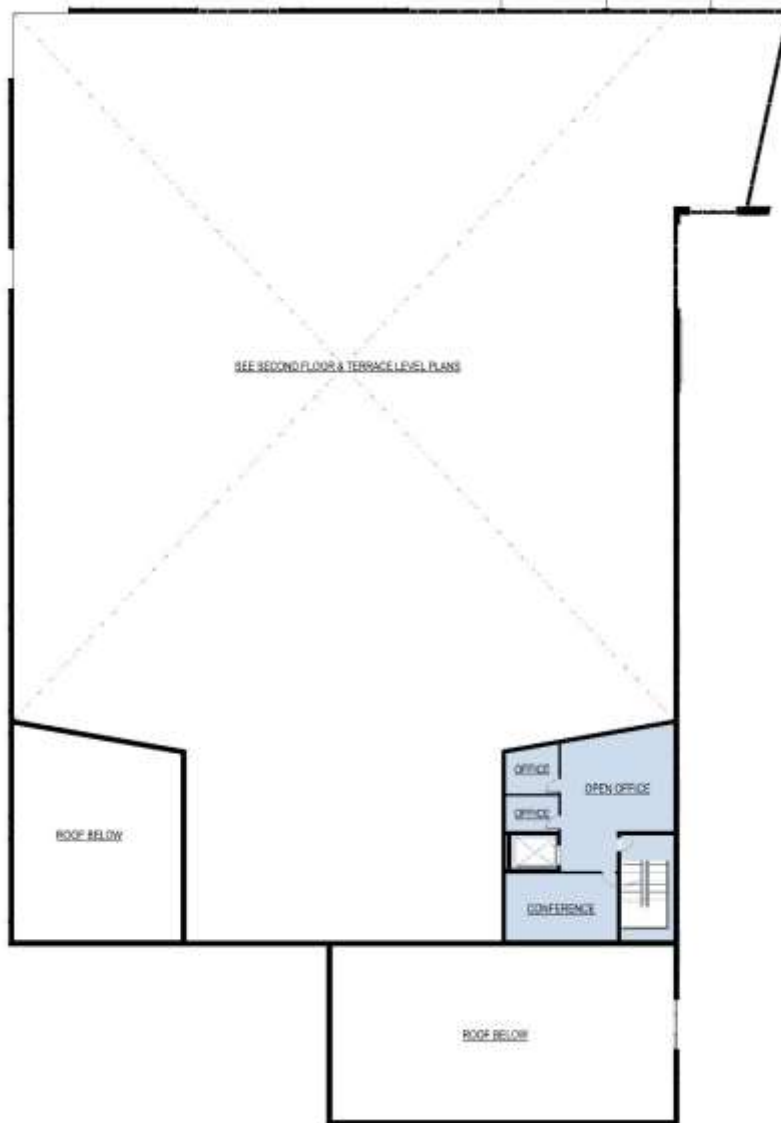


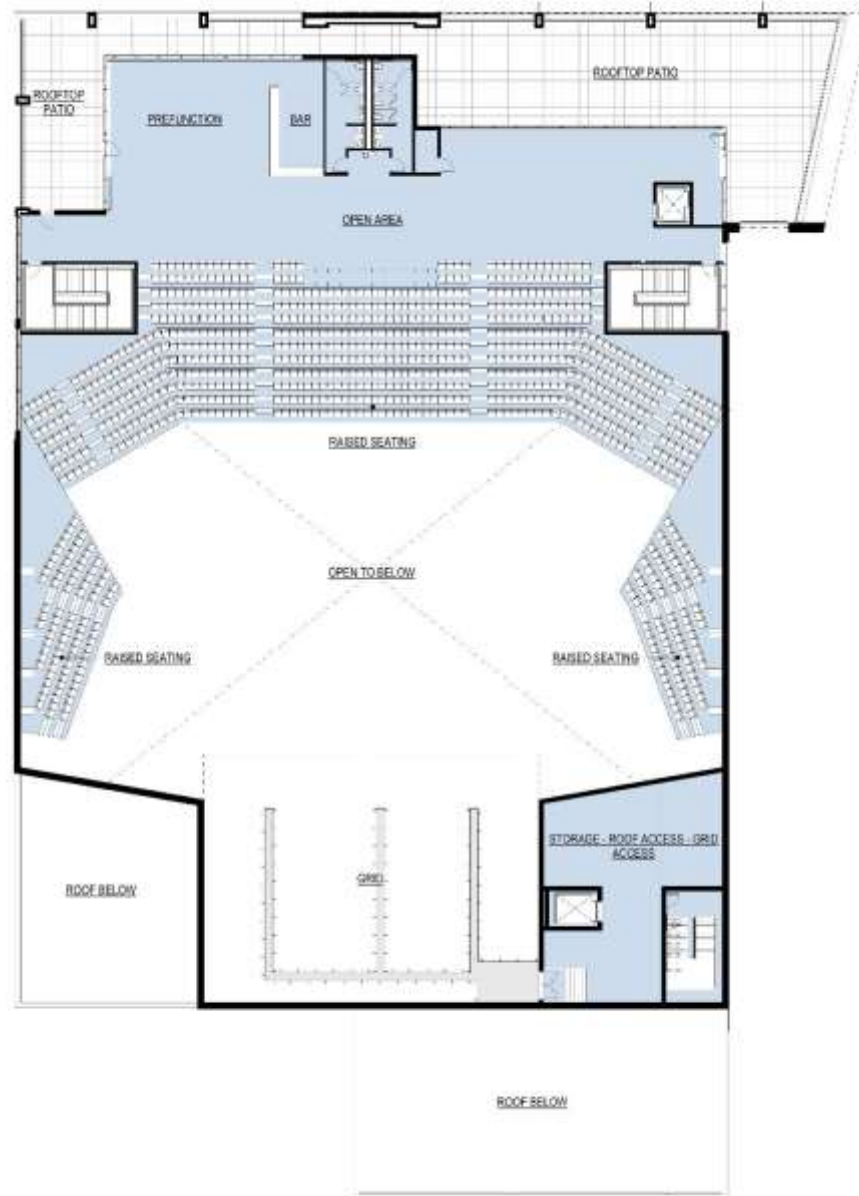






















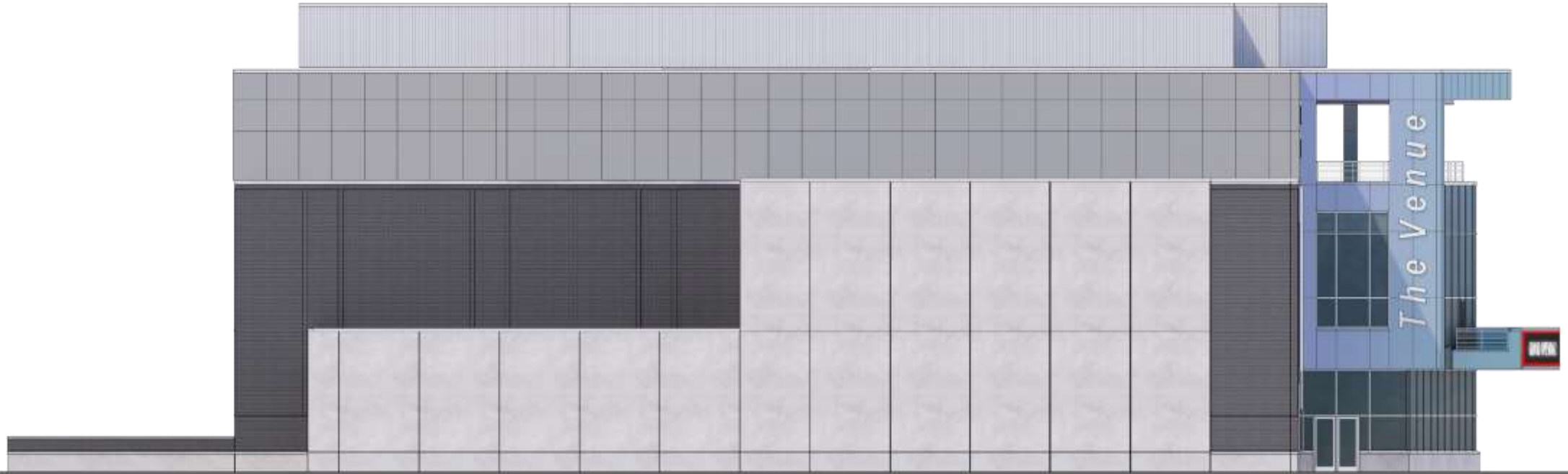




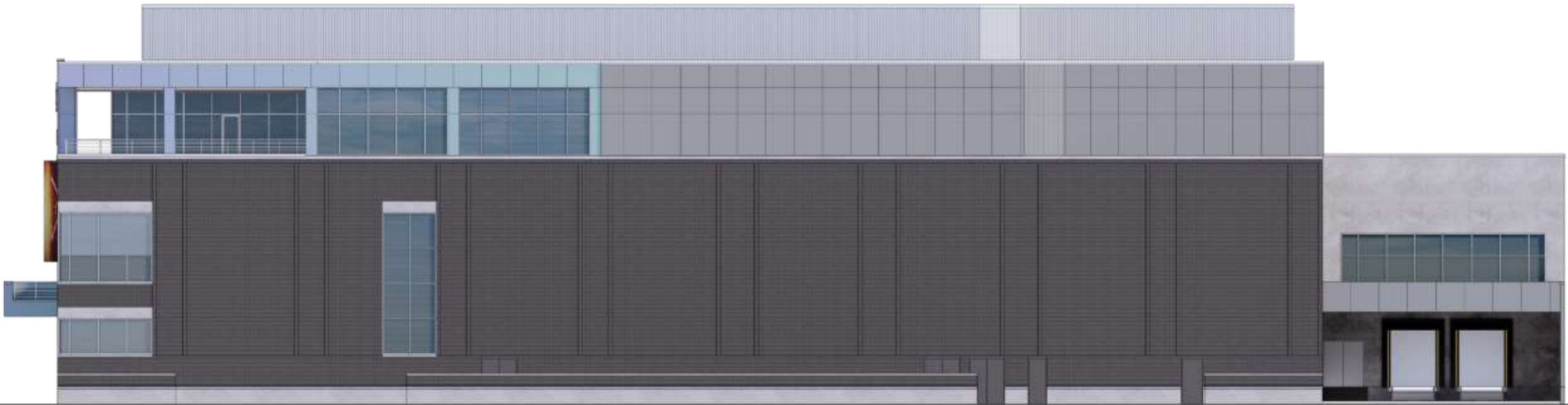


SMALL VENUE NO LONGER PART OF THIS PROJECT











MILWAUKEE VENUE