



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

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

February 18, 2025

To the Honorable Members of the
Zoning, Neighborhoods, and Development Committee
City of Milwaukee
City Hall, Room 301-B

Dear Committee Members:

File Nos. 241339 and 241340 relate to the Second Amendment to the General Planned Development (GPD) known as Arena Master Plan to allow changes to the zoning standards for Block 3 of the GPD, and the change in zoning from GPD to a Detailed Planned Development (DPD) known as Block 3 – Arena Master Plan, Phase 2 to allow the construction of a multi-story hotel on the eastern portion of 430 West State Street, located on the north side of West State Street, west of North Vel R. Phillips Avenue, in the 4th Aldermanic District.

In 2016, a GPD known as the Arena Master Plan was established for the entire 8-block Deer District and serves as a zoning master plan for future development within the district. Milwaukee DD Lodging Investors II, LLC is proposing to construct a 7-story, 156-room hotel known as the Moxy on the southeast portion of Block 3 within the GPD. A hotel is a permitted use at this location under the GPD. The main entrance to the hotel will face N. Vel R. Phillips Av., and a service drive on the west side of the building will serve as a secondary entrance for loading and service needs. An outdoor patio for guests will be located on the north side of the building. As part of this proposal, the existing parcel (430 W. State Street) will be divided into two, creating a 4th lot within Block 3. In addition to the DPD approval of the project details, an amendment to the GPD is proposed in order to allow up to 4 buildings on Block 3 to align with the current development plans for the block and the creation of this additional lot. Additional design standards for Block 3 will be modified to accommodate the 4th buildable lot.

A public hearing was held by the City Plan Commission at its regularly scheduled meeting on February 17, 2025. A presentation was given by the development team. Members of the public were present and provided testimony in opposition and in support of the proposal. Those opposed to the proposal expressed concern that the size of the proposed hotel and its limited services did not constitute the highest and best use for the property. Concerns were also expressed about the total number of jobs and the potential terms and conditions of employment associated with the proposed hotel, and that the hotel had an inadequate parking plan. Those in support of the proposal stated the hotel was well designed, met the use and design standards prescribed by the GPD for the site, and will provide significant construction job opportunities. At the close of the public hearing, the City Plan Commission recommended approval of both files, conditioned on the applicant exploring whether the generator and transformer room can be moved or otherwise adjusted to minimize visual impacts from State St.



Sincerely,

 for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

CC: Ald. Bauman