



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

NOTICE OF PUBLIC HEARING

CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin

January 15, 2025

PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.

DEAR PERSON OF INTEREST:

The Common Council has referred File No. 240526 to the City Plan Commission (CPC) for recommendation. This file relates to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD) known as Block 5 – Arena Master Plan for a mixed-use development on the block bounded by West McKinley Avenue, North Martin L. King Jr. Drive, West Juneau Avenue, and North Vel R. Phillips Avenue, in the 6th 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. Consistent with the GPD, this zoning change to a DPD will allow the construction of a mixed-use building on Block 5 of the master plan. More specifically, Jeffers Block 5 Partners, LLC is proposing to construct a 5-7 story building with ground floor commercial space and approximately 209 residential units on the upper floors. The northern portion of the block includes an outdoor plaza on the northeast corner and the MATC fieldhouse to the west. A 278-space parking structure is located at the center of the block, mostly wrapped by the building. Access to the parking structure will be from N. Vel Phillips Av. **Please refer to the reverse side of this notice for map details.**

Date: Monday, January 27, 2025
Time: 1:30 p.m. (Public Hearing scheduled for 1:35 p.m.)
Location: 1st Floor Boardroom – 809 N. Broadway
Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.

This meeting will be hosted both in-person and online.

This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. If you prefer to participate virtually, registration



information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 240526, the Block 5 – Arena Master Plan zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,

 for
Lafayette L. Crump
Executive Secretary
City Plan Commission

