



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

September 27, 2022

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

Dear Committee Members:

File number 220489 relates 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 adjacent lands, located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. This zoning change was requested by MKE BLK23, LLC and will allow changes to the GPD standards for Block 3 and adjacent lands.

File number 220490 relates to the change in zoning from General Planned Development, GPD, to a Detailed Planned Development, DPD, known as Block 3-Arena Master Plan, Phase 1 for development of a music venue and associated elements on a portion of 1001 North Vel R. Phillips Avenue, on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. This zoning change was requested by Marquee Ventures MKE, LLC and will allow the development of a music venue and associated elements on a portion of the subject site.

In 2016, a GPD known as the Arena Master Plan was established for the entire Deer District and serves as a zoning master plan for future development within the district. A Certified Survey Map (CSM) is currently underway to create several lots and outlots including one for the proposed music venue development. The Second Amendment to the GPD proposes changes to the Block 3 setbacks and building height requirements, memorializes that western portion of Block 3 will function as a private service drive, and approving interim conditions for the balance of Block 3 that does not yet have development plans.

The development being proposed through the DPD that was reviewed by the Plan Commission is for a portion of Block 3 of the Arena District (1001 N. Vel R. Phillips Avenue), including the music venue, service drive, and two plazas. A multi-story music venue is proposed for the site, including an approximately 4,000-person capacity room, smaller 800-person capacity room, meeting and event spaces, outdoor balcony, rooftop patio and other uses ancillary to the operation of a music venue. A music venue is classified by the zoning code as a theater, which is a permitted use this block in the GPD. Lots 2 and 3, to the east and south of the proposed venue, are not being proposed to be developed as part of this Phase 1 development. A future DPD approval will be necessary in the future for development of the balance of Block 3.

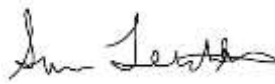
The City Plan Commission held a public hearing for this item at its regular meeting on September 26, 2022. At the time, several members of the public provided public testimony on the item, both in support and opposition of the proposal. Concerns about the proposal included the designs of the buildings and



uncertainty of future phase buildings, public safety and crime, impact on local and independent music venues, and lack of coordination in design and engagement with neighboring Turner Hall. Supportive comments focused on the opportunity for family-supporting jobs, and the significant investment and entertainment options provided by the proposed venue. The City Plan Commission recommended approval of this file on September 26, 2022 conditioned on the following items:

- The applicant submitting the DPW-requested Traffic Impact Analysis, and incorporating any resulting adjustments to ingress/egress and loading/unloading areas into the final Exhibits that will be presented to the Zoning, Neighborhoods and Development Committee for approval.
- Making any required updates to the GPD exhibits to reflect final adjustments to the pedestrian and emergency vehicle access agreement areas to align with the final form of the access agreements being negotiated by the City and applicant.
- That the Traffic Impact Analysis include a specific analysis of potential changes to pedestrian flows through the Arena District and Entertainment Block caused by the new venue, and identify any necessary steps to ensure that appropriate public safety measures are in place to facilitate this additional pedestrian traffic.
- That a preliminary safety plan for the venue be submitted to the file to be considered as part of the project review at ZND. This document would supplement the ZND review of this proposal, but remain distinct from the GPD/DPD zoning exhibits.
- That the applicant propose additional interim treatments and/or enhanced wall designs for the eastern façade of the concert venue (via the DPD) and the vacant land on Lot 2 adjacent to Vel Philipps Avenue (via the GPD).
- That the applicant identifies within the GPD zoning document additional actions that will be taken to further improve or activate Lot 3 on an interim basis if development has not occurred by a future date to be specified in the GPD document.

Sincerely,

A handwritten signature in black ink, appearing to read "Lafayette L. Crump", followed by the word "for" in a smaller font.

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

Cc: Ald. Bauman, 4th District