



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

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March 13, 2019

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 181486 relates to a Minor Modification to the Detailed Planned Development known as Block 1 - Arena Master Plan to allow an additional monument sign on the Fiserv Forum property located at 1111 North Vel R. Phillips Avenue, on the south side of West Juneau Avenue, west of North Vel R. Phillips Avenue, in the 4th Aldermanic District.

On January 19, 2016, a General Planned Development (GPD) was approved for the 8-block arena master plan (FN 150724). Subsequently, a DPD known as Block 1 – Arena Master Plan was approved on May 24, 2016 (FN 151653). A Minor Modification to the DPD zoning was approved on March 1, 2017 as File No. 161321 and updated the plaza design on the east side of the arena to match the plans for the pedestrian plaza, as well as allowed additional signage on the site, including an LED sign at the Juneau and 6th Street (northwest) entrance, and an interactive monument sign at the corner of Highland Avenue and Vel R. Phillips Avenue (the former 4th Street).

This Minor Modification, requested by Deer District, LLC, will permit one additional illuminated freestanding monument sign, reading “Fiserv.Forum” in the planting bed at the corner of Juneau and Vel R. Phillips Avenue. The sign is approximately 13’-6” tall and 50’-3” wide. Two light pools will be relocated as well as a bench.

Since the minor modification is consistent with the previously approved DPD zoning and the proposed freestanding sign will bring additional activation to the Juneau Avenue side of the arena, the City Plan Commission, at its regular meeting on March 11, 2019, recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman

