



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

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April 8, 2016

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

Dear Committee Members:

File No. 151654 relates to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD) known as Block 7 - Arena Master Plan for construction of a mixed-use parking structure and housing in the block bounded by West McKinley Avenue, North 5th Street, West Juneau Avenue and North 6th Street, in the 6th Aldermanic District.

This zoning change was requested by Head of the Herd, LLC, and will permit construction of a mixed-use parking structure and future multi-family housing. Phase 1 of Block 7 will be the location of a new City-owned parking structure with a minimum of 1,243 parking spaces that includes space designated for future build-out of possible office and retail space on West Juneau Avenue and West McKinley Avenue during Phase 2 of the development. The west portion of the site will be left open for future Phase 2 development of a residential building. A skywalk is proposed to connect to the arena to the south, and will be handled through a separate process.

The Juneau and McKinley facades of the parking structure are in high activation zones, per the GPD. Glazing for the commercial spaces will provide a minimum of 75% glazing. Windows will not be blocked once the spaces are occupied, and will remain clear and unobstructed at least 12 feet behind the glass. This high activation zone will wrap the corners to 5th Street, and the balance of 5th Street is considered a low activation zone due to its utilitarian nature. The façade will be broken up by entrances to the parking structure and access points for bicycle and motorcycle parking. The 6th Street façade will be blank, as it will become a shared wall with the future residential development. Meantime, a graphic will be placed on the entire façade to provide activation. Once the residential component is developed, the 6th Street façade will be in a medium activation zone, requiring a minimum of 50% glazing, with the exception of the southern portion of the façade, which will require high activation (minimum 75% glazing). The parking structure will be constructed with a concrete base on the street sides of the parking structure. Color will be coordinated with the arena and training facility materials. A clear anodized aluminum curtain wall will be used along the commercial tenant spaces. The perforated metal screen panels on the upper floors of the parking structure exterior will be articulated to provide depth to the façade. The reflective panels, combined with the glazed stair and elevator towers will provide visual interest on all street facades. Canopies will be located along the commercial spaces.

The residential component is shown to demonstrate what the final development could look like. Per the GPD standards, the first floor will be required to be active. This design is subject to change based on the final developer chosen to implement the second phase.

On April 4, 2016, a public hearing was held and at that time nobody spoke in opposition to the proposal. Since the zoning change is consistent with the Downtown Comprehensive Area Plan, the Park East redevelopment plan and the General Planned Development, the City Plan Commission recommended at its regular meeting on April 4, 2016 recommended approval of the subject file, conditioned on working with staff on the final narrative to clarify site statistics, including maximum density, and other design standards; and



providing final drawings that incorporate changes, if necessary, based on continued Staff review and comments.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Coggs