



**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

October 31, 2023

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

Dear Committee Members:

File number 230626 relates to the 1st Amendment to the Detailed Planned Development known as Block 3 - Arena Master Plan, Phase 1 for changes to the previously approved music venue, and the change in zoning from DPD to a General Planned Development for a portion of 1051 North Vel R. Phillips Avenue located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District.

In 2016, a General Planned Development (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. In 2022, a Detailed Planned Development (DPD) was approved for a portion of Block 3 of the master plan for the construction of a multi-story music venue, which is a permitted use. The applicant has continued to refine their plans, and is requesting an amendment to the DPD zoning to allow changes including the removal of the small 800-person venue and increasing the large venue capacity from 4,000 to 4,500 persons. Changes to the building design are necessary to accommodate this modification. The private service drive (and associated access easements and agreements) and two plazas on the north side of the venue will remain largely unchanged from the previous approval. Additionally, with the removal of the small venue from the plans, a future development site will be created between the building and N. Vel R. Phillips Avenue. This amendment includes requirements for the interim condition of the lot until development occurs. Due to the reduced footprint of the modified music venue, a small portion of the land that is zoned DPD will be returned to land south of the venue, zoned GPD. A zoning change will be necessary in the future for development of the balance of Block 3.

A public hearing was held at the October 16, 2023 City Plan Commission meeting. At the time, the applicant team made a presentation on the proposal. 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, 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 October 16, 2022 conditioned on the following items:

1. Applicant submitting an updated and corrected Traffic Impact Analysis (TIA) as required by DPW, and working with DPW to identify any adjustments necessary as the result of the TIA prior to the issuance of building permits.



2. Submitting updated public safety plan, including input from adjacent property owners and to address any proposed elements that will be in place for to Lots 2 and 3 prior to development occurring on those parcels.
3. Update DPD exhibits to reflect that the banners/art that will be mounted on east façade, will not be used for advertisements. Applicant also encouraged to commit to seeking input from Turner Hall during development of these banner/art elements and implementation of interim plaza on Lot 2.
4. Updated DPD exhibits to memorialize landscaping requirements and landscape plan approval process for Lot 3 if Lot 3 has not been rezoned to DPD by 1/1/2026.

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

c: Ald. Bauman