



**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. 151653 relates to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD) known as Block 1- Arena Master Plan for construction of an arena on land located on the south side of West Juneau Avenue, west of North 4th Street, in the 4th Aldermanic District.

This zoning change was requested by Head of the Herd, LLC to permit construction of the Milwaukee Bucks Arena. The large venue building will be approximately 130' in height. The arena will be set back substantially on the north and east sides of the building to allow for plaza space and room for pedestrian circulation to and from the arena. One skywalk that connects the arena (Juneau elevation) to an adjacent parking structure on Block 7 is anticipated, and will follow a separate process for review and approval. Additionally, an air space lease is proposed for Juneau Avenue to permit the structure to project out over the sidewalk in the upper levels.

Due to grade changes of the block and the presence of a high water table, the arena will be placed with the playing floor at grade level. As a result, there are some limitations on ground level perimeter activation percentage due to the amount of infrastructure and back-of-house operations necessary for the venue. Consistent with the GPD standards, the building massing has been broken down and transparency has been maximized where feasible. Additionally, active uses have been placed along the perimeter of the building where possible. These uses include, but are not limited to the main entry and secondary/VIP/employee entrance lobbies, ticket office, Bucks retail store, administrative offices, and loading and food service docks. High activation zones, where the percentage of glazing exceeds 75%, are located along North 4th Street and the eastern half of the Highland Avenue (south) façade. The 4th Street façade will include a 90' tall curtain wall that defines the main entry lobby/atrium, ticket office, secondary lobby and a multi-story Bucks retail store anchoring the corner at Highland. The 6th Street façade is in a low activation zone, and will house loading docks and entrances to parking for the players, tour buses, and broadcast TV trucks, as well as exterior cooling towers. These elements have been screened in accordance with the GPD standards for low activation with brick faced precast and profile metal panels, as well as green screens. The majority of Juneau Avenue is in a low activation zone, with the exception of secondary and VIP entrances that flank the façade, and a security exit mid-way through the façade. The portions of the façade that are unable to be glazed due to operations occurring inside the arena facility have been broken down into bays and will consist of high quality materials. The bowed portion of the arena, which occurs starting at the second level, will overhang the building to provide visual interest for the pedestrians. Staff has requested additional articulation along this façade, including but not limited to display windows and interactive, changeable message wall signs. Consistent with the GPD document, the western portion of Highland Avenue is in a low activation zone and the eastern portion will be highly activated with the entrance and retail space wrapping the corner from 4th Street.

Pedestrian entries are provided along 4th Street, 6th Street, and Juneau Avenue. The primary arena entrance is located mid-block on 4th Street. A second public entrance is at the corner of 6th and Juneau, and



will collect patrons approaching from the northwest and from the new parking deck across Juneau Avenue on Block 7. A secondary lobby is located at the corner of 4th and Juneau with entry points on both streets. This entrance serves VIP's, valet parking and the disabled. Service entries for food service and loading are located along the western half of Highland Avenue, as well as the truck drive through bays. The loading docks are set back significantly inside the building to allow broadcast trucks to also park inside this space.

On April 4, 2016, a public hearing was held and at that time one person expressed the need for the arena to incorporate solar panels into the design of the building. Additionally, a person from Building Advantage, expressed support for the proposal, stating that this project will produce a large number of jobs. 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 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 design standards for various elements of the arena, and provide additional details with respect to proposed signage; and providing final drawings that demonstrate activation has been met for each façade and incorporate Staff comments with respect to design enrichment along 6th Street and Juneau Avenue.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman