



**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

January 29, 2025

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

Dear Committee Members:

File No. 240526 relates to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (DPD) known as Block 5 – Arena Master Plan for a mixed-use development on the block bounded by West McKinley Avenue, North Martin L. King Jr. Drive, West Juneau Avenue, and North Vel R. Phillips Avenue, in the 6<sup>th</sup> Aldermanic District.

In 2016, a GPD known as the Arena Master Plan was established for the entire 8-block Deer District and serves as a zoning master plan for future development within the district. Consistent with the GPD, this zoning change to a DPD will allow the construction of a mixed-use building on Block 5 of the Arena District. More specifically, Jeffers Block 5 Partners, LLC is proposing to construct a 5-7 story building with ground floor commercial space and approximately 209 residential units on the upper floors. The northern portion of the block includes an outdoor plaza on the northeast corner and the MATC fieldhouse to the west. A 278-space parking structure is located at the center of the block, mostly wrapped by the building. Access to the parking structure will be from N. Vel Phillips Ave.

A public hearing was held by the City Plan Commission at its regularly scheduled meeting on January 29, 2025. Members of the development team presented on the proposal. One member of the public testified with no objections and inquired about affordability and labor requirements for the project. The Commissioners and the development team discussed many aspects of the proposal, including details on the residential building (unit costs, mix, and size), fieldhouse operations and usage, traffic, parking, and loading zone logistics, the plaza (activities, protective buffers, and size), and masonry façade design and material on the northern corner. At the close of the public meeting, City Plan Commission recommended approval of this file conditioned on the following items:

1. Resolution of conditions specified within the CPC staff report, including the applicant continuing to work with DPW and DCD on the final plaza design, loading areas, and submit updated exhibits that incorporate comments from DPW and DCD.
2. The Applicant will submit information for review by DPW regarding traffic/parking plans for times when events are held simultaneously at the proposed new venue and existing neighboring venues.



Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

CC: Ald. Coggs