



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

February 15, 2017

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

Dear Committee Members:

File No. 161321 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Block 1 - Arena Master Plan for site, building and signage changes to the previously approved 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 modifications to the previously approved site plan, building elevations, and signage for the future Milwaukee Bucks Arena. On January 19, 2016, a General Planned Development (GPD) was approved for the 8-block arena master plan. Subsequently, a DPD known as Block 1 – Arena Master Plan was approved on May 24, 2016. Construction of the arena is underway, and the development team is proposing minor changes to three elements as part of this minor modification to the DPD. Plans have been approved for the 4th Street pedestrian plaza, and the development team proposes to update the plaza design on the east side of the arena to match the plans for the pedestrian plaza. Elements include lighting, paving design, planter locations, and landscaping, among other items. Additionally, an LED sign is proposed for the Juneau and 6th Street entrance. The placement of this sign was previously proposed in the DPD, and this minor modification clarifies the size and type of sign proposed, including the apparatus that affixes the sign to the building. Finally, a new, freestanding sign is proposed for the corner of Highland and 4th Street. This sign will be interactive, and will include seating within the “BUCKS” sign letters. Each of the letters will be approximately 11 feet in height and just under 6 feet in width.

Since the minor modification is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on February 13, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman

