



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

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

Dear Committee Members:

File No. 181157 relates to the First Amendment to the General Planned Development, GPD, known as the Arena Master Plan to allow temporary banner signs and lighting on the existing parking structure on Block 2 of the GPD, located on the east side of North 6th Street between West Highland Avenue and West State Street, in the 4th Aldermanic District.

This zoning change was requested by MKE BLK23, LLC, and will allow temporary banner signs and lighting to be affixed to the existing parking structure on Block 2 of the Arena Master Plan. The GPD establishes, among other things, signage standards for each of the blocks within the arena master plan area. Currently, it only contemplates temporary banner signs in conjunction with construction or leasing. The Bucks are requesting that temporary banner signs and graphics, along with associated lighting, be permitted on the existing parking structure for potential use for ads in connection with Bucks and Fiserv Forum partners. Specifically, the amendment allows for temporary signage/graphics covering the entire façade on the South (State Street) elevation of the elevator tower and south elevation of structure and the North (vacated Highland Avenue) elevation at the stair tower. The signs may be swapped out on an as-needed basis, and may remain for the duration that the parking structure is in operation. The signs will be affixed to the structure and be maintained in an orderly manner, and will follow all other applicable standards of the Milwaukee Code of Ordinances. New exterior lighting may be applied at the new banner or graphic locations.

On December 3, 2018, a public hearing was held and at that time Mike Abrams from Icon Venue Group provided an overview of the proposed amendment. Since the proposed temporary banner signs will further activate the existing parking structure on Block 2 until such time that future development occurs and is generally consistent with the previously approved GPD, the City Plan Commission at its regular meeting on December 3, 2018 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman

