



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

October 4, 2023

PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.

DEAR PERSON OF INTEREST:

The Common Council has referred File No. 230626 to the City Plan Commission (CPC) for recommendation. This file 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. **Please refer to the reverse side of this notice for map details.**

Date: Monday, October 16, 2023
Time: 1:30 p.m. (Public Hearing scheduled for 2:15 p.m.)
Location: 1st Floor Boardroom – 809 N. Broadway
Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.

This meeting will be hosted both in-person and online.



This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending the meeting in person or participating virtually. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 230626, the Block 3 music venue zoning change file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,



for

Lafayette L. Crump
Executive Secretary
City Plan Commission

