



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

Lafayette L. Crump  
Commissioner

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Deputy Commissioner

Ald. Bauman  
4th Ald. District

## CITY PLAN COMMISSION ZONING REPORT

**File No:** [241339](#) (GPD Amendment) and [241340](#) (DPD)

**Location:** Block 3 of Arena Master Plan; Subject development site is on the eastern portion of 430 West State Street, located on the north side of West State Street, west of North Vel R. Phillips Avenue

**Applicant/  
Owner:** Milwaukee DD Lodging Investors II, LLC (Applicant/Developer - DPD) and MKE BLK23 LLC (GPD Amendment)

**Current  
Zoning:** General Planned Development (GPD) known as Arena Master Plan

**Proposed  
Zoning:** 2<sup>nd</sup> Amendment to the General GPD and creation of the Detailed Planned Development (DPD) known as Block 3 – Arena Master Plan, Phase 2

**Proposal:** In 2016, a General Planned Development (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. It prescribes allowable uses and establishes design standards that serve as the zoning parameters for development within the GPD. Each new proposed building must be approved via the creation of a Detailed Planned Development (DPD) that approves the specific building design. Milwaukee DD Lodging Investors II, LLC is proposing to change the zoning of the southeast portion of Block 3 from GPD to DPD to construct a 7-story, 156-room hotel known as the Moxy. Additionally, the Milwaukee Bucks' Real Estate entity is requesting an amendment to the GPD to increase the number of buildings allowed on Block 3, as outlined in more detail below.

The hotel is proposed to be located on the east portion of 430 W. State Street. A hotel is a permitted use at this location under the General Planned Development. In conjunction with the zoning application, the property owner has submitted a proposed Certified Survey Map (CSM) to divide the existing 430 W. State Street parcel into lots to create the development site where the hotel

is proposed (Lot 2 of pending CSM DCD #3463) as well as a future development site to the west. This CSM will result in a 4th developable lot being created on Block 3. The GPD initially envisioned that Block 3 would have between 1-3 buildings. Therefore, an amendment to the GPD is also being proposed in order to allow up to 4 buildings on Block 3 to align with the creation of this additional lot and the current overall proposed parcel alignment for this block. Some site statistics and design standards for Block 3 will be modified to align with the creation of this 4th buildable lot and the resulting block layout.

**GPD Amendment:**

This 2<sup>nd</sup> Amendment to the GPD makes changes to the Block 3 development standards. The remainder of the blocks within the GPD boundary are not affected by this file. Items included in this amendment are as follows:

- Increasing the maximum number of buildings on Block 3 from 3 to 4 to correlate with the pending CSM to further divide 430 W. State Street into two parcels to create a new development site for the hotel and a future development site to the west. This will result in a total of 4 buildable lots on Block 3.
- Updates the Block 3 design standards diagram to reflect additional vehicular access points for the porte cochere drop-off along Vel R. Phillips Av. and a service drive along W. State Street. Additionally, the street activation zones along the hotel site have been adjusted to align with the updated parcel alignments and developments proposed for this block.
- Increases the maximum width of the drive openings (currently 20') to accommodate the service drive entrance along State Street and the two drives for the porte cochere along Vel R. Phillips to allow sufficient width for two-way traffic. The State Street curb cut is 22' wide at the street, and the Vel R. Phillips openings are 24' wide at the street.

**DPD:**

The GPD prescribes overall building design and activation standards that must be incorporated into future developments. Staff finds that the proposed new building that would be approved through the creation of this Detailed Planned Development meets the standards set forth in the GPD. Below is an overview of the proposal as it relates to the GPD standards.

The GPD requires that buildings on Block 3 be at least 4 stories tall, and the proposed 7-story hotel achieves this requirement. The placement of the building falls within the Block 3 setback ranges, and the building has been set back from the Vel R. Phillips Ave. property line to allow for a wider uninterrupted sidewalk zone. The main entrance will face Vel R. Phillips Ave. within the porte cochere area. A service drive will be located on the west (back) side of the building to serve as a secondary entrance for loading and service needs. The placement of

the entry and service drive comply with the GPD.

The building has been designed with a distinct base, middle and top. The base building materials are brick and precast stone, and the upper floors consist of iridescent metal panel at the endcaps of the building with fiber cement board and (on the Vel R. Phillips façade) metal framework and mesh accents. The fiber cement board will be detailed with deep reveal joints to create shadow lines and visual interest. EIFS is proposed for the midsection of the upper floors on the west (rear) elevation, and will also be detailed. The roofline is detailed with an open roof trellis in the midsection and offset roof edges. The overhangs will be underlit with color-changing LED lighting. The placement and type of building materials is consistent with the GPD standards. Additionally, all windows will be recessed into the materials with a “lip” around the perimeter to provide depth. The facades change planes where there is a material change.

**Street Activation:**

The GPD establishes street activation requirements for each of the blocks within the district. High activation zones require 75% of the frontage to consist of clear glazing with active uses behind the windows, and medium activation zones require 50% of the frontage to be glazed. Low activation zones do not require a minimum percentage of glazing, but the façade must be sufficiently articulated. As part of the GPD amendment, the activation zones along the street frontage of the hotel site have shifted slightly to accommodate the necessary mechanical/utility areas and service drive associated with the proposed updated parcel configuration for this block. Additional high activation frontage was added to the Vel R. Phillips side of the hotel, for a net increase in high activation frontage along the ground floor. The hotel lounge, porte cochere and bar spaces will be public and intended to maximize street activation in accordance with the GPD requirements. Exterior glass in these areas will be clear vision glass, and the utility (low activation) areas on the west part of the State Street frontage will be detailed with opaque spandrel panels. See Sheet A2.01 for the activation diagram and calculations. The proposal meets the GPD street activation requirements.

**Screening:**

The porte cochere will have freestanding planters along the sidewalk of Vel R. Phillips Ave. along with large, oversized planters at the building edge within the porte cochere. The mechanical units on the 2nd, 3rd, and 7th floor roof will be concealed with complimentary architectural roof screens. The hotel refuse area is set back significantly from State Street, screening the area from street view.

**Open Space:**

An outdoor terrace area will be located on the north end of the building. This plaza will be at grade and slope away from the building at a rate compliant with ADA Accessible guidelines. Select rooms located on the northeast corner of the building will feature a balcony on the 2<sup>nd</sup> to 7<sup>th</sup> floors.

**Circulation, parking,  
and loading:**

**Pedestrian access:**

The primary entrance for guests is located through the porte cochere on the east side of the building along N. Vel R. Phillips Ave. Primary access for employees is through the vestibule on the west side of the building.

**Vehicle Access and Parking:**

The porte cochere on N. Vel R. Phillips Ave. is internal to the hotel and where most vehicles arrive and depart. The paving in this area will have a decorative stamped pattern and stained to accent the architecture. At this time, the hotel plans to offer valet services for guests along with self-parking at the Highland parking structure (located on Block 2, to the west of this site). A formal parking agreement is not in place but is anticipated at a future date.

**Bicycle Parking:**

4 Long term bicycle parking stalls will be provided inside the building with access from the receiving area. 7 short term stalls will be located on the northeast side of the property adjacent to the outdoor terrace.

**Loading (Deliveries) and Trash Pick-Up:**

Deliveries and trash pick-up will occur via the service drive to the west of the building. Dumpsters and compactors will be located indoors and have scheduled pick-ups to minimize disruptions to hotel guests. The applicant is not requesting any loading zones.

**Lighting:**

Per the applicant, the proposal includes a variety of color changing light elements, intended to emphasize the hotel's brand identity and enhance the pedestrian experience. These features include color changing led cove lights on the porte cochere and overhangs around the perimeter of the building, continuous color-changing cover lights at the first-floor canopies, and color changing back-lighting of the vertical mesh panels along N. Vel R. Phillips Ave. facades.

Additional lighting elements:

1. Uniquely designed lighted vehicular bollards will be used to provide ground level lighting and vehicular protection at walk paths within the porte cochere.
2. Guest main entry, loading zone and secondary building entrances will use a combination of concealed and surface mount luminaires to illuminate the areas.
3. Pedestrian level vertical LED "light bars" will be used along W State Street and N. Vel R. Phillips facades.
4. Upper roof overhangs and parapet articulation will utilize indirectly illuminated continuous LEDs cove lights which will be aimed to wash upwards along the vertical face of walls and offer a soft glow to the underside of overhangs to prevent indirect light spill.

**Signage:**

Two signs are proposed for this development. Signs will be internally illuminated in compliance with the GPD requirements and the source of the illumination shall not be visible or intermittent.

1. Main hotel brand identification signs will be located on the porte cochere roof along Vel R. Phillips Ave. (approximately in line with the first floor of the hotel).
2. Additional hotel brand identification signage will be located on the west side of the building façade on the upper-level.

The applicant states additional details and information on sign design will be provided at the time sign permits are requested and future proposed signage will be reviewed and approved by DCD staff prior to issuance of permits.

**Adjacent Land Use:**

Land located to the north and west are located within the Arena Master Plan GPD boundary, consisting of a mix of uses, including the Fiserv Forum, a future music venue, and a parking garage. To the east are parcels zoned C9G (Mixed Activity) consisting of a parking lot and retail establishments. To the south are parcels zoned C9D(A) (Civic Activity) and includes the UW-Milwaukee Panther Arena.

**Consistency with Area Plan:**

The proposed development site is within the boundaries of the Downtown Area Plan, adopted in 2023 as part of the City's overall comprehensive plan. The Downtown Area Plan supports the redevelopment of the Deer District with high density mixed-use development. The plan encourages buildings to engage the public realm and promote walkability with attractive well-designed facades fronting streets and public spaces. The proposed development features high-quality materials and design details that add visual interest, along with large storefront windows and active uses at the street level. The building's location will help to rebuild the street wall, defining the public realm and reinforcing connections between adjacent districts. The smaller footprint will allow for additional buildings on the block, creating a more human scale of development and adding to the diversity of uses and building types. The proposed detailed planned development is consistent with the Downtown Area Plan.

**Previous City Plan Action:**

10/16/2023 – The City Plan Commission recommended conditional approval of the First Amendment to the Detailed Planned Development known as Block 3 – Arena Master Plan, Phase 1 for changes to the previously approved music venue and change in zoning from DPD back to General Planned Development for a portion of the lot (FN [230626](#))

9/26/22 – The City Plan Commission recommended conditional approval of the Second Amendment to the General Planned Development, GPD, known as Arena Master Plan to allow changes to the zoning standards for Block 3 of the GPD and

adjacent lands, located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. (FN [220489](#))

9/26/2022 – The City Plan Commission recommended conditional approve of a change in zoning from General Planned Development, GPD, to a Detailed Planned Development, DPD, known as Block 3-Arena Master Plan, Phase 1 for development of a music venue and associated elements on a portion of 1001 North Vel R. Phillips Avenue, on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. (FN [220490](#))

12/3/2018 – The City Plan Commission recommended approval of the First Amendment to the Arena Master Plan GPD to allow temporary banner signs and lighting on the existing parking structure on Block 2 of the GPD. (FN [181157](#))

11/23/2015 – The City Plan Commission recommended conditional approval of the change in zoning Downtown - Warehouse and Light Manufacturing (C9H), Downtown - Civic Activity (C9D(A)), and Redevelopment - Park East (RED) to a General Planned Development (GPD) for the arena master plan. (FN [150724](#))

**Previous Common  
Council Action:**

11/21/2023 – The Common Council approved the First Amendment to the Detailed Planned Development known as Block 3 – Arena Master Plan, Phase 1 for changes to the previously approved music venue and change in zoning from DPD back to General Planned Development for a portion of the lot (FN [230626](#))

11/1/2022 – The Common Council Placed on File the Second Amendment to the General Planned Development, GPD, known as Arena Master Plan to allow changes to the zoning standards for Block 3 of the GPD and adjacent lands, located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. (FN [220489](#))

11/1/2022- The Common Council approved the substitute ordinance relating to the change in zoning from General Planned Development, GPD, to a Detailed Planned Development, DPD, known as Block 3-Arena Master Plan, Phase 1 for development of a music venue and associated elements on a portion of 1001 North Vel R. Phillips Avenue, on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District. (FN [220490](#))

12/18/2018 – The Common Council approved the First Amendment to the Arena Master Plan GPD to allow temporary banner signs and lighting on the existing parking structure on Block 2 of the GPD. (FN [181157](#))

1/19/2015 – The Common Council approved the change in zoning Downtown - Warehouse and Light Manufacturing (C9H), Downtown - Civic Activity (C9D(A)), and Redevelopment - Park East (RED) to a General Planned Development (GPD) for the arena master plan. (FN [150724](#))

**Recommendation:**

An amendment to the GPD is necessary in order to accommodate a pending Certified Survey Map that will create a fourth buildable lot within Block 3 to allow up to 4 buildings on the block. Additional minor adjustments to the site statistics and design standards are proposed to accommodate this configuration. The allowance of a 4<sup>th</sup> building on Block 3 is consistent with the spirit and intent of the GPD and the overall goals of the Arena District Development and the Downtown Plan. Staff recommends approval of the subject amendment to the GPD (File No. 241339).

A DPD is proposed for Phase 2 development of Block 3 to allow the construction of a 7-story, 156-room hotel. A hotel is an allowable use at this site, and the building meets the GPD standards with respect to height, placement, materials, and design. It is also consistent with the recommendations of the Downtown Plan. For these reasons, staff recommends approval of the subject file to create a DPD to permit construction of the proposed hotel (File No. 241340).