



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

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November 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. 170900 relates to the change in zoning from General Planned Development, GPD, to a Detailed Planned Development, DPD, for the properties at 1117-1119, 1121-1123, and 1129-1135 North Old World Third Street, located on the west side of North Old World Third Street, South of West Juneau Avenue, and the First Amendment to the DPD known as Block 4 - Arena Master Plan to combine the subject properties to the Entertainment Block, in the 4th Aldermanic District.

This zoning change was requested by Deer District LLC, and will combine the properties along Old World Third Street to the Entertainment Block. In January 2016, a General Planned Development (GPD) was established for the entire, 8 block Arena Master Plan. Subsequently, in January 2017, a Detailed Planned Development (DPD) known as Block 4 (Entertainment Block) – Arena Master Plan was approved (FN 160813) to permit construction of three mixed-use buildings that front the 4th Street pedestrian plaza. The primary uses of the mixed-use buildings will include general retail, food and beverage tenant spaces, and will be connected by a plaza/outdoor space that will act as a transition to the pedestrian plaza, as well as provide space for dining.

Now, the applicant requests an amendment to DPD known as Block 4 – Arena Master Plan to add the parcels of land known as the Block 4 – Public Plaza Connectors to the boundary of the Block 4 DPD. In the initial phase of construction, the North Public Plaza Connector will be the location of an overhead steel canopy structure, as well as extensive landscape improvements. The South Public Plaza Connector will remain in its existing state as a paved lot. In a future phase, buildings are being considered for construction on the parcels. The potential future buildings on the parcels will be designed to provide a strong presence and user interaction at street level, and will be designed to complement the character of the existing historic architecture along North Old World 3rd Street. The previously approved buildings that are part of the DPD known as Block 4 – Arena Master Plan are not proposed to be changed as part of this file.

On October 23, 2017, a public hearing was held and at that time, nobody spoke in opposition to the proposal. Since the proposed zoning change is consistent with the GPD and the recommendations of the Downtown Comprehensive Area Plan, the City Plan Commission, at its regular meeting on October 23, 2017, recommended approval of the subject file conditioned on submitting final exhibits that reflect staff comments.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bauman

