



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

**Rocky Marcoux**  
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Deputy Commissioner  
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December 6, 2016

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

Dear Committee Members:

File No. 160813 relates to the change in zoning from General Planned Development (GPD) to a Detailed Planned Development (GPD) known as Block 4 - Arena Master Plan for a mixed-use development on land located at 320-340 West Highland Avenue, on the east side of North 4th Street, south of West Juneau Avenue, in the 4th Aldermanic District.

This zoning change was requested by Head of the Herd, LLC, and will permit construction of a mixed-use development on the subject sites. In January 2016, a General Planned Development (GPD) was established for the entire, 8 block Arena Master Plan. Now, Head of the Herd, LLC is seeking approval for Block 4 of the development, identified as the Live Block in the GPD. The proposal consists of three new mixed-use buildings. The site will front the 4th Street pedestrian plaza, the design for which will be approved under a separate file. Additionally, pedestrian connections from North Old World 3rd Street will be designed to complement the activities of the Live Block and guide patrons to the site. The design of these pedestrian connections will also be approved as separate files in the future.

The buildings will be designed to provide a strong presence and user interaction along West Juneau, North 4th Street and West Highland Avenue. Primary uses will include general retail, food and beverage tenant spaces. The Block 4 mixed use buildings will be a maximum building height of 75' (Building A (north on site)), 4 stories, along West Juneau Avenue to the north and North 4th Street to the west. The building height will be a maximum of 40'-0" (Buildings B (center) and C (south)), 2 stories, along West Highland Avenue to the south and North 4th Street to the west. The building heights fall within the range of the GPD requirements. There will be a plaza/outdoor space between the three buildings, and will act as a transition to the pedestrian plaza, as well as provide space for dining. Proposed building materials include aluminum and glass curtain wall, patterned brick, and composite metal panel systems.

On December 5, 2016, a public hearing was held and at that time, nobody spoke in opposition to the file. Since the zoning change is consistent with the Downtown Comprehensive Area Plan, the Park East redevelopment plan and the GPD, the City Plan Commission recommended at its regular meeting on December 5, 2016 recommended approval of the subject file conditioned on submitting final exhibits that incorporate staff comments.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman

