



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**

September 14, 2022

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 Nos. 220489 and 220490 to the City Plan Commission (CPC) for recommendation. These files relate to 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, and the change in zoning from 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.

In 2016 a 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. A multi-story music venue is being proposed for a portion of Block 3 of the master plan, which is a permitted use. The venue will entail an approximately 4,000-person capacity room, smaller 800-person capacity room, meeting and event spaces, outdoor balcony, rooftop patio and other uses ancillary to the operation of a music venue. As part of this development, land to the west of the new building will be utilized as a service drive and to the north will be outdoor plaza space. An amendment to the GPD is necessary to modify the design standards for Block 3 as well as acknowledge the service drive to the west in lieu of a public street. The DPD approves the details of the music venue development, including the site plan and building design. 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, September 26, 2022
Time: 1:30 p.m. (Public Hearing scheduled for 1:50 p.m.)
Location: 1st Floor Boardroom – 809 N. Broadway (attendees are advised to wear a mask in the hearing room)

Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.




The City of Milwaukee Health Department has recommended limiting large indoor gatherings and social distancing when possible to limit the spread of COVID-19. This meeting will be hosted both in-person and online to best protect the public health of the community, including meeting participants.

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. Those attending in person are advised to wear a mask and socially distance within the meeting room. 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 numbers 220489 and 220490, the arena district zoning change files. 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

