



Milwaukee Turners, Inc. 1034 North Vel R Phillips Ave., Milwaukee WI 53203

President 11.10.2023
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Dear Members of the Zoning, Neighborhoods and Development Committee,

My name is Emilio De Torre. I am the Executive Director of the Milwaukee Turners at Turner Hall. We have been on the same block since 1855, at this location since 1882. I believe we are the oldest building in the Downtown Deer District area.

As you saw in Mr. Lafayette Crump, the Executive Secretary of Milwaukee's City Planning Commission's letter, there are four conditions that predicate the approval of the proposed newly amended construction of the FPC Live Nation venue.

1. Applicant submitting an updated and corrected Traffic Impact Analysis (TIA) as required by DPW, and working with DPW to identify any adjustments necessary as the result of the TIA prior to the issuance of building permits.

2. Submitting updated public safety plan, including input from adjacent property owners and to address any proposed elements that will be in place for Lots 2 and 3 prior to development occurring on those parcels.

3. Update DPD exhibits to reflect that the banners/art that will be mounted on east façade, will not be used for advertisements. Applicant also encouraged to commit to seeking input from Turner Hall during development of these banner/art elements and implementation of interim plaza on Lot 2.

4. Updated DPD exhibits to memorialize landscaping requirements and landscape.

These conditions have not been met yet, certainly not to the satisfaction of the Milwaukee Turners, and we would like this delayed until such time as these conditions are met.

We only discovered the updated public safety plan when it was uploaded to the City website on October 30th. We have not had enough time to carefully evaluate this document yet, but our grave concerns remain the same. This is not a safety plan. After working for the ACLU for 14 years and serving on the Governor's Taskforce on Digital Privacy and Consumer Protection, I can assure you that this is generic and only offers the promise of creating a plan. Last month, the Milwaukee Police Department held a meeting where they asked all of the local businesses for ongoing access to their security cameras due to crime and staffing shortages. During the NBA playoffs, the Milwaukee Police Department wanted to position SWAT snipers in and on Turner Hall to address potential active shooter events. This plan doesn't address any of these security concerns. An ongoing invitation for 4,500 additional people for "will call" events will certainly have an



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impact – one that is not addressed in this revised study – which only shows the addition of one paragraph as a modification from the old version.

We have no new Traffic Impact Analysis, although I called Joel Plant asking for one. It's not ready yet. If you look at the new VIP loading and unloading section, and the plaza by Block 3, Lot 2, this strongly indicates the potential for all sorts of vehicular and traffic congestion, not unlike when Damian Lilard was welcomed on October 1st and traffic on Vel R. Phillips and Highland was blocked for hours. Fortunately, this was on a Saturday and not during rush hour on a weekday evening. The Fiserv Drop off/rideshare area on Highland off Vel R. Phillips and the proposed new Drop off/rideshare are very close to one another and perpendicular to each other. **Both are immediately outside our building and the entrances to our parking lot.** There will be adverse consequences to Turner Hall's patrons and business. We already see a significant impact when there are large events across the street, or multiple events happening in the area, where folks are unable to get to our events, find parking, or access our classes and services. As Alderman Bauman told us last week, he is quite aware that parking is a problem in this area. I requested a study that shows how pedestrian and vehicular traffic will be efficiently directed during days when the Panther Arena, Miller, Fiserv, WCD, Turner Hall and the new venue have events simultaneously. We have great concerns over how hundreds of patrons to the ballroom, Turning Tables Tavern, and the gymnasium will be able to safely access our facility during these times.

We work closely with Tenor High School one block south of us, and Golda Meier a few blocks north of us and students and staff frequently walk to our building as well.

We believe that increased activity downtown does not have to be a zero-sum game, but issues like traffic and safety need to be considered and planned for, so that all of us can thrive. The Milwaukee Turners would like to see a new traffic study indicating projections and solutions to this increased traffic flow and congestion by this new entrance, loading zone, rideshare and plaza area which replaces the suggested storefronts from the last time we were here.

I have seen working animated models of crowd flow from groups such as Coliseum GSVA which the FISERV uses and Maptelligent, and we would feel better for a project of this scale if there were actual flow patterns shown to the city and us to illustrate what they propose during high usage times. Right now it just says FPC Live Nation will work with various partners. The Milwaukee Turners would like to see specific plans addressing security, pedestrian and vehicle flow before we can form an opinion on the proposed changes to this venue.

Finally, they have not updated the DPD exhibits to address points 3 and 4. In effect, they have met none of the criteria requested by the City Planning Commission and reiterated by Milwaukee's City Planning Commission's Executive Secretary Mr. Crump.



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Please ensure that the public and the Milwaukee Turners receive the answers meeting the four conditions and have a chance to evaluate and respond to them prior to approving this amendment.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Emilio De Torre'.

Emilio De Torre
Executive Director
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