



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

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

Dear Committee Members:

File No. 150724 relates to the change in zoning from 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 on land generally bounded by West McKinley Avenue to the north, North Old World Third Street and North 4th Street to the east, West State Street to the south and North 6th Street to the west, in the 4th and 6th Aldermanic Districts.

This zoning change was requested by Head of the Herd, LLC, Deer District, LLC, and the Bradley Center Sports Entertainment Corporation, and will approve a master plan for the new Milwaukee Bucks arena and surrounding development. The GPD zoning for eight city blocks establishes phases by which construction staging and development will occur. A separate Common Council approval process will be followed for both the proposed right-of-way vacations and the proposed skywalks. A partial list of uses that are envisioned for the development include: a sports arena, offices, live-work residential, entertainment retail including sit down and carry out restaurants, a seasonal market, parking decks, and a hotel. See the permitted use list for a complete list of block-by-block allowable uses. Additionally, see each block chapter in the narrative for GPD Design Standards and Site Statistics that are provided for each block.

The GPD narrative includes design standards that must be followed for various site features, building composition (including building base and street activation), entries, acceptable building materials, detailing enrichments, and building articulation for future Detailed Planned Development (DPD) approvals. Additionally, landscape screening standards are included in the narrative for temporary and permanent treatments for uses such as surface parking. The Block plans within the GPD drawing set demonstrate the amount of street activation that each block face must meet, at a minimum, in the future when development is proposed. Setback minimums and maximums are demonstrated, as well as proposed pedestrian and vehicular access points. Additionally, the massing diagrams demonstrate the conceptual building footprint and minimum and maximum heights for each block.

The project site is located within the boundary of Milwaukee's Downtown Comprehensive Area Plan, which was approved by the Common Council in 2010. The uses described in the proposed General Plan Development are in conformity with the Downtown Plan. The Plan offers specific recommendations with respect to treatments of blank walls and placement of parking, among other things. These recommendations have been incorporated into the GPD design standards.

A public hearing was held at a Special City Plan Commission meeting on November 23, 2015. At that time, some property owners from the Old World Third Street commercial corridor expressed general support for the arena proposal, but had concerns with respect to street parking that would be reduced if 4th Street was closed. Additionally, Alderman Bauman expressed concern with respect to the phasing of the arena development and the fact that the City-owned parking structure was proposed to be razed prior to the new, replacement structure being open. This could negatively impact surrounding businesses and patrons of the



event venues and nearby restaurants.

Since the zoning change is consistent with the Downtown Comprehensive Area Plan, the Park East redevelopment plan and plans to develop an arena master plan, the Plan Commission at its Special meeting on November 23, 2015 recommended this file be approved conditioned on working with staff on the final narrative to clarify site statistics, including maximum density, and other design standards, and providing final drawings that include requested information for each block, including site statistics, and updated block maps that demonstrate appropriate activation for each block face.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Robert Bauman, Ald. Milele Coggs