



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

**Rocky Marcoux**  
Commissioner  
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Deputy Commissioner  
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December 5, 2017

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

Dear Committee Members:

File No. 171111 relates to a Minor Modification to a Detailed Planned Development (DPD) known as Block 4 - Arena Master Plan (Entertainment Block) to permit minor changes to the previously approved design for the north building (Building A) on land located on the east side of North 4th Street, south of West Juneau Avenue, in the 4th Aldermanic District.

This minor modification was requested by Head of the Herd, LLC, and will allow minor changes to the previously approved north building (Building A) within the Entertainment Block. In January 2017, a DPD known as Block 4 – Arena Master Plan was approved for a mixed-use development consisting of three buildings that will front the 4th Street pedestrian plaza. The development team has been finalizing the plans for the buildings, and as such, some elements of Building A, the north building on the site, have changed. The team is seeking a minor modification to the DPD for Block 4 to permit changes that include, but are not limited to reducing the number of occupied stories of the building from 4 to 2, with a 3 story height along Juneau Avenue, and accordingly, reconfiguring the vertical circulation, exterior openings, and service rooms of the building. The building footprint has shifted a bit to accommodate the changes.

Since the proposed minor modification is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on December 4, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Bauman

