



# City of Milwaukee

809 N. Broadway, 1st Floor  
Boardroom  
Milwaukee, WI 53202

## Meeting Minutes

### CITY PLAN COMMISSION

**STEPHANIE BLOOMINGDALE - CHAIR**

**ALLYSON NEMEC - VICE-CHAIR**

*Brianna Sas-Perez, Ranell Washington, Catrina Crane, Willie Smith, and Tarik Moody*

*Chris Lee, Staff Assistant, 286-2232, clee@milwaukee.gov*

*Planning Division, 414-286-5726, planadmin@milwaukee.gov*

---

Monday, September 26, 2022

1:30 PM

809 N. Broadway, 1st Floor Boardroom

---

**This is also a virtual meeting.**

Additional instructions, virtual access and registration information, and meeting details can further be found on the City Plan Commission website: <https://city.milwaukee.gov/CPC>.

Those wishing to view the proceedings are able to do so via the City Channel - Channel 25 on Spectrum Cable, if available, or the internet, if available, at <https://city.milwaukee.gov/cityclerk/CityChannel>.

**Meeting convened at 1:30 p.m.**

**Present:** 7 - Nemec, Sas-Perez, Crane, Washington, Bloomingdale, Moody, Smith

**Also present:**

*Sam Leichtling, DCD Planning Division*

*Kristin Connelly, DCD Planning Division*

*Sydney Swift, DCD Planning Division*

**1. Review and approval of the previous meeting minutes from August 22, 2022.**

*The meeting minutes from August 22, 2022 were approved with a technical correction. There was no objection.*

**Zoning - Public Hearing 1:30 PM**

- 2. [220720](#)** Resolution approving a request for a deviation from the performance standards established by the Towne Corporate Park of Granville Development Incentive Zone (DIZ) to allow outdoor storage for ABC Supply Co., Inc., which intends to occupy the site located at 11200 West Heather Avenue, on the north side of West Heather Avenue, east of North Lauer Street, in the 9th Aldermanic District.

**Sponsors:** THE CHAIR

*Ms. Connelly presenting.*

*Appearing:  
Don Jeziorski, ABC Supply  
Atty. George Erwin, legal counsel*

*No public testimony.*

*Member Smith moved conditional approval, seconded by member Washington.  
(Prevailed 7-0)*

*Condition:  
The color of the fencing to be similar to the color of the building with review and approval by staff.*

**A motion was made by Willie Smith, seconded by Ranell Washington, that this Resolution be APPROVED CONDITIONALLY. This motion PREVAILED by the following vote:**

**Aye:** 7 - Nemec, Sas-Perez, Crane, Washington, Bloomingdale, Moody, and Smith

**No:** 0

### **Zoning - Public Hearing 1:40 PM**

3. [220719](#) Resolution approving a medical service facility use to allow Community Medical Services to partner with Wisconsin Community Services at their current location at 2610 West North Avenue and provide onsite counseling and medical treatment services within the existing facility located on the north side of West North Avenue, east of North 27th Street, relative to a Development Incentive Zone (DIZ) known as North Avenue Commerce Center, established by Section 295-91.0046 of the former Milwaukee Code, in the 15th Aldermanic District.

**Sponsors:** THE CHAIR

*Ms. Connelly presenting.*

*Appearing:  
Jay Knetter, architect  
Lesley Wimmer, Community Medical Services*

*Public testimony with concerns:*

*Malory Sanders testified with concerns over traffic, public safety, impact on school children nearby, negative impact on the residential community, her being impacted due to residing nearby the facility, and other non-residential areas not being considered for the development.*

*Public testimony in support:  
Startina White, Wisconsin Community Services  
Maya Robinson, Wisconsin Community Services*

*Member Sas-Perez moved approval, seconded by vice-chair Nemec. (Prevailed 7-0)*

**A motion was made by Brianna Sas-Perez, seconded by Allyson Nemec, that this Resolution be APPROVED. This motion PREVAILED by the following vote:**

**Aye:** 7 - Nemec, Sas-Perez, Crane, Washington, Bloomingdale, Moody, and Smith

**No:** 0

#### **Zoning - Public Hearing 1:50 PM**

4. [220489](#) An ordinance relating 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, located on the west side of North Vel R. Phillips Avenue, north of West State Street, in the 4th Aldermanic District.

**Sponsors:** THE CHAIR

*Items 4 (CCFN 220489) and 5 (CCFN 220490) were held in companionship with one another.*

*Member Moody recusing himself.*

*Mr. Leichtling presenting.*

*Appearing:*

*Joel Plant, Frank Productions*

*Peter Feigin, Milwaukee Bucks*

*Greg Uhen, EUA*

*Troy Jacoby, EUA*

*Public testimony in opposition:*

*Atty. John Wirth testified of inadequate design standards and activation, potential unwanted uses, and detrimental impact to Milwaukee Turner Hall.*

*Craig Peterson, representing Save Milwaukee's Music Scene, testified of public safety and crime concerns relating to increased mass gatherings, lack of public safety plan, people waiting in lines, violence and guns, and crowd control.*

*Emelio De Torre, Milwaukee Turner Hall, testified on negative impact on revenues, operation, and potentially construction damage to Milwaukee Turner Hall due to the new venue.*

*Adam Peterman, Stellar Park Events, testified of the new venue negatively impacting neighboring businesses, driving them out of business, oversaturation of shows, and competing with other local venues.*

*Atty. David Halbrooks testified on the availability of other local venues, that the new venue is not needed, deviation from original GPD plan of hotel and housing for Block 3, increased competition and bidding, monopolization, inadequate design plans, and public safety concerns due to the new venue and Live Nation.*

*Arthur Heitzer, Milwaukee Turner Hall, testified with concerns over physical access to Milwaukee Turner Hall due to Fiserv Forum events, of experiencing this issue in the past, that the new venue would exacerbate the issue, deviation from the original GPD plan, and lack of a traffic analysis plan.*

*Al Godshaw, Milwaukee Turner Hall, testified of a lack of community outreach.*

*Chris Ahmuty, Turner Ballroom Preservation Trust, testified on a lack of coordination with Milwaukee Turner Hall overall, with the special feature, with Lot 2, no traffic impact study, streetcar extension (if any), and unresolved questions.*

*Jeff Pawlinski, West Town resident and former Milwaukee Common Councilperson, testified of wrong timing for the project, the city having adequate live entertainment venues, the new venue is unneeded, potential higher prices for events, potential outpricing of other local venues, and not being aware of this project.*

*Kristina Fung, Milwaukee Turner Hall, testified on public safety concerns and security issues with the Milwaukee Bucks Deer District gatherings negatively impacting neighboring facilities, especially a shooting near Milwaukee Turner Hall.*

*Roger Hyman, downtown resident, testified that no new live music event was needed.*

*Public testimony in support:*

*Peter Rickman, Milwaukee Area Service and Hospitality Workers Organization, testified of increased union job opportunities and family supported hospitality and entertainment service employment for city residents with the addition of the new venue.*

*Atty. Brian Randall, David Kuelthau, testified that the DPD meets all requirements and needed more work for the future, height modification being considerate of Milwaukee Turner Hall, and taller development being on Lot 4 being more appropriate.*

*Member Washington moved conditional approval.*

*Conditions:*

*Developer to complete a traffic analysis impact study including pedestrian movement, make adjustments/updates to exhibits (including ingress, egress, and pedestrian access) as required by staff, submit information on a public safety plan, and make revisions to enhance the interim design feature. Conditions to be fulfilled prior to consideration by the Zoning, Neighborhoods and Development Committee.*

*There was no second. Motion failed due to a lack of a second.*

*Also appearing:*

*Lafayette Crump, DCD Commissioner*

*Dawn Schmidt, DPW*

*Member Washington moved conditional approval, seconded by member Crane. (Prevailed 3-2-2) Noes - Nemeec, Smith; Abstaining - Moody, Bloomingdale*

*Conditions:*

*•The applicant submitting the DPW-requested Traffic Impact Analysis, and*

*incorporating any resulting adjustments to ingress/egress and loading/unloading areas into the final Exhibits that will be presented to the Zoning, Neighborhoods and Development Committee for approval.*

*•Making any required updates to the GPD exhibits to reflect final adjustments to the pedestrian and emergency vehicle access agreement areas to align with the final form of the access agreements being negotiated by the City and applicant.*

*•That the Traffic Impact Analysis include a specific analysis of potential changes to pedestrian flows through the Arena District and Entertainment Block caused by the new venue, and identify any necessary steps to ensure that appropriate public safety measures are in place to facilitate this additional pedestrian traffic.*

*•That a preliminary safety plan for the venue be submitted to the file to be considered as part of the project review at ZND. This document would supplement the ZND review of this proposal, but remain distinct from the GPD/DPD zoning exhibits.*

*•That the applicant propose additional interim treatments and/or enhanced wall designs for the eastern façade of the concert venue (via the DPD) and the vacant land on Lot 2 adjacent to Vel Philipps Avenue (via the GPD).*

*•That the applicant identify within the GPD zoning document additional actions that will be taken to further improve or activate Lot 3 on an interim basis if development has not occurred by a future date to be specified in the GPD document.*

**A motion was made by Ranell Washington, seconded by Catrina Crane, that this Ordinance be APPROVED CONDITIONALLY. This motion PREVAILED by the following vote:**

**Aye:** 3 - Sas-Perez, Crane, and Washington

**No:** 2 - Nemec, and Smith

**Abstain:** 2 - Bloomingdale, and Moody

**A motion was made by Ranell Washington, seconded by Catrina Crane, that this Ordinance be REFERRED TO to the ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:**

**Aye:** 3 - Sas-Perez, Crane, and Washington

**No:** 2 - Nemec, and Smith

**Abstain:** 2 - Bloomingdale, and Moody

**5. [220490](#)**

An ordinance relating to the change in zoning from General Planned Development, 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.

**Sponsors:** THE CHAIR

*Items 4 (CCFN 220489) and 5 (CCFN 220490) were held in companionship with one another.*

*Member Moody recusing himself.*

*Mr. Leichtling presenting.*

*Appearing:*

*Joel Plant, Frank Productions*

*Peter Feigin, Milwaukee Bucks*

*Greg Uhen, EUA*

*Troy Jacoby, EUA*

*Public testimony in opposition:*

*Atty. John Wirth testified of inadequate design standards and activation, potential unwanted uses, and detrimental impact to Milwaukee Turner Hall.*

*Craig Peterson, representing Save Milwaukee's Music Scene, testified of public safety and crime concerns relating to increased mass gatherings, lack of public safety plan, people waiting in lines, violence and guns, and crowd control.*

*Emelio De Torre, Milwaukee Turner Hall, testified on negative impact on revenues, operation, and potentially construction damage to Milwaukee Turner Hall due to the new venue.*

*Adam Peterman, Stellar Park Events, testified of the new venue negatively impacting neighboring businesses, driving them out of business, oversaturation of shows, and competing with other local venues.*

*Atty. David Halbrooks testified on the availability of other local venues, that the new venue is not needed, deviation from original GPD plan of hotel and housing for Block 3, increased competition and bidding, monopolization, inadequate design plans, and public safety concerns due to the new venue and Live Nation.*

*Arthur Heitzer, Milwaukee Turner Hall, testified with concerns over physical access to Milwaukee Turner Hall due to Fiserv Forum events, of experiencing this issue in the past, that the new venue would exacerbate the issue, deviation from the original GPD plan, and lack of a traffic analysis plan.*

*Al Godshaw, Milwaukee Turner Hall, testified of a lack of community outreach.*

*Chris Ahmuty, Turner Ballroom Preservation Trust, testified on a lack of coordination with Milwaukee Turner Hall overall, with the special feature, with Lot 2, no traffic impact study, streetcar extension (if any), and unresolved questions.*

*Jeff Pawlinski, West Town resident and former Milwaukee Common Councilperson, testified of wrong timing for the project, the city having adequate live entertainment venues, the new venue is unneeded, potential higher prices for events, potential outpricing of other local venues, and not being aware of this project.*

*Kristina Fung, Milwaukee Turner Hall, testified on public safety concerns and security issues with the Milwaukee Bucks Deer District gatherings negatively impacting neighboring facilities, especially a shooting near Milwaukee Turner Hall.*

*Roger Hyman, downtown resident, testified that no new live music event was needed.*

*Public testimony in support:*

*Peter Rickman, Milwaukee Area Service and Hospitality Workers Organization, testified of increased union job opportunities and family supported hospitality and entertainment service employment for city residents with the addition of the new venue.*

*Atty. Brian Randall, David Kuelthau, testified that the DPD meets all requirements and needed more work for the future, height modification being considerate of Milwaukee Turner Hall, and taller development being on Lot 4 being more appropriate.*

*Member Washington moved conditional approval.*

*Conditions:*

*Developer to complete a traffic analysis impact study including pedestrian movement, make adjustments/updates to exhibits (including ingress, egress, and pedestrian access) as required by staff, submit information on a public safety plan, and make revisions to enhance the interim design feature. Conditions to be fulfilled prior to consideration by the Zoning, Neighborhoods and Development Committee.*

*There was no second. Motion failed due to a lack of a second.*

*Also appearing:*

*Lafayette Crump, DCD Commissioner  
Dawn Schmidt, DPW*

*Member Washington moved conditional approval, seconded by member Crane.  
(Prevailed 3-2-2) Noes - Nemeec, Smith; Abstaining - Moody, Bloomingdale*

*Conditions:*

*•The applicant submitting the DPW-requested Traffic Impact Analysis, and incorporating any resulting adjustments to ingress/egress and loading/unloading areas into the final Exhibits that will be presented to the Zoning, Neighborhoods and Development Committee for approval.*

*•Making any required updates to the GPD exhibits to reflect final adjustments to the pedestrian and emergency vehicle access agreement areas to align with the final form of the access agreements being negotiated by the City and applicant.*

*•That the Traffic Impact Analysis include a specific analysis of potential changes to pedestrian flows through the Arena District and Entertainment Block caused by the new venue, and identify any necessary steps to ensure that appropriate public safety measures are in place to facilitate this additional pedestrian traffic.*

*•That a preliminary safety plan for the venue be submitted to the file to be considered as part of the project review at ZND. This document would supplement the ZND review of this proposal, but remain distinct from the GPD/DPD zoning exhibits.*

*•That the applicant propose additional interim treatments and/or enhanced wall designs for the eastern façade of the concert venue (via the DPD) and the vacant land on Lot 2 adjacent to Vel Philipps Avenue (via the GPD).*

*•That the applicant identify within the GPD zoning document additional actions that will*

*be taken to further improve or activate Lot 3 on an interim basis if development has not occurred by a future date to be specified in the GPD document.*

**A motion was made by Ranell Washington, seconded by Catrina Crane, that this Ordinance be APPROVED CONDITIONALLY. This motion PREVAILED by the following vote:**

**Aye:** 3 - Sas-Perez, Crane, and Washington

**No:** 2 - Nemec, and Smith

**Abstain:** 2 - Bloomingdale, and Moody

**A motion was made by Ranell Washington, seconded by Catrina Crane, that this Ordinance be REFERRED TO to the ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:**

**Aye:** 3 - Sas-Perez, Crane, and Washington

**No:** 2 - Nemec, and Smith

**Abstain:** 2 - Bloomingdale, and Moody

**Comprehensive Planning - Public Hearing 2:20 PM**

- 6. [220632](#) Substitute resolution creating Business Improvement District No. 53 (Deer District), and approving its Initial Operating Plan, in the 4th Aldermanic District.

**Sponsors:** Ald. Bauman

*Appearing:  
Ken Little, DCD Neighborhood Business Development  
Michael Belot, Milwaukee Bucks*

*No public testimony.*

*Member Smith moved approval, seconded by vice-chair Nemec . (Prevailed 7-0)*

**A motion was made by Willie Smith, seconded by Allyson Nemec, that this Resolution be RECOMMENDED FOR ADOPTION AND ASSIGNED to the COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE . This motion PREVAILED by the following vote:**

**Aye:** 7 - Nemec, Sas-Perez, Crane, Washington, Bloomingdale, Moody, and Smith

**No:** 0

**Miscellaneous**

- 7. [220741](#) Resolution approving the 2023 City Plan Commission meeting dates.

**Sponsors:** THE CHAIR

*Proposed meeting dates for 2023 as follows:*



January 23  
February 13  
March 6  
March 27  
April 24  
May 15  
June 5  
June 26  
July 17  
August 21  
September 25  
October 16  
November 6  
December 4

*Member Sas-Perez moved approval, seconded by member Smith. (Prevailed 7-0)*

**A motion was made by Brianna Sas-Perez, seconded by Willie Smith, that this Resolution be APPROVED. This motion PREVAILED by the following vote:**

**Aye:** 7 - Nemec, Sas-Perez, Crane, Washington, Bloomingdale, Moody, and Smith

**No:** 0

**Meeting adjourned at 6:34 p.m.**

**Chris Lee, Staff Assistant  
Council Records Section  
City Clerk's Office**

**This meeting can be viewed in its entirety through the City's Legislative Research Center at <http://milwaukee.legistar.com/calendar>.**