



Legislation Details (With Text)

**File #:** 181486      **Version:** 1  
**Type:** Resolution      **Status:** Passed  
**File created:** 1/14/2019      **In control:** COMMON COUNCIL  
**On agenda:**      **Final action:** 3/26/2019  
**Effective date:**

**Title:** Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Block 1 - Arena Master Plan to allow an additional monument sign on the Fiserv Forum property located at 1111 North Vel R. Phillips Avenue, on the south side of West Juneau Avenue, west of North Vel R. Phillips Avenue, in the 4th Aldermanic District.

**Sponsors:** ALD. BAUMAN

**Indexes:** ZONING DISTRICT 04

**Attachments:** 1. Exhibit A, 2. Exhibit A Continued, 3. Affidavit for Zoning Change, 4. DCD PowerPoint, 5. City Plan Commission Letter, 6. Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
1/14/2019	0	COMMON COUNCIL	ASSIGNED TO		
1/15/2019	0	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	REFERRED TO		
3/8/2019	1	CITY CLERK	DRAFT SUBMITTED		
3/11/2019	0	CITY PLAN COMMISSION	RECOMMENDED FOR ADOPTION AND ASSIGNED	Pass	6:0
3/12/2019	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/12/2019	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/19/2019	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
3/26/2019	1	COMMON COUNCIL	ADOPTED	Pass	15:0
4/5/2019	1	MAYOR	SIGNED		

181486  
SUBSTITUTE 1  
151653, 161321  
ALD. BAUMAN

Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Block 1 - Arena Master Plan to allow an additional monument sign on the Fiserv Forum property located at 1111 North Vel R. Phillips Avenue, on the south side of West Juneau Avenue, west of North Vel R. Phillips Avenue, in the 4th Aldermanic District.

This minor modification was requested by Deer District, LLC and will allow for an additional monument sign on the Fiserv Forum site.

Whereas, Section 295-907-2(i) of the Milwaukee Code of Ordinances permits minor modifications to planned developments after approval of the Common Council; and

Whereas, The detailed plan for a planned development ("DPD") known as Block 1 - Arena Master Plan, located at 1111 North Vel R. Phillips Avenue, on the south side of West Juneau Avenue, west of North Vel R. Phillips Avenue, was approved by the Common Council

of the City of Milwaukee on May 24, 2016 under File No. 151653; and

Whereas, The minor modification to Block 1 - Arena Master Plan to allow for an additional freestanding sign is consistent with the spirit and intent of the approved plan and will not adversely affect the surrounding development, a copy of which is attached to this Common Council File as Exhibit A which is on file in the office of the City Clerk and made a part as though fully set forth herein; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the minor modification:

1. Is consistent with the spirit and intent of the previously approved DPD.
2. Will not change the general character of the DPD.
3. Will not cause a substantial relocation of principal or accessory structures.
4. Will not cause a substantial relocation or reduction of parking, loading or recreation areas.
5. Will not cause a substantial relocation of traffic facilities.
6. Will not increase the land coverage of buildings and parking areas.
7. Will not increase the gross floor area of buildings or the number of dwelling units.
8. Will not reduce the amount of approved open space, landscaping or screening; and, be it

Further Resolved, That the minor modification is approved in accordance with the Milwaukee Code of Ordinances, Section 295-907-2(i).

DCD:Vanessa.Koster:kdc

03/07/19