

Dear Neighbor:

As you may know, there has been a recent proposal by Live Nation to build a new year-round music venue/nightclub in the 3rd Ward that will have a major impact on the future of the southern end of the Third Ward. The decision being made over the next few weeks will impact our property values, quality of life and enjoyment of the neighborhood for the next 25 to 30 years.

By intensifying the existing national music destination use from summer to year-round, this facility will go from negatively impacting the neighborhood for 30 days a year to more than 180 days per year. A recent article compared the proposed facility's planned operation to that of the Eagles Club/Rave on Milwaukee's near west side. In their last pre-Covid year of operation, that venue hosted 200 acts from country to hip-hop to DJ's on 170 nights, with crowds exiting the facility as late 1am. Is that the future we want to see for the Third Ward? An intensifying of the Summerfest use at a time when crowds have been smaller and our lives have been peaceful! Are Third Ward residents expected to carry an even greater burden so that World Festival, Inc. (WFI), a private corporation, can make more money?

- The long-term impact of approving this year-round music venue/nightclub is to permanently establish the surrounding asphalt lots as ugly, environmentally-unfriendly parking lots for the long term.
- This is not in the best interest of our property values and our quality of life. This is public land! It should be used to benefit the neighborhood!
- Much of the property is protected by state law, declaring it must be used for publicly-accessible activity.
- Do we want this great opportunity to be squandered on parking lots? Chicago, for example, established Millennium Park on their filled lakebeds. Why should we expect any less in Milwaukee?
- In 2006, the city adopted the latest version of the Third Ward Plan that establishes this area as a residential zone with neighborhood amenities.
- A year-round music venue/nightclub is certainly not consistent with that plan!
- The Summerfest lease is up for renewal and reconsideration in five years. To make a decision now that would tie us to an old, outdated Summerfest plan and vision for our neighborhood is short-sighted and not in our best interest.
- There's no question that Summerfest is here to stay. However, it doesn't mean we agree with that use being intensified. We didn't ask for more asphalt and more traffic, more noise, more trash everywhere, and more disruption forever.

Decisions are being made now by the Architectural Review Board, The Harbor Commission and the Milwaukee Common Council that will set in stone what this neighborhood looks like for many years to come. We see something better. We see something greener. A southern end of the Third Ward that looks as nice as the rest of the city for Milwaukee's many visitors, not an asphalt wasteland.

Please join us in slowing down this process and determining a higher and better use for these public lands and implementing the joint vision we collectively adopted for our neighborhood.

We can do better!

Third Ward Property Owner and Resident,