

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

DATE: November 6, 2025

TO: Supervisor Marcelia Nicholson, Chair, County Board of Supervisors

FROM: Celia Benton, Economic Development Director, Department of Administrative Services

SUBJECT: From the Economic Development Director, Department of Administrative Services, an updated informational report providing an annual update on noise complaints at The Rock/Ballpark Commons.

REQUEST

This report is for informational purposes only and is an annual updated on noise complaints at The Rock/Ballpark Commons, as required by the September 2021 Audit Report on The Rock/Ballpark Commons.

BACKGROUND

File 23-998 – Economic Development annual report providing updates on Economic Development's ongoing compliance with recommendations of the September 2021 Audit Report on The Rock/Ballpark Commons
File 22-616 – Rock Sound Study Final Report with Ordinance
File 21-760 – The Rock/Ballpark Commons Audit Report by Audit Division
File 21-934 – An informational report on Community Benefits Compliance on the Ballpark Commons Project

Milwaukee County Economic Development provides annual reports as part of our ongoing compliance with recommendations of the September 2021 Audit Report on The Rock/Ballpark Commons, which included establishing regular check-ins with the City of Franklin related to noise violations at the site.

Milwaukee County Economic Development has continued to implement quarterly email check-ins with the City of Franklin for updates on any new or continuing issues related to the sound monitors, alerts of any "material violations" (defined in the Noise and Light Addendum as exceedance of allowed noise levels that continues unabated for 30 minutes or longer), as well as any other problems or updates related to The Rock. The Economic Development Contracts Manager checks in regularly with the Planning Manager in Franklin's Department of City Development and requests the log of complaints from the City's website on an annual basis.

Franklin's Department of City Development confirmed via email that they review noise complaints associated with the baseball field throughout the year, and the Rock'n Food Truck Rally event that occurs weekly at the Umbrella Bar throughout summer. The temporary use permit for the baseball season was issued to allow levels of up to 65 dBA, while the Food Truck Rally permit allowed levels up to 60 dBA. Any other noise complaints or issues are reviewed and handled by Franklin police directly. **No material violations occurred in 2024 or so far in 2025.** In addition, the City of Franklin entered

into an agreement with JPM Acoustical Noise Vibration to conduct a new study, with a goal to “identify solutions and execution costs to mitigate as best possible the noise nuisance experienced by city residents.” The estimated completion time is within 4-6 months (around the end of the 2025).

In addition to getting quarterly updates from the Department of City Development, Economic Development also checks in on an annual basis to get the police department records related to noise complaints from Ballpark Commons. This year, Economic Development requested records from mid-2024 to approximately mid-2025. In this year’s records report (attached), the great majority of complaints are related to noise, though a few are regarding traffic/parking or similar police issues at the address. In total, there were 109 noise complaints in the log, with 27 being cancelled, 75 classified as finished, 4 unable to locate or unfounded, and 1 incident report created.

As a part of the City of Franklin taking a more active role in addressing sound and noise violation issues at The Rock, the ongoing noise monitor data is now available 24/7 on the City of Franklin website, available for City officials as well as any interested community members to review when there is a suspected noise violation or any other issue or question related to sound levels. This monitoring can be viewed on the City’s website at <https://www.franklinwi.gov/> at any time.

In addition to checking in regularly with the City of Franklin, the Economic Development Division reaches out regularly to representatives of The Rock to get updates on any new or ongoing issues related to noise. A recent check-in included a visit to the site to view the dedicated sound system installed at their Umbrella Bar last year to control noise levels for concerts there, as well as to confirm that speakers in the baseball field area are still directed inwards toward the crowd and not outwards toward nearby neighborhoods. No concerns were raised during this check-in visit.

Milwaukee County Economic Development will continue to seek updates on actions taken to help control community noise levels.

RECOMMENDATION

This report is for informational purposes only.

PREPARED BY: Heather Reindl

APPROVED BY:

Celia Benton

Celia Benton
Economic Development Director, Department of Administrative Services

Attachments:

City of Franklin Record Log of Police Complaints at Ballpark Commons

cc: David Crowley, County Executive
Liz Sumner, Comptroller
Members of the Committee on Audit
MaryJo Meyers, Chief of Staff, Office of the County Executive
Aaron Hertzberg, Director, Department of Administrative Services
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Ethan T. Masarik, Committee Coordinator
Jane Geyer, County Board Research Analyst