



BLOCK 7 PHASE 1 - PARKING STRUCTURE

DETAILED PLANNED DEVELOPMENT (DPD)

Common Council File No. 151654

GRAEF Project No. 2015-0777

Block 7 – Owner’s Statement of Intent

PURPOSE

The Milwaukee Bucks requests that the zoning for the parcel of land known as Block 7 in the General Planned Development (GPD; File No. 150724) dated January 12, 2016 bounded by West McKinley Avenue on the north, North 6th Street on the west, West Juneau Avenue on the south, and North 5th Street on the east, be rezoned to a Detailed Planned Development (DPD) to facilitate construction of a mixed-use parking structure in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

DRAWINGS

See the following drawings for additional detailed information:

Sheet ID. Sheet Title

A	Cover
B	Vicinity Map
C	Plat of Survey
D1	Site Plan (Architectural)
D2	Site Plan (Civil)
D3	Site Geometric Plan
E	Site Grading Plan
F	Site Utility Plan
G	Landscape Plan
H1	Ground Tier Floor Plan
H2	Ground Tier Plan
H3	Second Tier Plan
H4	Third Tier Plan
H5	Top Tier Plan
H6	West Elevation and Signage
H7	North Elevation and Signage
H8	East Elevation and Signage
H9	South Elevation and Signage
I1	West Elevation and Signage (w/ Housing)
I2	Northwest Perspective (w/ Housing)
I3	Southwest Perspective (w/ Housing)

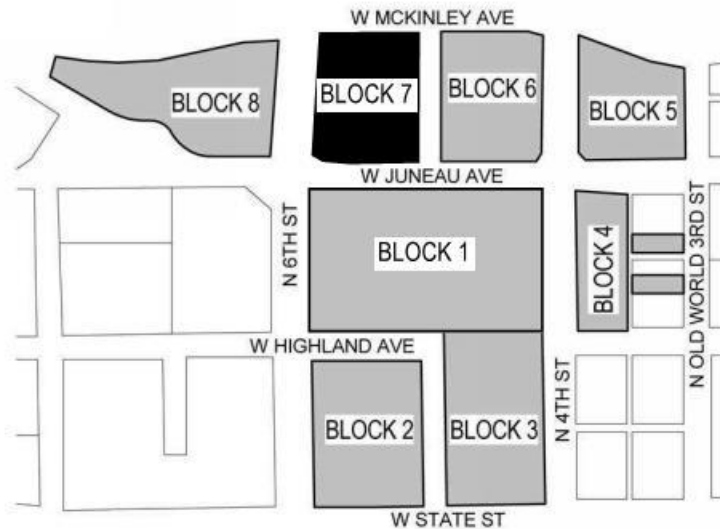
Appendix Drawings

AP1	Northwest Perspective (no Housing)
AP2	Northeast Perspective
AP3	Southeast Perspective
AP4	Perspective Views – Metal Panel Assembly

INTRODUCTION

The development outlined in this plan is based on the vision of the ownership of the Milwaukee Bucks to provide an economic catalyst for growth and revitalization in downtown Milwaukee surrounding a new arena for the Milwaukee Bucks. The plan is a result of an unprecedented partnership between the Milwaukee Bucks, the City of Milwaukee, Milwaukee County and the State of Wisconsin. There is a central focus by all the partners to see the project attract a vibrant community to live, work and play in the area, attract significant tourism to the region and spur future development in every direction.

The 2-phased mixed-use parking structure development will be located on Block 7 of the arena master plan. It is in an area known as the McKinley Avenue District in the Park East Redevelopment Plan. The McKinley Avenue District is located on the west side of the Milwaukee River and includes the section of the Park East Freeway corridor between McKinley Avenue to the north, Juneau Avenue to the south, the Milwaukee River to the east and Sixth Street to the west. Much of the land in this district is currently either vacant or used for surface parking. Through the planned redevelopment, McKinley Avenue will become a new gateway to downtown, providing access for both regional and local traffic. Although McKinley Avenue will become the largest east west thoroughfare, Juneau Avenue will continue to be a major arterial street because of its continuity to the lakefront. Sixth Street will also provide an important north to south link from Bronzeville through to the Menomonee River Valley.



Block 7 – Narrative

Block 7 is bound by West McKinley Avenue to the north, North 5th Street to the east, West Juneau Avenue to the south and North 6th Street to the west. The majority of the existing site is covered by a mixture of vegetation and gravel. In preparation for construction of the proposed building, the site will be cleared of all existing built features and a construction fence will be installed at the perimeter of the site.

Phase 1 of Block 7 of the development will be the location of a new parking structure that includes space designated for future build-out of commercial (office and retail) space on West Juneau Avenue and West McKinley Avenue once tenants are secured. The west portion of the site will be left open for future development of a residential building. This portion of the site will be seeded and left open until future development takes place. Per the GPD landscaping standards, trees spaced every 25 feet on center, will be placed in a 5 foot landscape buffer around the perimeter of the future development area. The space will be planted with a no-mow fescue seed mix, creating minimum maintenance requirements.

The following design features will be incorporated into the building:

- A storefront system will be provided at the commercial components on both Juneau and McKinley Avenues. This system will wrap the corners on 5th Street.
- The upper levels of the parking structure will be an open ventilated, concrete framed building.

The commercial spaces will be grey boxed, with a completed store front glazed enclosure on the street face, fire rated walls separating the spaces from the parking areas, plumbing and electrical services stubbed into the spaces, and a gravel floor. This will provide a secure, enclosed space with maximum flexibility for the future tenants.

Phase 2 of the development on Block 7 will include the construction of a new residential building on the open portion of the site to the west, which may include potential retail/office use space on the ground level. Information given below for this building is based on conceptual designs meant to indicate how this residential component might get developed. The drawings and information included are conceptual only and are subject to change once development of this phase has begun. This phase will also include potential commercial space buildouts within the footprint of the previously constructed parking structure, unless tenants are secured prior to construction of the second phase. A minor modification or amendment to this DPD may be necessary prior to construction of the Phase 2 residential component, depending on the extent of the proposed changes.

DESIGN PRINCIPLES

The following are Design Principles and Definitions that have been established by the City of Milwaukee for the development of the Park East Redevelopment Plan McKinley Avenue District. These Principles will be utilized in the development of all blocks of the Milwaukee Bucks Arena development General Plan Development (GPD) with modifications as documented in the specific block narratives. The narratives will be provided for each of the 8 blocks in the development and demonstrate how the applicable Principles are incorporated. If there are any contradictions between these Principles and the block specific GPD design standards, the GPD standards will supersede these principles.

1. LAND USES

The following uses will be allowed for Block 7 as indicated below. All uses currently operating within the GPD boundary may continue to operate under the GPD zoning. Any new uses not defined in the table shall follow Downtown – Mixed Activity (C9G) standards.

Use	Mixed Use Block 7
Residential Uses	
Single-family Dwelling	N
Two-family Dwelling	N
Multi-family Dwelling	Y
Permanent Supportive Housing	Y
Transitional Housing	Y
Street Level Residential Use	Y
Attached Single-Family Dwelling	N
Live-work Unit	Y
Mobile Home	N
Watchman/Service Quarters	N
Family Day Care Home	Y (Note 1)
Group Residential Uses	
Rooming House	N
Convent, Rectory, or Monastery	N
Dormitory	Y
Fraternity or Sorority	N
Adult Family Home	N
Foster Family Home	Y
Small Foster Home	Y
Group Home or Group Foster Home	N
Family Shelter Care Facility	N
Small Group Shelter Care Facility	N
Large Group Shelter Care Facility	N
Community Living Arrangement	N
Educational Uses	
Day Care Center	Y (note 1)
School, Elementary or Secondary	N
College	Y
School, Specialty or Personal Instruction	Y

Use	Mixed Use Block 7
Community-Serving Uses	
Library	Y
Cultural Institution	Y
Community Center	Y
Religious Assembly	N
Cemetery or Other Place of Interment	N
Public Safety Facility	Y
Correctional Facility	N
Commercial and Office Uses	
General Office	Y
Government Office	Y
Bank or Other Financial Institution	Y
Currency Exchange, Payday Loan Agency, or Title Loan Agency	N
Installment Loan Agency	N
Cash for Gold Business	N
Pawn Shop	N
Retail Establishment, General	Y
Garden Supply or Landscaping Center	N
Home Improvement Center	Y
Secondhand Store	N
Outdoor Merchandise Sales	Y
Artist Studio	Y
Healthcare & Social Assistance Uses	
Medical Office	Y
Health Clinic	Y
Hospital	N
Medical Research Laboratory	Y

Use	Mixed Use Block 7
Medical Service Facility	N
Social Service Facility	N
Emergency Residential Shelter	N
Nursing Home	Y
General Service Uses	
Personal Service	Y
Business Service	Y
Building Maintenance Service	Y
Catering Service	Y
Funeral Home	N
Laundromat	Y
Dry Cleaning Establishment	Y
Furniture and Appliance Rental and Leasing	N
Household Maintenance and Repair Service	N
Tool/Equipment Rental Facility	N
Animal Service Uses	
Animal Hospital/Clinic	N
Animal Boarding Facility	N
Animal Grooming or Training Facility	N
Motor Vehicle Uses Light Motor Vehicle	
Sales Facility	Y
Rental Facility	Y
Repair Facility	N
Body Shop	N
Outdoor Storage	N
Wholesale Facility	N
Motor Vehicle Uses General Motor Vehicle	
Filling Station	N

Use	Mixed Use Block 7
Car Wash	N
Drive-through Facility	N
Motor Vehicle Uses Parking	
Parking Lot, Principal Use	N
Parking Lot, Accessory Use	N
Parking Structure, Principal Use	Y
Parking Structure, Accessory Use	Y
Heavy Motor Vehicle Parking Lot, Principal Use	N
Heavy Motor Vehicle Parking Lot, Accessory Use	N
Temporary Parking Lot	N
Accomodation and Food Service Uses	
Bed and Breakfast	N
Hotel, Commercial	Y
Hotel, Residential	N
Tavern	Y
Brewpub	Y
Assembly Hall	Y
Restaurant, Sit-down	Y
Restaurant, Fast-food / Carry-out	Y
Entertainment & Recreation Uses	
Park or Playground	Y
Festival Grounds	N
Recreation Facility, Indoor	Y
Recreation Facility, Outdoor	Y
Health Club	Y
Sports Facility	Y
Gaming Facility	N
Theater	N

Use	Mixed Use Block 7
Convention and Exposition Center	N
Marina	N
Outdoor Racing Facility	N
Storage, Recycling and Wholesale Trade Uses	
Recycling Collection Facility	N
Mixed-waste Processing Facility	N
Material Reclamation Facility	N
Salvage Operation, Indoor	N
Salvage Operation, Outdoor	N
Wholesale and Distribution Facility, Indoor	N
Wholesale and Distribution Facility, Outdoor	N
Storage Facility Uses	
Indoor Storage Facility	N
Outdoor Storage Facility	N
Hazardous Materials	N
Transportation Uses	
Ambulance Service	N
Ground Transportation Service	N
Passenger Terminal	Y
Helicopter Landing Facility	N
Airport	N
Ship Terminal or Docking Facility	N
Truck Freight Terminal	N
Railroad Switching, Classification Yard, or Freight Terminal	N
Industrial Uses	
Alcoholic beverage facility, micro	Y

Use	Mixed Use Block 7
Alcoholic beverage facility, large	N
Food processing	N
Manufacturing, Light	N
Manufacturing, Heavy	N
Manufacturing, Intense	N
Research and Development	Y
Processing or Recycling of Mined Materials	N
Contractor's Shop	N
Contractor's Yard	N
Agricultural Uses	
Plant Nursery or Greenhouse	N
Raising of Crops or Livestock	N
Community Garden	Y
Commercial Farming Enterprise	N
Utility and Public Service Uses	
Broadcasting or Recording Studio	Y
Transmission Tower	N
Water Treatment Plant	N
Sewage Treatment Plant	N
Power Generation Plant	N
Small Wind Energy System	N
Solar Farm	N
Substation/Distribution Equipment, Indoor	N
Substation/Distribution Equipment, Outdoor	N
Temporary Uses	
Seasonal Market	Y
Temporary Real Estate Sales Office	Y
Concrete Batch Plant, Temporary	Y

Use	Mixed Use Block 7
Live Entertainment Special Event	Y

Note 1:
The daycare use shall be designed and operated per Wisconsin Administrative Code, Chapter DCF 251. This is the rule that governs Group Child Care and Supervision of 9 or more children for less than 24 hours a day.

Note 2:
The arena may function as a Community Center between games and in the off season. Uses related to community services and functions may be provided.

General Notes:
Accessory Uses Definition - All other uses that are accessory to the permitted principal uses. All accessory uses are acceptable and permitted.
All uses that are currently operating within the extents of this General Planned Development (GPD) may continue to operate.
Temporary Parking Lot Definition - The lot shall be accessory to this GPD and within the GPD boundaries, provided that the parking lot shall only serve the development within the GPD. A plan for the interim landscaping of open lots and duration of this use shall be submitted to the Commissioners of Neighborhood Services, Public Works and Department of City Development for approval prior to issuance of any permits. See the Development Agreement for the duration of the temporary surface parking lot use.

2. BUILDING HEIGHT

The parking structure will be six stories high with the top parking level approximately 60 feet above the street. The building height falls within the GPD requirements.

See the following drawings for additional detailed information: H6 – H9

3. SETBACKS

The parking structure setbacks from the property lines will be (approximately):

- North (McKinley) – 2.09 feet
- East (5th Street) - 2.5 feet
- South (Juneau) – 13 feet
- Southwest corner (Juneau and 6th) – 68 feet
- Northwest corner (McKinley and 6th) – 41.94 feet

The residential component setbacks from the property lines will be approximately:

- North (McKinley) – 23.75 feet
- West (6th Street) - 0 feet
- South (Juneau) – average 4.25 feet, range 0 – 7.25 feet due to irregular lot line.

See the following drawings for additional detailed information: D1, D3

4. BUILDING COMPOSITION

4.1. Street Activation Requirements

High activation is provided on the parking structure at the commercial spaces along both McKinley and Juneau, wrapping around the corners of 5th street. Specifically the McKinley façade provides 93% glazing at the parking structure commercial space. When the west parcel housing is added the combined total is approximately 89.7%. On Juneau the parking structure lobbies and retail façade provides 93.5 % glazing. When the west parcel housing is added the combined total is approximately 90.4%, based on the proposal submitted in this DPD. These meet the GPD standard that requires a minimum of 75% glazing in high activation zones. Medium activation requirements of 50% glazing for 6th street are met by the Phase II residential / mixed use plan with street level commercial space. Specifically the 6th Street façade of the proposal submitted as part of this DPD provides 70% glazing at the ground floor commercial space. The clear low-e, non-tinted glazing in these commercial facades will respond to changes of grade by stepping but will be no more than 2' above grade per GPD requirements. Windows will not be blocked once the spaces are occupied, and remain clear and unobstructed at least 12' behind the glass.

The remainder of 5th Street will be low activation with no glazing per the GPD standards. For precast panel façade description see **4.1.5 Detailing Enrichments**. The open framed portion of the garage will be enhanced with signage marking the parking entrances. Between the two driveways a section of the structure is set aside for bicycle parking. This too will be marked with signage.

The west parcel set aside for mixed use residential development will eventually have ground level commercial space that will meet the high activation requirement for the corner of 6th and Juneau with glazing at the south and south portion of the west façade designed at 77 %. The remaining west façade and north façade meet the requirement for medium activation with glazing designed at approximately 64%. Until this development is completed the blank west wall of the parking structure will be activated by installation of a visually active and aesthetically pleasing wall graphic intended to cover nearly the full area of the wall (80% of height and 84% of width) of the interim façade). **Also see 4.2.2.**

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.1.2 Street Activation Uses

The parking structure is essentially an interchange where users transition from their vehicles to movement on foot to other destinations. Glazed stairs, elevators and lobbies designed to promote safe and secure use are at the edges of the structure where they will animate the façade and activate the streets in their vicinity. Between the parking entries on 5th street is access to bicycle parking within the structure. This will provide covered space for Arena District visitors arriving by bicycle which in turn will add pedestrians to activate the streets.

Between the Juneau circulation towers are two commercial storefronts. With a location across the street from the Arena and expansive glazing for full exposure food and beverage tenants are envisioned but other retail or service business are possible within the requirements of the GPD.

Along McKinley fully glazed exposure will provide a commercial tenant with superior visibility at a major gateway to downtown. These north space tenants may or may not have a direct relationship with the

Arena activities but will benefit from the available parking. Many types of businesses can be accommodated within the commercial space. Actual activation will be according to the GPD requirements, once the commercial spaces have been leased.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.1.3. Entries

Multiple pedestrian entries are provided for the parking users and for multiple tenant commercial spaces. Pedestrian entries for the parking structure lobbies will have glazing for high visibility. These occur at the corner of 5th and Juneau and near the corners of 5th and McKinley and 6th and Juneau. The commercial entries along Juneau will conform to a sloping topography which will give each a separate identity. The primary entry to the north commercial space occurs prominently just east of the 6th and McKinley corner. A second tenant entry is located around the corner near the parking access point providing activation to 5th street.

Service entries and vehicular entries are all located on 5th Street, since no alley is available. Service access for commercial space deliveries, trash collection, snow removal and utilities are fully enclosed at the façade by service doors at grade. The two vehicular access points for the parking meet the GPD standard of not more than three lanes per entry location. Sidewalks will meet the GPD requirements.

See the following drawings for additional detailed information: D1, H1 – H9, I1 – I3, AP1 – AP4

4.1.4. Materials

The major exterior finish material palette includes architectural precast, anodized aluminum curtainwalls and entry doors, clear low-e glass, and an aluminum screen wall parking façade. The precast concrete will be used to frame curtainwall elements at bulkheads, fascias and side edges. It will also be used as wall panels along 5th Street where service entries occur and at the south west elevator and lobby core. Color will be coordinated with the Arena and Training Facility materials. A clear anodized aluminum curtain wall with clear low-e glass will be used at all exterior façade stairwells, elevators and commercial lease spaces. The parking level(s) screen will be fabricated from perforated aluminum panels and structural shapes. Other minor façade materials will include aluminum composite panels for the hood element framing the Juneau commercial space. Galvanized steel cable used for pedestrian railing and vehicle barriers, aluminum insulated metal panels, fiberglass insulated service doors and aluminum roll up garage door. All of these material were selected for their durability per GPD requirements.

The design wraps a hood over the commercial spaces on Juneau Avenue. This projection helps define the commercial spaces and gives them separation from the structure above and below. These commercial spaces follow the GPD requirements and will activate the street.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.1.5. Detailing Enrichments

The north and south façade have commercial space to define the base of the building. The south façade base is given further prominence and visual separation from the structure above by a projecting hood that turns down at the east stair tower. This gives scale and identity to the use. The storefront is broken

down vertically into transom display level and bulkhead. Horizontal bays are created that step down from west to east in accord with the property. Entries will be ornamented by individual tenant signage to be hung from the hood.

The north façade has strong identity enhanced by the precast fascia aligned with the angle of the ramp. This provides a prominent two story curtainwall facade at the northwest intersection where McKinley enters downtown. A recessed entry is located there. The façade scale is set by a regular rhythm of vertical mullions and a lower glass panels that continues east and wraps the corner at 5th street. It is terminated at a second recessed commercial entry. The bulkhead below the windows is precast concrete panels. Again the façade is ornamented by signage on an illuminated canopy that reinforces the entry points.

The composition of these facades provides the human scale and visual interest called for in the GDP.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.2 Building Façade Requirements

4.2.1 Building Articulation

The GDP requires facades to be articulated to provide human scale to the building. Depth in the facade is addressed in several ways in order to meet the GDP standard. The colored precast veneer will be set 12 inches outside the cast in place concrete structural system. At commercial spaces the stair and the elevator tower glazing will be set back 3.5 inches from the face of the precast. The curtainwall will use a mullion cap with a depth of 2.5 inches to bring depth to the glazed areas of the façade. The aluminum parking screen overlays the upper parking levels with a rectangular checkered pattern. The vertical mullions overlap the precast on the north elevation so the screen is offset 12 inches outside the structural system. The screen wraps around the corner at 5th. South of the stair tower the screen is articulated by vertical folds at 16 foot intervals. This provides additional depth to the façade and extends to the south stair tower. The screen is again modified for the south façade folding out from the structural system then back in a repeating rhythm that provide depth to the façade above the retail. The perforated aluminum panels used in the screen will be reflective. The tone of these panels will change throughout the day as sky conditions change adding more dimension and visual interest.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.2.2 Low Activation /Ground Level Walls

As established in the GDP, the west façade is in a low activation zone, as it will eventually be hidden behind the residential building. In the interim, an interesting, attractive mural will be provided on that building face. The 5th Street elevation will be primarily utilitarian, being a combination of vehicular entry/exit points and service entries.

This façade meets the low activation standards horizontal modulation expressed by architectural precast panels 8' in width by 15'-6" high. These panels form the middle of the ground floor façade. They sit on a cast in place concrete base, a foundation wall which varies in height following the topography of 5th Street. The panels have a top formed by the continuous precast fascia of the second floor parking barrier wall. In addition to these horizontal expression lines vertical modulation and

scale is improved with panel reveal at 8' above the elevator lobby floor, approximately at the head height of doors. This serves to help visually organize openings serving the stairs, elevator lobby and a number of service doors that occur nearly every other panel. The precast is very durable. The finish will be a smooth as cast surface acid etched to expose the aggregate. The precast color will be to match Stonecast "Wheat", a warm tan tone.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.2.3 Alley and Side Facing Walls

See 4.2.2 above.

4.2.4 Large Format Uses Façade Design

Not applicable.

4.2.5 Parking Structure Façade Standards

In order to maximize the Level of Service for patrons of events at the arena, an express ramp will be provided at the north end of the parking structure. This will also allow each parking level to be flat, maximizing visibility and intuitive wayfinding. The first floor levels will have commercial spaces, activating both the McKinley and Juneau Avenue sides. All requirements of the GPD standards have been addressed. The upper levels of the parking structure on the north, east and south elevations will have rectangular perforated metal screen panels in a checkered grid pattern to provide a vertical proportioning and human scale to the facades. The panel placement will be a combination of angled and flat surfaces, providing layered articulation and shadowing for further visual interest to passing pedestrians. Final metal panel selection will be reviewed and approved by City staff.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

4.2.6. Detailing and Enrichments

As described above, the perforated metal screening panels will be arranged and articulated to provide interest. To reinforce the checkered façade pattern the perforations will be limited to provide a panel that will be as opaque as possible, but comply with ventilation codes for an open garage structure. Perforation will be large enough to be recognizable from the sidewalk providing façade detail. The perforated panels used in the screen will be reflective. Therefore the color tone of these panels will change throughout the day as sky conditions change adding subtle variations and visual interest.

Other enrichments include mechanical equipment screened from view with metal louver style panels. The hood element at the south commercial façade is clad in composite aluminum panels on both vertical and horizontal surfaces crisply articulating the building's base. Street lighting posts which will be equipped with flood lighting fixtures that will illuminate the facades at night as will an oversized curved digital display board located on the upper northwest corner of the project.

See the following drawings for additional detailed information: H6 – H9, I1 – I3, AP1 – AP4

5. Site Features

The sidewalk along Juneau Avenue will be approximately 20 feet wide, providing opportunities for outdoor cafes in front of the commercial tenant space and plenty of room for pedestrian circulation. There will be no exterior soil retaining walls on the site.

5.1 Bicycle Parking Minimum Requirements

Bicycle and scooter parking will be provided in an area of approximately 3,900 square feet within the footprint of the parking structure with access on 5th Street. As a minimum, 30 bicycle spaces will be provided, based on the assumption that the leasable tenant spaces could be a tavern/restaurant use. The remainder of the space will be used to provide additional bicycle and scooter parking for persons visiting or working at adjacent blocks. Presently, the documents provide room for 75 bicycle spaces. Actual quantities to be provided will be coordinated with City staff.

See the following drawings for additional detailed information: H1, H2, H8

5.2 Fencing

Not applicable.

6. Exterior Site Lighting Standards

Roof-deck and roadway way lighting will utilize 'cut-off' style fixtures with LED sources. Toward minimizing light pollution, fixtures specified will have optimal BUG (backlight/uplight/glare) ratings consistent with a 'Moderate Ambient Lighting' zone as defined by Illuminating Engineers Society (IES) standard TM-15-11. Roof-deck and roadway light fixture types and locations will be coordinated with the City of Milwaukee and adjacent developments. Interior light fixtures for parking areas will be low glare fixtures that wash the ceiling, reducing the contrast and minimizing the fixture visibility from outside the structure. The glass enclosed stair towers will be internally lit up at night as will canopies at the north commercial space entries. Once leased, the storefronts will help light up the sidewalks. The intent is to light the exterior of the parking structure. The light source and details are still to be determined. At a minimum, upward directed floodlights will be provided at selected locations on the north, east and south sides to accent the metal panel screening around the garage.

See the following drawings for additional detailed information: D1, H6 – H9, I1 – I3, AP1 – AP4

7. Landscaping Standards

Phase 1: Street trees are provided at minimum of 25 foot spacing along the public R.O.W. on McKinley, 5th, and Juneau. The temporary open space for the future Phase 2 development shall have trees at a minimum of 25 foot spacing around the north, south, and west sides of the property. The open area within the site shall be planted with no-mow fescue turf seeding. This is a naturalized fescue lawn that grows to approximately 12" ht. and can be regularly mowed to achieve a manicured look or mowed once per year to remain naturalized. The fence around the site during the construction will be fabric wrapped to screen the site during construction.

See the following drawings for additional detailed information: D1, G

8. Tenant Signage and Graphics

General Criteria:

Block 7 signage is meant to ornament the projects facades, (see cover illustration). A variety of high quality signage types are specified and vibrant colors are encouraged. The following sign production techniques are approved for locations as indicated below and on drawing sheets H6 through H9. Signage standards for the residential component identity and parking deck identity and operations are separated below. Other signage not herein contemplated may be reviewed and approved by Department of City Development staff. Type B, (box signs), as described in City Sign Ordinances are prohibited. No exposed raceways, ballast, transformers, sign company names, or labels or other miscellaneous fasteners are permitted. Final signs will be reviewed and approved by City staff.

The primary sign options for commercial tenants along Juneau Street include the following:

- **Reverse-Lit Channel:** Rear-lit, or halo-reverse-lit channel individually mounted metal letters illuminated with neon or LEDs with the rear face of each letter no more than 2" away from the background plane of the fascia sign band. Illuminated channel letters with acrylic sides are not permitted.
- **Front / Back-Lit Channel:** Individually formed and mounted metal cased letters with acrylic front and back surfaces illuminated with neon or LEDs with the rear face of each letter no more than 2" away from the background plane of the facade.
- **Rear-Lit Stencil:** Rear-lit, routed face with acrylic push through characters fabricated to project not less than 1 inch off face of sign surface.
- **Open Face Channel and / or Neon Formed Letter Tubing:** Protected neon tubes forming letters and/ or Tenant logo. Dimmer transformers are required.
- **Individually Cut / Low Relief Letter:** Signage formed from individual letters carved and applied to illuminated canopy surfaces.
- **Individually Low Relief Pushed Through Letters:** Letters pushed through the background plane and illuminated from within.
- **Hand Painted, Silk Screened, or Etched on Glass:** Applied to transom glass with recessed display lighting.

The primary sign options for commercial tenants along McKinley Boulevard include the following:

- **Rear-Lit Stencil:** Rear-lit, routed face with acrylic push through characters fabricated to project not less than 1 inch off face of sign surface.
- **Individually Cut / Low Relief Letter:** Signage formed from individual letters carved and applied to illuminated canopy surfaces.

The primary sign options for commercial tenants along 5th Street include the following:

- **Rear-Lit Stencil:** Rear-lit, routed face with acrylic push through characters fabricated to project not less than 1 inch off face of sign surface.
- **Individually Cut / Low Relief Letter:** Signage formed from individual letters carved and applied to illuminated canopy surfaces.

The primary sign options for commercial tenants along 6th Street include the following but limited to the blade sign format:

- **Reverse-Lit Channel:** Rear-lit, or halo-reverse-lit channel individually mounted metal letters illuminated with neon or LEDs with the rear face of each letter no more than 2" away from the

background plane of the fascia sign band. Illuminated channel letters with acrylic sides are not permitted.

- **Rear-Lit Stencil:** Rear-lit, routed face with acrylic push through characters fabricated to project not less than 1 inch off face of sign surface.
- **Individually Low Relief Pushed Through Letters:** Letters pushed through the background plane and illuminated from within.

Also:

- **Hand Painted, Silk Screened, or Etched on Glass:** Applied to transom glass with recessed display lighting.

Tenant Sign Locations, Sizes and Shapes

See Exhibit sheets DPD A-201thru A-204 for signage specifications and limitations. In general, the following applies:

- A creative approach to storefront signage as an integral part of the business identity/image is encouraged.
- Each tenant is permitted one electrically lit sign at their main business entry as a primary business identity; this sign will be limited to trade name and logo only.
- In the case of a corner location, one additional sign is permitted for the second frontage.
- Each tenant is permitted one hand leafed/painted, silk-screened, or decal sign on display window. Signs will display Tenant name and logo and hours of operation only, will not exceed 2' x 2' square and will be located on side panel adjacent to entry door(s).
- Individualized graphic design and printed "SPACE FOR LEASE" signs are encouraged and permitted to be affixed to the inside surface of particular storefront window panels as called out on Exhibit sheets DPD A-201thru A-204.
- Signs shall be supported by the overhead hood overhang on the south façade, the canopies on the north and east façade and projected off the facade as blade style signs on the west façade. Supporting elements are to be integrated with the sign design and provided by tenant.

Tenant Sign Restrictions

The following guidelines and restrictions apply to the fabrication and installation of storefront signage and signage within the Tenant's premises.

- Tenants are prohibited from affixing permanent or temporary signing, decals, credit card signs or symbols, artwork, or other signage indicating product line.
- Commercially produced graphics for nationally produced and merchandised products are unacceptable. Listing of merchandise shall not be permitted within the first five feet measured inward from the lease line.
- Animated component signs and signs employing moving or flashing lights are not permitted under any circumstances nor are LED raceway lights that line windows or other façade storefront elements.
- Injection molded formed plastic signs, or vacuum-formed letter signs are not permitted.
- Signs fabricated from simulated materials such as wall coverings, stone, or wood-grained plastic laminates are not permitted.

The primary sign options for parking structure identity and sponsorship, (naming rights), signs include the following:

- **Reverse-Lit Channel:** Rear-lit, or halo-reverse-lit channel individually mounted metal letters illuminated with neon or LEDs with the rear face of each letter no more than 2" away from the

background plane of the fascia sign band. Illuminated channel letters with acrylic sides are not permitted.

- **Front and/or Back-Lit Channel:** Individually formed and mounted metal cased letters with acrylic front and back surfaces illuminated with neon or LEDs with the rear face of each letter no more than 2" away from the background plane of the facade.
- **Open Face Channel and / or Neon Formed Letter Tubing:** Protected neon tubes forming letters and/ or Tenant logo. Dimmer transformers are required.
- **Individually Low Relief Pushed Through Letters:** Letters pushed through the background plane and illuminated from within.

The primary sign options for residential identity signs include the following:

- **Individually Low Relief Pushed Through Letters:** Letters pushed through the background plane and illuminated from within.
- **Hand Painted, Silk Screened, or Etched on Glass:** Applied to transom glass with recessed display lighting.

During the construction phase, some temporary signage may be provided for the purpose of advertising parking availability and multi-use tenant space leasing information.

See the following drawings for additional detailed information: D1, H6 – H9, I1 – I3, AP1 – AP4

9. Phase II: West Edge Mixed Use Parcel

The parking structure will occupy most of Block 7. There is an area that remains once the parking function is optimized. We have provided a “test fit scheme” in the Detailed Plan Development documents depicting a mixed use project with the street frontage along the east side of 6th street planned for commercial use, medium activation. This activated ground floor use is wrapped around to the east along McKinley Boulevard and Juneau Avenue, consistent with the GPD standards.

Due to this parcel’s shape, Juneau will have more street frontage / pedestrian space than McKinley. This not only allows corner commercial space but also allows an entrance opportunity to a lobby for upper level residential use. To balance this, a small public space is provided at 6th and McKinley. It is important to consider not only a main residential entry but also emergency exiting and service access. The former is provided adjacent to the parking structure exiting to McKinley. The latter adjacent to the parking structure set back out of sight, recessed from the street facades at Juneau.

From the residential lobby with the Juneau address, elevator and stair access is provided to the five levels of housing illustrated. Each floor has 3 two bedroom units and 13 one bedroom units. One bedroom units range from 747-784 sq. ft. plus balcony. Two bedroom units range from 1122-1301 sq. ft. plus balcony. With this development scenario there are a total of 70 residential units with approximately 14,425 sq. ft. of street level commercial space that are fitted to this site.

See the following drawings for additional detailed information: D1, H6 – H9, I1 – I3

Block 7 –Compliance with GPD Design Standards and Site Statistics

Design Standard	GPD Design Standards	DPD Design Compliance
Building Height	The proposed buildings will be a minimum of 6 stories in height and up to a maximum of 8 stories.	The parking structure will be 6 stories in height. The test-fit residential building will also be 6 stories in height.
Façade Requirements	See sheet A170 of the General Planned Development for location of street activation	The parking structure will have high activation along both McKinley and Juneau Avenues, wrapping the corner onto 5 th Street. The residential building would have high activation on Juneau and at least partially up the 6 th Street façade from the south. Depending on the final configuration, the entire 6 th Street façade could have high activation.
Site Statistics		
Gross Land Area (295-907,2,b-1-a)	111,916 sf	114,057 sf
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)	Phase 1: 95,100 sf, 85% Phase 2: 108,855 sf, 97%	Phase 1: 89,874 sf, 79% Phase 2: 108,145 sf, 95%
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)	Phase 1: 72,000 sf (23,000 sf devoted to office and retail spaces), 64% Phase 2: 72,000 sf (23,000 sf devoted to office and retail spaces), 64%	Phase 1: 52,203 sf (23,226 sf devoted to office and retail spaces), 46% Phase 2: 52,203 sf (37,651 sf devoted to office and retail spaces), 46%
Land devoted to landscaped open space and plazas	Phase 1: 19,000 sf to 33,574 sf, 17% to 30% Phase 2: 3,000 sf to 18,000 sf, 3% to 16%	Phase 1: 20,518 sf, 18% Phase 2: 1,250 sf, 1%

<p>(295-907,2,b-1-d)</p> <p>Open Space</p> <p>(295-907,3,g)</p> <p>Landscaping</p> <p>(295-907,3,i)</p>	<p>Open spaces will be landscaped per the Urban Planning and Design Principles, Design Principle 7 - Landscape Standards (pages 24-29) and will be maintained by the developer so as not to create a nuisance or hazardous conditions.</p>	<p>Phase 1: Street trees are provided at minimum of 25 foot spacing along the public R.O.W. on McKinley, 5th, and Juneau. The temporary open space for the future Phase 2 development shall have trees at a minimum of 25 foot spacing around the north, south, and west sides of the property. The open area within the site shall be planted with no-mow fescue turf seeding. This is a naturalized fescue lawn that grows to approximately 12” ht. and can be regularly mowed to achieve a manicured look or mowed once per year to remain naturalized. The fence around the site during the construction will be fabric wrapped to screen the site during construction.</p>
<p>Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses.</p> <p>(295-907,2,b-1-e)</p> <p>Maximum number of dwelling units per building.</p> <p>(295-907,2,b-1-g)</p>	<p>Non-residential = 150,000 sf.</p> <p>Dwelling unit density = 111,916 sf / 160 units</p> <p>700 sf / unit</p> <p>Maximum of 160 units total for the site</p>	<p>Non-residential = 89,874 sf</p> <p>Dwelling unit density =</p> <p>18,271 sf (footprint) / 70 units</p> <p>= 261 sf / unit</p> <p>70 units total are presently shown for the site</p>
<p>Proposed number of buildings.</p> <p>(295-907,2,b-1-f)</p>	<p>There may be up to three buildings proposed for development on this block.</p>	<p>The block will contain one parking structure and one residential building.</p>
<p>Bedrooms per unit.</p> <p>(295-907,2,b-1-h)</p>	<p>1 – 3 bedrooms and Studio units.</p>	<p>Approximately 15-2BR units and 65-1BR units.</p>
<p>Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per</p>	<p>Minimum of 1,243 public parking spaces.</p>	<p>Minimum of 1,243 public parking spaces.</p>

thousand square feet of building area if non-residential. (295-907,2,b-1-i)	No minimum requirement for parking. Maximum will be determined as part of the DPD.	
Uses (295-907,3,a)	See Urban Planning and Design Principles, Design Principles 1 uses (pages 9-15), for acceptable uses on this block.	Parking, office, retail, and restaurant are all acceptable uses for the block.
Design standards (295-907,3,b)	See Urban Planning and Design Principles, Design Principles 1 through 7 (pages 7-29) for Design Principles that apply to this block.	Principles 1 through 7 apply to Block 7.
Space between structures (295-907,3,d)	All spaces between buildings will comply with the version of the IBC that in force at the time of building design and Department of Safety and Professional Services (DSPS) approval.	In anticipation of the future residential building construction, the west wall of the parking structure will have a 2 hour fire rating at Type M occupancies and a 1 hour fire rating at Types R, S2, A, and B occupancies.
Setbacks (295-907,3,e)	Minimum setback: north side of block: 0 feet, east side of block: 0 feet, south side of block: 0 feet, west side of block: 0 feet. Maximum setback: north side of block: 12 feet, east side of block: 12 feet, south side of block: 12 feet, west side of block: 72 feet See sheet A170 in GPD for setbacks.	Setbacks provided (Phase 1): <ul style="list-style-type: none"> • North – 2.09 feet • East 2.5 feet • South – 13 feet • Southwest corner – 68 feet • Northwest corner – 41.94 feet • (Phase 2) • North (McKinley) – 23.75 feet • West (6th Street) - 0 feet • South (Juneau) – average 4.25 feet, range 0 – 7.25 feet due to irregular lot line.
Screening (295-907,3,f)	The proposed GPD standards will not include any screening between the residential components and all other components on the site. If dumpsters and utilities are located outside, screening shall be provided that complies with Design Principle 4.2.6 (page 22).	All dumpsters and utilities will be located within the footprint of the building.

<p>Circulation, Parking and Loading (295-907,3,h)</p>	<p>Traffic circulation facilities will be planned and installed consistent with these Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped with high quality materials per these design standards.</p>	<p>Vehicular entry/exit points will be located on 5th Street, separated from pedestrian entries. Loading facilities will be within the footprint of the building.</p>
<p>Lighting (295-907,3,j)</p>	<p>See Urban Planning and Design Principles, Design Principle 6 -Exterior Site Lighting Standards (page 23)</p>	<p>Roof-deck and roadway way lighting will utilize ‘cut-off’ style fixtures with LED sources. Toward minimizing light pollution, fixtures specified will have optimal BUG (backlight/uplight/glare) ratings consistent with a ‘Moderate Ambient Lighting’ zone as defined by Illuminating Engineers Society (IES) standard TM-15-11. Roof-deck and roadway light fixture types and locations will be coordinated with the City of Milwaukee and adjacent developments. Interior light fixtures for parking areas will be low glare fixtures that wash the ceiling, reducing the contrast and minimizing the fixture visibility from outside the structure. The glass enclosed stair towers will be internally lit up at night as will canopies at the north commercial space entries. Once leased, the storefronts will help light up the sidewalks. Upward directed floodlights will be provided at selected locations on the north, east and south sides to accent the metal panel screening around the garage.</p>
<p>Utilities (295-907,3,k)</p>	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>	<p>All utility lines will be installed underground. Building will include interior, grade-level vault room for housing WE-Energies transformer.</p>

<p>Signage (295-907,3,L)</p>	<p>Signage Standards (except for temporary signage) will be approved as part of the Detailed Planned Development (DPD).</p> <p>All signs listed below will be allowed to have changeable messaging. Permitted signs will include:</p> <ul style="list-style-type: none"> • Temporary construction signage. • Temporary Perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Awning signs • Canopy Signs • Wall signs • Freestanding signs • Roof signs • Projecting signs • Marquee signs • Off Premise signs (must be attached to building) 	<p>The Block 7 Parking structure will have unique signage located on each elevation.</p> <p>All signage will be designed per requirements of Milwaukee Zoning Code, Section 295-407. All signs listed below may be allowed to have changeable messaging.</p> <p>Signage types include:</p> <ul style="list-style-type: none"> • Temporary construction signage will include project identification signs, and possibly signs for the purpose of advertising parking availability and multi-use tenant space leasing information. • Temporary perimeter site signage that will consist of a fabric sign material with graphics designed to obscure the construction activity and enliven the block. The fabric sign will cover between 50% and 100% of the perimeter construction fence. • Real Estate Signs - temporary “for Lease signs, full window lite, 1 per tenant entry • Changeable Message Signs – automatic digital display for parking structure traffic management directing ingress and egress • Off Premises Sign: Wall mural / sign • Off Premises Sign: Changeable Message automatic large digital display sign
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		<ul style="list-style-type: none">• Off Premises Sign: Building sponsorship wall sign along McKinley• Marquee Signs: Dimensional or cutout stencil letters on lit canopy surface• Hood signs: Internal face lit or halo dimensional letters• Projecting signs: External or internal illumination options• Window signs; Permanently applied with hand painted, silk screened, etched or glazing film technique
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SITE PHOTOS



PROJECT SITE LOOKING NORTHWEST FROM 5TH AND JUNEAU



PROJECT SITE LOOKING SOUTHEAST FROM 6TH AND MCKINLEY



LOOKING SOUTHWEST FROM 6TH AND MCKINLEY



LOOKING NORTH FROM 6TH AND JUNEAU



LOOKING SOUTHWEST FROM 6TH AND JUNEAU



LOOKING SOUTHEAST FROM 6TH AND JUNEAU



LOOKING SOUTHEAST FROM 5TH AND JUNEAU



LOOKING NORTHEAST FROM 5TH AND JUNEAU