

170900



MILWAUKEE BUCKS
ENTERTAINMENT BLOCK
BLOCK 4 – PUBLIC PLAZA CONNECTORS
DETAILED PLANNED DEVELOPMENT (DPD) NARRATIVE

Exhibit A

File No. 170900

November 16, 2017

DPD INDEX

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Block 4 – Public Plaza Connectors: DPD Design Standards and Site Statistics

Block 4 – Public Plaza Connectors: Owner’s Statement of Intent

PURPOSE

The Deer District, LLC requests that the zoning for the parcels of land known as Block 4 – Public Plaza Connectors in the General Planned Development (GPD File No. 150724) approved by Common Council on January 19, 2016 be amended to a Detailed Planned Development (DPD) in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

The Deer District, LLC requests an amendment to the DPD known as Block 4 – Arena Master Plan (DPD File No. 160813) approved by Common Council on January 18, 2017. The purpose of this amendment is for the parcels of land known as the Block 4 - Public Plaza Connectors, generally bounded by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south, to be added to the boundary of the Block 4 DPD previously approved by Common Council on January 18, 2017. Drawings relating to the region encompassed by the original Block 4 DPD boundary (File No. 160813) remain unchanged.

ENUMERATION OF DOCUMENTS

See the following documents and drawings for additional detailed information:

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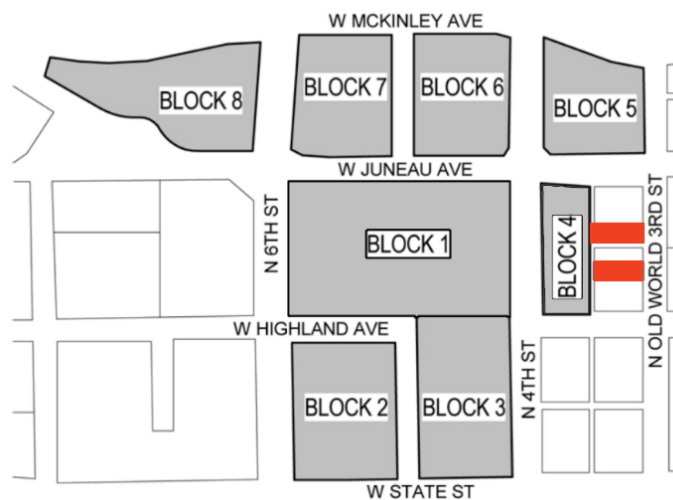
PROJECT DESCRIPTION

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 Block 4 - Public Plaza Connectors are generally bound by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south. Alley lands, which are pending pedestrian mall designation, will be also included in the area to be improved, but are not included in the DPD. These include the east-west alley to the north of the property at 1125 N. Old World 3rd Street and a portion of the north-south alley to the west of the parcels. Alley improvements will be installed pursuant to a pedestrian mall agreement with the City. As a whole, these parcels will serve to connect the previously approved Block 4 DPD parcel eastward to Old World 3rd Street, ultimately increasing connectivity and pedestrian activity between the Milwaukee Bucks Arena, 4th Street Pedestrian Plaza, and the surrounding neighborhood.

In the initial phase of construction, the North Public Plaza Connector will be the location of an overhead canopy structure as well as extensive landscape improvements, and the South Public Plaza Connector will remain in its existing state as a paved lot. In a future phase, buildings are being considered for construction on the parcels. Some elements as laid out in these exhibits may shift slightly due to building code and other requirements. Final design will be reviewed and approved by City of Milwaukee staff. Provided the site statistics noted in this document are met, a minor modification to this DPD will approve the future buildings and outdoor activities.

PHYSICAL DESCRIPTION OF PROPERTY



The Detailed Planned Development for the Block 4 – Public Plaza Connectors will encompass land generally bound by Old World 3rd Street to the east, an alley to the west, 1137 N Old World 3rd Street to the north, and 1113 N Old World 3rd Street to the south.

See the following drawings for additional detail:

- A1 - 2 VICINITY MAP
- A1 - 3 ALTA SURVEY
- A1 - 4 ALTA SURVEY

Potential uses include those as described in the Land Use section of the DPD Design Standard. See Overall Site Plan below:



See the following drawings for additional detail:

- A1 - 5 OVERALL SITE PLAN

The North Public Plaza Connector will be the location of outdoor spaces that will provide a connection between the arena and the urban fabric of the neighborhood. The design includes a variety of outdoor seating, wooden bleacher-style seating, and a raised stage for entertainment. In the initial phase of development, a temporary parklet structure may also be present within property limits, fronting the west property line along N. Old World 3rd Street, as well as temporary concessions. This parklet will also contain a variety of outdoor seating. The steel canopy structure overhead will strengthen the visual and physical connection to the 4th Street pedestrian plaza. Outdoor activities will provide vitality at street level that will enhance the experience of the users and provide a level of increased safety that is reinforced by the open nature of the plaza and the engagement of users at many venues. These two Public Plaza Connectors will be an important component of unifying the entire district, including Old World 3rd Street.

The potential future buildings on the parcels will be designed to provide a strong presence and user interaction at street level, and will be designed to complement the character of the existing historic architecture along North Old World 3rd Street. The buildings will be built to setbacks as described in the GPD Design Standards.

Signage and graphics will be an important part of establishing the presence of the pedestrian areas and the buildings and the connectors. Signage on the building and within the connectors will be of a scale that is appropriate for the buildings and spaces. There will also be ground level signage for directional purposes.

Block 4 – DPD Design Principles

DESIGN PRINCIPLES

These Design Principles have been established to demonstrate compliance with the General Planned Development (GPD) Design Principles that have been established for this block.

These Principles will be utilized in the Block 4 – Public Plaza Connectors Detailed Planned Development (DPD). If there are any contradictions between these Principles and the GPD design standards, the GPD design standards will supersede these principles.

1. LAND USE

The following uses will be allowed for the parcels known as the Block 4 – Public Plaza Connectors as indicated in the “Live Block - Block 4” column of the use table below. All uses currently operating within the DPD boundary may continue to operate under the DPD zoning. Any new uses not defined in the table shall follow Downtown – Mixed Activity (C9G) standards.

See following pages for use tables.

| Use | Live Block Block 4 |
|---|--------------------|
| 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 | Live Block Block 4 |
|---|--------------------|
| 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 | Live Block Block 4 |
|---|--------------------|
| 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 | N |
| 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 | Live Block Block 4 |
|--|--------------------|
| 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 | N |
| 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 |
| Accommodation 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 | N |
| Recreation Facility, Outdoor | Y |
| Health Club | Y |
| Sports Facility | Y |
| Gaming Facility | N |
| Theater | Y |

| Use | Live Block Block 4 |
|--|--------------------|
| 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 | Live Block Block 4 |
|--|--------------------|
| 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 | Live Block Block 4 |
|----------------------------------|--------------------|
| Live Entertainment Special Event | Y |

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

Initial Phase:

No building for initial phase. Canopy will be approximately 40' in height to the top of the upper roof structure and approximately 34' in height to the top of the lower roof structure.

Potential Future Phase:

The heights of the potential future buildings will fall within the range of 1 to 4 stories.

3. SETBACKS

Initial Phase:

Setbacks are not applicable for the initial phase

Potential Future Phase:

The facades of the potential future buildings will fall within the following ranges:
 North Public Plaza Connector: North minimum setback: 0'-0"; East minimum setback: 0'-0"; South minimum setback: 0'-0"; West minimum setback: 0'-0"
 South Public Plaza Connector: North minimum setback: 0'-0"; East minimum setback: 0'-0"; South minimum setback: 0'-0"; West minimum setback: 0'-0"

4. BUILDING COMPOSITION

4.1 Building Base (Ground Floor)

Initial Phase:

No buildings are anticipated for the initial phase.

Potential Future Phase:

The potential future buildings on the parcels know as Block 4 – Public Plaza Connectors will be a major asset and destination to Milwaukee and the Arena District. The following features meet the street activation requirements:

- Buildings' masses will be at an appropriate scale and relationship with the street in effort to provide an engaging pedestrian experience.
- Street-level visual transparency will be maximized.
- The North Public Plaza Connector will link the new Arena, Public Plaza, and the previously approved Block 4 buildings to Old World Third Street and to the surrounding neighborhood(s) and to the Downtown central business district.

4.1.2 Street Activation Uses

Initial Phase:

The initial phase will activate N. Old World 3rd Street by bringing activity to the North Connector in the way of pedestrian traffic to the 4th Street plaza and other Block 4 buildings. Additionally, the mix of outdoor seating, stage for entertainment, and possible raised parklet within property limits will bring activity to the sidewalk edge. Further, activation will change depending on the seasons and the events being held at either the arena and/or public plaza.

Potential Future Phase:

In the potential future buildings glazing will be provided where required by the GPD along the ground floor, and the area behind the glazing will be a Street Activating Use for a minimum of 12 feet in depth, as required by the GPD.

Possible Street Activating Uses:

- Tenant Building Entrances
- Retail / Food and Beverage Tenant Spaces
- Pedestrian Connection

4.1.3 Entries

Initial Phase:

North Public Plaza Connector: Decorative wood and steel gates at the north-south alley provide screening from the alley, while allowing for access points for service and maintenance. Additionally, rated security gates provide protection from vehicular traffic in the north-south alley.

South Public Plaza Connector: Not applicable for initial phase.

Potential Future Phase:

In the potential future phase buildings, pedestrian entries for retail and food and beverage spaces will be provided along North Old World 3rd Street.

Service entries for loading, trash removal and food services for future buildings being considered will be fully enclosed. All utility and trash functions will be located out of view and fully screened from neighboring businesses.

4.1.4 Materials

Initial Phase:

North Connector: In the initial phase, a steel canopy will be present. A dark gray paint will be applied to provide an appearance similar to blackened steel. The central portion of the canopy will have a fixed,

polycarbonate roof system to protect the areas below from weather. The upper roof glazing will be comprised of clear, monolithic polycarbonate sheets, very similar in appearance to transparent glass. The lower roof glazing will be comprised of translucent, monolithic polycarbonate sheets, very similar in appearance to translucent glass.

The stage, bleacher seating, decorative alley gates and potential parklet will all be clad in wood.

Potential Future Phase:

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

The exterior of the potential future buildings will be made of high quality materials to comply with the GPD guidelines.

4.2 BUILDING FAÇADE REQUIRMENTS

4.2.1 Building Articulation

Initial Phase:

Not applicable for initial phase

Potential Future Phase:

- Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).
- For buildings facing Old World 3rd Street, datum lines of neighboring historic buildings will inform the datum lines in the façade articulation of the new buildings.

4.2.2 Low Activation / Ground Level Walls

Not Applicable (All street facing walls are high-activation)

4.2.3 Alley and Side Facing Walls

Initial Phase:

North Public Plaza Connector: At the north-south alley, decorative wood and steel gates, with wood transoms above, provide screening from the alley, while allowing for access points for service and maintenance.

Potential Future Phase:

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

4.2.4 Large Format Uses Façade Design

No large format uses currently anticipated; Not Applicable.

4.2.5 Parking Structure Façade Standards

No Parking Structure Included, Not Applicable.

4.2.6 Detailing and Enrichments

Initial Phase:

The North Public Plaza Connector will be an active, well-lit space, with a variety of outdoor seating, a stage for entertainment, and a possible raised parklet within property limits. The hardscape will be improved predominately by high-quality brick pavers, as well as smaller areas of scored concrete.

Potential Future Phase:

Buildings will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

5. SITE FEATURES

Site features will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017). The North Public Plaza Connector will be an active, well-lit space with a possible raised parklet within property limits. The beer garden area will have a covered roof, visual display screens, a variety of outdoor seating and a stage for entertainment.

See the following drawings for additional detail:

- A1 - 6 ENLARGED SITE LANDSCAPE PLAN – HARDSCAPE
- A1 - 7 ENLARGED SITE LANDSCAPE PLAN – PLANTINGS

5.1 Bicycle Parking Minimum Requirements

Initial Phase:

In the initial phase, the anticipated area dedicated to tavern use is approximately 6,000 square feet. As such, a minimum of 6 spaces for patrons and 3 spaces for employees will be provided, per approved GPD standards. The racks will be exterior and will allow 2 points of contact. Final quantity of bike racks is to be determined in conjunction with the City of Milwaukee based on the approved GPD standards for the uses that will occupy the spaces. Final locations and type of bike racks are subject to approval by city staff.

Potential Future Phase:

Final quantity of bike racks is to be determined in conjunction with the City of Milwaukee based on the approved GPD standards for the uses that will occupy the spaces, once they are known. Final locations and type of bike racks are subject to approval by city staff.

5.2 Fencing

For all phases, a temporary construction fence will be installed at the perimeter of the site with an opaque fabric wrap that covers the entire area of the fence to limit access to the construction area for safety and security purposes, limiting views of the staging and enlivening the area with graphics during construction.

6. GPD EXTERIOR SITE LIGHTING STANDARDS

Exterior site lighting standards will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

The North Public Plaza Connector will be an active, well-lit space. Festoon lighting will create a glowing ambience and visually demarcate the pedestrian connection to the 4th Street plaza, as well as the beer garden. Additionally, lighting mounted on the canopy columns will highlight the steel structure and create a rhythm of illumination further emphasizing the connection from Old World 3rd Street to the 4th Street plaza and arena.

See the following drawings for additional detail:

A1 - 6 ENLARGED SITE LANDSCAPE PLAN - HARDSCAPE
A1 - 10 OVERALL SITE LIGHTING PLAN - PHOTOMETRICS

7. GPD LANDSCAPING STANDARDS

Landscaping will follow the design intent established in the previously approved DPD known as Block 4 – Arena Master Plan (DPD File No. 160813, approved by Common Council on January 18, 2017).

See the following drawings for additional detail:

A1 - 6 ENLARGED SITE LANDSCAPE PLAN - HARDSCAPE
A1 - 7 ENLARGED SITE LANDSCAPE PLAN - PLANTINGS

SIGNAGE

Initial Phase:

Proposed sign types include murals at site perimeter and alley gates, banners affixed to canopy structure, and possible additional high-quality signage types as called out in the attached signage diagrams. Any signage affixed to adjacent buildings will be coordinated and approved by those owners, or the same signage will be installed without affixing to adjacent buildings. All signs listed may be allowed to have changeable messaging. Additionally, signage in the South Public Plaza connector may be present to indicate the existing use as a parking lot.

Potential Future Phase:

Signage for potential future phase will be established in a future file.

See the following drawings for additional detail:

A1 - 18 SIGNAGE DIAGRAMS
A1 - 19 SIGNAGE TYPES AND GUIDELINES

Block 4 – Public Plaza Connectors: DPD Design Standards and Site Statistics

| NORTH PUBLIC PLAZA CONNECTOR | | |
|---|--|--|
| Design Standard | DPD Design Standards – Immediate Planned Use | DPD Design Standards – Future Possible Use |
| Building Height | N/A | Minimum of 1 story up to a maximum of 4 stories in height, comparable to the adjacent buildings on Old World 3rd Street. |
| Façade Requirements | N/A | The future phase buildings will be designed to comply with the GPD street activation requirements. See the following Sections: Design Principle 4.1 – Street Activation Requirements Design Principle 4.1.2 – Street Activation Uses Design Principle 4.1.3 – Entries |
| Gross Land Area (295-907,2,b-1-a) | 7,604 sf (Not including east-west and north-south alley lands. Alley improvements will be installed pursuant to a pedestrian mall agreement with the City.) | 7,604 sf (Not including east-west and north-south alley lands. Alley improvements will be installed pursuant to a pedestrian mall agreement with the City.) |
| Maximum amount of land covered by principal buildings. (295-907,2,b-1-b) | 0sf 0% | Up to 3,088.5 sf Up to 40.6% |
| Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c) | 0 sf 0% | 0 sf 0% |
| Land devoted to landscaped open space and plazas (295-907,2,b-1-d) Open Space (295-907,3,g) Landscaping (295-907,3,i) | Up to 7,604 sf Up to 100% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards. | Up to 4,515.5 sf Up to 59.4% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards. |
| Maximum proposed dwelling unit density, if residential, and/or | Maximum total square footage devoted to non-residential uses: 0 sf | Maximum total square footage devoted to non-residential uses: Up to 12,354 sf |

| | | |
|--|--|---|
| total square footage devoted to non-residential uses. (295-907,2,b-1-e) | | (3,088.5 sf x up to 4 stories) |
| Maximum number of dwelling units per building. (295-907,2,b-1-g) | N/A | N/A |
| Proposed number of buildings (295-907,2,b-1-f) | 0 | Up to 2 buildings |
| Bedrooms per unit. (295-907,2,b-1-h) | N/A | N/A |
| Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i) | N/A | N/A |
| Uses (295-907,3,a) | Uses as allowed for Block 4 per Design Principle 1 – Land Uses. | Uses as allowed for Block 4 per Design Principle 1 – Land Uses. |
| Design standards (295-907,3,b) | See Design Principles 1 through 7 for Design Principles that apply to this block. | See Design Principles 1 through 7 for Design Principles that apply to this block. |
| Space between structures (295-907,3,d) | N/A | North public plaza connector and beer garden to be located between structures. |
| Setbacks (295-907,3,e) | N/A | North minimum setback: 0'-0" East minimum setback: 0'-0" South minimum setback: 0'-0" West minimum setback: 0'-0" |
| Screening (295-907,3,f) | Trash will be held inside an interior trash room within Building A and/or Building B of the Block 4 development. Utility meters will be located within Building A and/or Building B of the Block 4 development. | Screening of dumpsters and utilities for potential future buildings will be provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6. |
| Circulation, Parking and Loading (295-907,3,h) | Pedestrian sidewalks and access is maintained around the site. The North Public Plaza connector will also serve as a pedestrian link to Block 4, The 4 th Street Pedestrian Plaza and the new arena. The North Public Plaza connector is shielded | Pedestrian sidewalks and access is maintained around the site. Patron and visitor drop off locations for the site will occur on Old World 3 rd Street. The North Public Plaza connector will also serve as a pedestrian link to the rest of Block 4, The |

| | | |
|-------------------------|---|--|
| | <p>from the un-improved portions of the north-south alley by decorative wooden gates as well as rated security gates to protect pedestrians from vehicles. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7. Trash will be hauled daily by a waste removal company, who will access the trash rooms in Building A and/or Building B via the Building A overhead loading/trash door on Juneau Ave. or via the north/south alley for Building B. Bicycle parking will be located at the project – final quantity to be determined in conjunction with the City of Milwaukee. Final locations and type of bicycle racks are subject to approval by city staff.</p> | <p>4th Street Pedestrian Plaza and the new arena. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7.</p> |
| Lighting (295-907,3,j) | Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards. | Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards. |
| Utilities (295-907,3,k) | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view. | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view. |

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| <p>Signage (295-907,3,L)</p> | <p>The North Public Plaza Connector many have possible tenant signage on perimeter wall elevations, as well as on the overhead canopy structure. Wayfinding will also be throughout the site.</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 may 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. • Wall sign: Internal face lit dimensional letters • Permanent Window sign: Applied glazing film • Off-premise sign: Identification sign near streets to identify the Beer Garden or other features within Block 4 • Off-premise sign: Marquee sign to identify the Beer Garden or other features within Block 4 • Canopy Signs • Freestanding signs • Roof signs • Projecting signs • Mural signs <p>See the following drawings A1 – 15 SIGNAGE DIAGRAMS; A1 – 16 SIGNAGE TYPES AND GUIDELINES</p> | <p>Any buildings may have tenant signage on each elevation. Wayfinding will also be throughout the site.</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 may 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. • Wall sign: Internal face lit dimensional letters • Permanent Window sign: Applied glazing film • Off-premise sign: directing traffic ingress and egress • Off-premise sign: Building identification sign near streets. • Off-premise sign: Marquee sign • Canopy Signs • Freestanding signs • Roof signs • Projecting signs • Mural signs <p>Final signs will be determined in future zoning file.</p> |
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| SOUTH PUBLIC PLAZA CONNECTOR | | |
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| Design Standard | DPD Design Standards – Immediate Planned Use | DPD Design Standards – Future Possible Use |
| Building Height | N/A | Minimum of 1 story up to a maximum of 4 stories in height, comparable to the adjacent buildings on Old World 3rd Street. |
| Façade Requirements | N/A | The future phase buildings will be designed to comply with the GPD street activation requirements. See the following Sections: Design Principle 4.1 – Street Activation Requirements Design Principle 4.1.2 – Street Activation Uses Design Principle 4.1.3 – Entries |
| Gross Land Area (295-907,2,b-1-a) | 6,842 sf | 6,842 sf |
| Maximum amount of land covered by principal buildings. (295-907,2,b-1-b) | 0 sf 0% | Up to 6,842 sf Up to 100% |
| Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c) | As existing, no change | 0 sf 0% |
| Land devoted to landscaped open space and plazas (295-907,2,b-1-d) Open Space (295-907,3,g) Landscaping (295-907,3,i) | As existing, no change | 0 sf 0% Open spaces will be landscaped per the Urban Planning and Design Principles. Design Principle 7 - Landscape Standards. |
| Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,b-1-e) | Maximum total square footage devoted to non-residential uses: 0 sf | Maximum total square footage devoted to non-residential uses: Up to 27,368sf (6,842 sf x up to 4 stories) |

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| Maximum number of dwelling units per building. (295-907,2,b-1-g) | N/A | N/A |
| Proposed number of buildings (295-907,2,b-1-f) | 0 buildings | Up to 2 buildings |
| Bedrooms per unit. (295-907,2,b-1-h) | N/A | N/A |
| Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i) | As existing, no change | N/A |
| Uses (295-907,3,a) | Uses as allowed for Block 4 per Design Principle 1 – Land Uses. | Uses as allowed for Block 4 per Design Principle 1 – Land Uses. |
| Design standards (295-907,3,b) | See Design Principles 1 through 7 for Design Principles that apply to this block. | See Design Principles 1 through 7 for Design Principles that apply to this block. |
| Space between structures (295-907,3,d) | N/A | N/A |
| Setbacks (295-907,3,e) | N/A | North minimum setback: 0'-0" East minimum setback: 0'-0" South minimum setback: 0'-0" West minimum setback: 0'-0" |
| Screening (295-907,3,f) | Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6. | Screening of dumpsters and utilities is provided via architectural screen walls and landscaping. Screening will be provided that complies with Design Principle 4.2.6. |
| Circulation, Parking and Loading (295-907,3,h) | Pedestrian sidewalks and access is maintained around the site. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7. Current conditions include paved surface parking lot with 24 striped parking stalls. | Pedestrian sidewalks and access is maintained around the site. Patron and visitor drop off locations for the site will occur on Old World 3 rd Street. Parking for the site is anticipated to take place on the surrounding streets and in the parking structure on Block 7. |
| Lighting (295-907,3,j) | Existing lighting consists of utility pole-mounted lighting at the north-south alley | Lighting is provided per GPD standards. See Design Principle 6 – Exterior Site Lighting Standards. |

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| | as well as pole-top streetlighting at Old World 3rd Street. | |
| Utilities (295-907,3,k) | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view. | All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view. |
| Signage (295-907,3,L) | <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 may 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. • Wall sign: Internal face lit dimensional letters • Off-premise sign: directing traffic ingress and egress • Off-premise sign: Building identification sign near streets. • Off-premise sign: Marquee sign • Canopy Signs • Freestanding signs • Projecting signs • Mural signs • Parking usage signage (including existing signage related to existing parking use) | <p>Any buildings will have tenant signage on each elevation. Wayfinding will also be throughout the site.</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 • 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. • Wall sign: Internal face lit dimensional letters • Permanent Window sign: Applied glazing film • Off-premise sign: directing traffic ingress and egress • Off-premise sign: Building identification sign near streets. • Off-premise sign: Marquee sign • Canopy Signs • Freestanding signs • Roof signs • Projecting signs • Mural signs |