

11 February, 2019

City of Milwaukee  
Department of City Development

RE: Minor Modification to the Detailed Planned Development known as Block 1 – Arena Master Plan, File No. 181486

On January 19, 2016, a General Planned Development (GPD; File No. 150724) was approved for the 8-block arena master plan. Subsequently, a Detailed Planned Development (DPD) known as Block 1 – Arena Master Plan was approved on May 24, 2016 as File No. 151653. A Minor Modification to the DPD zoning was approved on March 1, 2017 as File No. 161321 and updated the plaza design on the east side of the arena to match the plans for the pedestrian plaza, as well as allowed additional signage on the site. The subject Minor Modification will permit one additional illuminated freestanding sign at the corner of Juneau and Vel R. Phillips Ave. (4th Street)

#### **SHEET A1-2**

A. Overall site plan showing location of freestanding signage.

#### **SHEET A1-3**

- A. Added illuminated monument sign in planting bed near corner of Juneau and Vel R. Phillips Ave. (4th Street).
- B. Remove/relocate site lighting and site bench. Remaining are to be unchanged.

#### **SHEET A1-4**

A. Elevation of new monument sign with dimensions and notations. Overall sign dimensions are approximately 13'-6" tall and 50'-3" wide. Placed on a base 18" above grade.

#### **SHEET A1-5**

A. Rendering to show location and size of freestanding sign near NE corner (daytime view).

#### **SHEET A1-6**

A. Rendering to show location and size of freestanding sign near NE corner (dusk/nighttime view).

All other aspects of the DPD remain unchanged.

Brad A. Clark, AIA, NCARB



Principal in Charge