

March 4, 2025

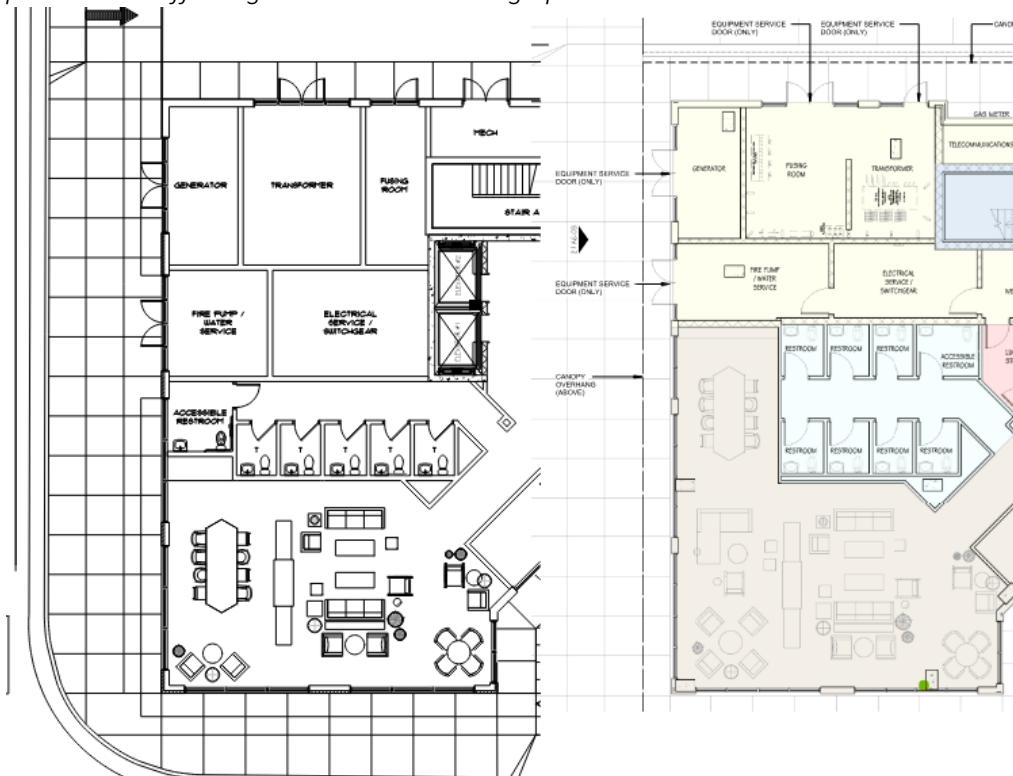
Kristin Connelly, Principal Planner  
City of Milwaukee | Department of City Development  
809 N Broadway  
Milwaukee, WI 53202

Re: Block 3 - Arena Master Plan, Phase 2  
Part of 430 West State Street (Corner of W State St / N Vel Phillips Ave)  
(City Council File No. 241340)

Dear Kristin:

Following is our response to the City Plan Commission's condition of approval as it relates to the mechanical/utility space along the State Street frontage:

- Condition: Applicant to explore whether the generator and transformer can be moved or otherwise adjusted to minimize visual impact from State Street.
- *GBA Response: As stated at CPC, GBA had already significantly consolidated the footprint of all incoming utility services to the southwest corner, compared to their initial introduction to staff.*
- *GBA has also maximized transparency along W State Street and reconfigured the Public/Active spaces inside the building while streamlining the Water Service/Generator Room. Refer to the attached side-by-side comparison below, which illustrates the changes from the originally presented staff design to the current design presented at CPC.*



- *Additionally, we have begun initial discussions with We Energies, and the size, configuration, and location have been determined based on their requirements, as well as the placement of our vertical circulation stair and its integration with the Guestroom Tower.*
- *Furthermore, the generator requires access for venting and a fill station directly off West State Street, based on our experience with the design of The Trade.*
- *Statistics: In the originally presented staff plan, the BOH Utility Services core was designed at 327 sq. ft. As the design evolved, we successfully reduced it to 227 sq. ft. while simultaneously adding 11 linear feet of activation along W State Street.*
- *As stated during the CPC hearing, the building—along with the entire linear street frontage along W State Street—has been set back 42 inches, further reducing its impact on the southwest corner of W State Street.*

Given the design modifications already incorporated into the project, we have exhausted all feasible options for further improvements.

Sincerely,



Jeff Brenkus, President

GBA Architecture | Design