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KEY PLAN

**PROGRESS DOCUMENTS  
NOT FOR CONSTRUCTION**  
These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and shall not be used for final bidding or construction-related purposes.

SHEET INFORMATION

PROJECT MANAGER M.J.L.  
PROJECT NUMBER 2-20225-02

WEST & EAST  
ELEVATION

**A2-0**

**3** East Elevation  
1/8" = 1'-0"



ISSUANCE AND REVISIONS

DATE	DESCRIPTION

DPD ZONING SUBMITTAL FOR PORTION OF BLOCK 3 OF MILWAUKEE BUCKS ARENA DEVELOPMENT - GPD

KEY PLAN

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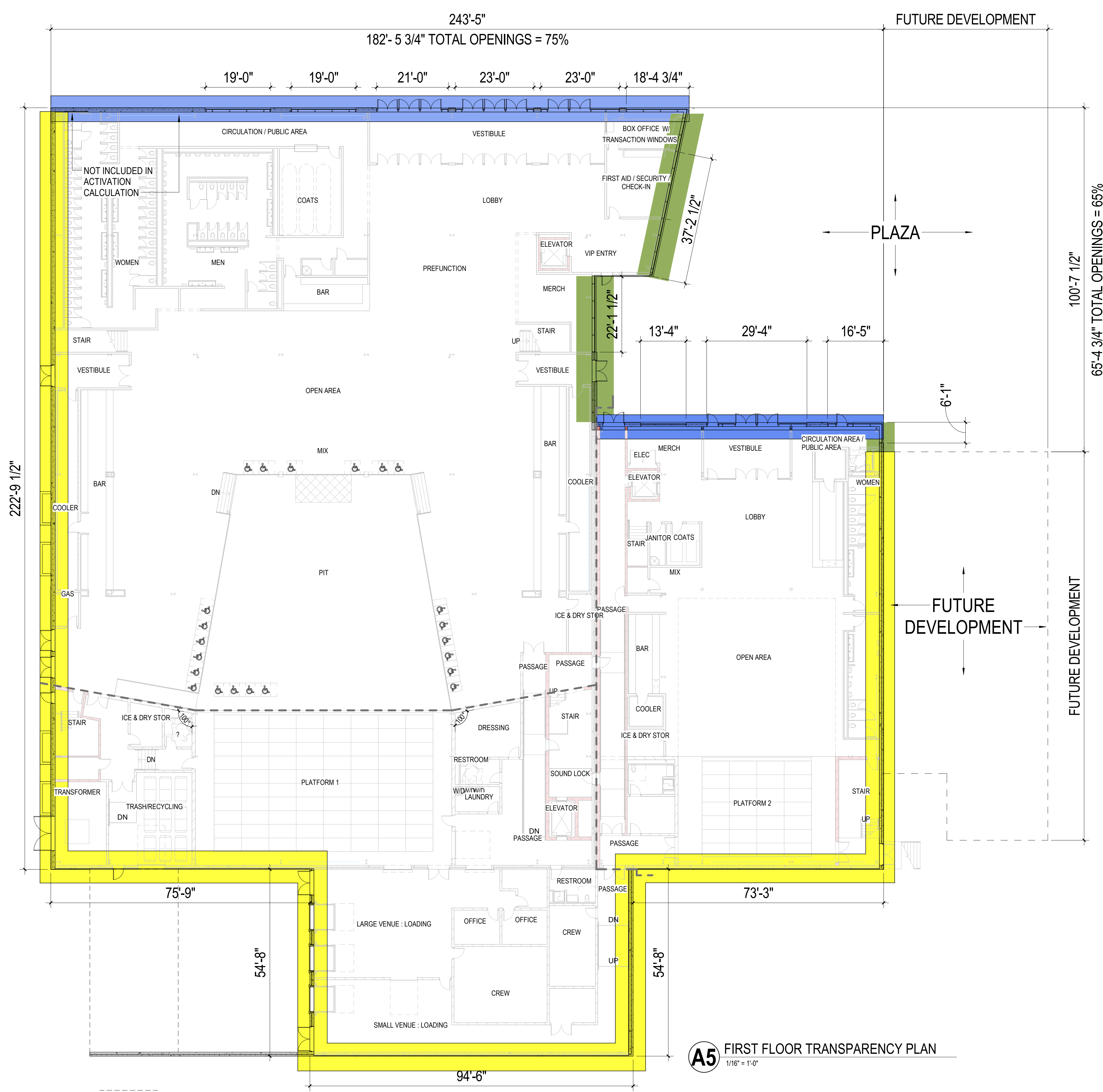
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SHEET INFORMATION

PROJECT MANAGER MJL  
PROJECT NUMBER 2-20225-02

FIRST FLOOR TRANSPARENCY PLAN

**A1-1**



**HIGH ACTIVATION AREA**

	Overall Length	Total Window Opening Length	Transparency Activation(%)
North Facade	243'-5"	182'-5 3/4"	75%
Total	243'-5"	182'-5 3/4"	75%

**MEDIUM ACTIVATION AREA**

	Overall Length	Total Window Opening Length	Transparency Activation(%)
East Facade	100'-9"	65'-4 3/4"	65%
Total	100'-9"	65'-4 3/4"	65%

**LOW ACTIVATION AREA**

No Glazing Requirements

**A5** FIRST FLOOR TRANSPARENCY PLAN  
1/16" = 1'-0"

**THE PROPOSED VENUES ARE EXACTLY WHAT  
THE CITY'S PLANNING HAS ATTEMPTED TO PREVENT**  
(Highlighted provisions are quoted directly from current standards)

- Rather than creating a building that fits the General Planned Development (GPD) standards, the developer has taken the building it planned for Summerfest and plopped it on this site.
- The proposal violates a very specific Design Standard.

From the GPD Design Standards for Block 3:

“Turner Hall, a historic Milwaukee landmark is located on the east side of North Street. The design of any development on Block 3 shall be sympathetic to Turner Hall.”

Is a large blank wall, or the use of the property to compete with Turner Hall, sympathetic to Turner Hall?

- In order to avoid the GPD standards, the developer moved the building 48 feet from James Lovell (4<sup>th</sup>) Street, creating Parcel 2, suggesting that a two-story building will be built there in the future.
- The proposed two-story building on Parcel 2 will never happen or will not happen for many years. The developer knows that. That is why it plans trees on the property.
  - Similar promises were made for exceptions for the convention center. It took well over two decades for the promises to be fulfilled.
  - The building would be about 10,000 square feet. Construction costs would be about \$3 million (plus the land cost). No small user is going to pay that.

- The listing broker has made it clear that the current owners require that the property not be sold to a food or beverage user (the most likely small building users in this area).
- The proposed two-story building on Parcel 2 is totally inconsistent with the carefully considered GPD.

“The ... Design Principles and Definitions ... 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.”

From the GPD Design Standards for Block 3:

“The buildings will be a minimum of 4 stories in height ...”

- Under the GPD, Entertainment Facilities must:

“[F]it within the prescribed pattern of lots and blocks”

- The 48-foot setback, the lack of buildings fronting on James Lovell and the flat, windowless wall facing east are precisely what the city does not want. This proposal fails to meet the following goals and values of the GPD:

- **Street Activation**
- **Enrichment of the pedestrian realm**
- **Human scale qualities**
- **Horizontal and vertical modulation**
- **Articulation**

- By moving the building back 48 feet, the developer is attempting to totally avoid the following requirements of the GPD. In the process, the nature of the neighborhood will be totally different than the urban, street activated plan of the city.

#### Section 4.1. **Street Activation** Requirements

“Visual interaction with all stories of the building is encouraged, visual interaction by means of clear, non-tinted windows (glazing) is required along the street frontage of a building.”

Where required glazing is provided along the ground floor, the area behind the glazing must be Street Activating Uses for a minimum of 12 feet in depth.”

#### Section 4.1.2 Street Activation Uses

“For Entertainment/Accommodation Uses, the following **Street Activating** Uses are permitted ... For hotels, Large Venue Buildings and other places of accommodation, lobbies, customer service areas, restaurants and bar areas, coffee shops, gift shops, and often used gathering and meeting breakout areas are appropriate.”

#### 4.1.4. Materials

“**Enrichment of the pedestrian realm** requires building base materials to be of high quality, such as stone, brick, metal panel systems, and other durable materials. Materials such as EIFS should not be used on the building base, and utility grade materials such as split face block are only allowed on rear, interior lot lines and alley frontages.”

#### 4.1.5. Detailing Enrichments

“Detailing of the base of buildings should be used to enhance the **human scale qualities** of the building. On all types of buildings, the building base should be distinctly noticeable from the middle portion of the building. Cornices, friezes, hoods, canopies or other expressive elements should demark the separation of these portions of the buildings.”

#### 4.2.1 Building Articulation

“**‘Flat’ facades should be avoided.** When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane must be present.”

#### 4.2.2 Low Activation /Ground Level Walls

“Where there is a “Low Activation No Glazing Requirement”, as noted on the individual block standard diagrams, the following standards will be required to mitigate the potential negative effects of a non activated wall:

High quality materials must be used. The materials provide high quality detailing and must be durable in nature. Materials such as stone and brick masonry are appropriate. Materials not permitted include large scaled masonry units, including split-faced block units, which do not offer an appropriate finish or scale. Simulated stucco and metals siding products do not provide the durability and must be avoided. ...

**Horizontal modulation** is needed to break down a long, blank wall. Approximately every 25’ a vertical expression element is needed. This could occur in any number of ways, such as engaged pilasters, recesses and plane changes on the

building facade, a change in material, or a combination thereof.

**Vertical modulation** is needed to give a sense of human scale to the wall. A distinct base level is needed at approximately 2' to 4' above the grade. In this ground level, an upper differentiation approximately 7' to 9' above the grade is needed to give a sense of **human scale**, normally found with typical door and window heights.

**Pedestrian-scaled** elements are needed to increase interest and decrease monotony, especially in the case of a long non-active wall. A number of techniques could be employed. These include display cases, engaged planters, green-screen wall systems, backlit windows with opaque glass, and decorative lighting elements. The need for these elements will be building and site specific, but must occur in at least every other bay of horizontal modulation. These elements must help to create 'layered' quality to the façade wall.

In some cases, uses which may not programmatically allow windows, consider frosted or fritted windows to obscure vision but allow light to spill out from the interior.”

#### 4.2.4 Large Format Uses Façade Design

“These standards are for facades, specifically area above the ground level, where the use includes large format interior spaces that often have programmatic difficulty with significant clear glazed windows at the façade wall. This includes uses such as gymnasiums, theaters, assembly spaces, large format retail stores and similar scaled and programmed uses.

The building's larger design solution should contemplate not locating the larger interior spaces along street edges and those spaces being placed more interior to the site. Also, a liner of uses such as lobby spaces, lounges, offices, etc. should be considered to allow activation and glazing along the street frontage. Where this placement approach or liner uses is not possible, various techniques should be utilized to allow the large format uses to be appropriately designed for placement along the street facades. Following are standards to achieve this:

Breaking down the resulting large façade is key to mitigating design challenges posed by large format uses. Incorporating any clerestory windows or narrow, regularly spaced opaque windows is a method that is encouraged.”

#### 4.2.6. Detailing and Enrichments

“For Large Venue Buildings, wall areas above the building base should be **articulated**. Flat, windowless walls should be avoided.”