

**Exhibit A**  
**File No. 220490**  
**Detailed Planned Development known as Block 3 – Arena Master Plan (Phase 1)**  
**Part of 1001 N. Vel R. Phillips Av.**  
**August 25, 2022 (Revised October 17, 2022)**

*In 2016 a General Planned Development (GPD; File No. 150724) was established for the 8 development blocks within the Deer District. The MKE BLK23, LLC & Marquee Ventures MKE, LLC request that the zoning for the parcel of land known as Block 3 in the General Planned Development (GPD) dated January 12, 2016 – Part of 1001 N Vel R Phillip Avenue, including Lot 1, Outlot 1, and Outlot 2, 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.*

**Summary of Documents**

**Exhibit A**      DPD Project Description & Owner's Statement of Intent and Plan Set

**General Purpose and DPD Narrative:**

*The part of 1001 N. Vel R. Phillips Avenue, including Lot 1, Outlot 1, and Outlot 2 incorporates the northern portion of Block 3 as depicted in the attached plans and a Certified Survey Map (CSM) to be recorded that will create the development parcel. A multi-story music venue will be constructed and operated at the development parcel to include: an approximately 4,000-person capacity room, smaller 800-person capacity room, meeting and event spaces, outdoor balcony, rooftop patio and any other uses ancillary to the operation of a music venue. The following table provides the development standards that apply to the DPD including the general design standards, permitted signage, and permitted uses.*

*Venue operator will use industry best practices regarding the management of crowds queued in advance of events within the venues, including coordination with the City and private stakeholders and reasonable accommodations for ticket-holders. Operator notes that these venues were purposefully designed with the intention of providing queuing areas for patrons in advance of events within the private plaza areas of Outlot 1 and Outlot 2, minimizing queuing on public right-of-way. Venue operator's ability to minimize queuing on public right-of-way is subject to circumstances, such as event volume at other venues within the broader entertainment district, including those with limited or no private queuing areas.*

*Additionally, the west side service/ private drive is part of this DPD. This service/ private drive will also serve as an additional fire truck access and will be where tour buses and tour semi-trucks will park overnight at times. This service drive will be the main access to a tour bus staging and loading dock area, west of the venue. Pedestrian access is proposed along the sidewalks that are adjacent to this service drive, and along vacated West HighLand Avenue. Please refer to the DPD "drawings" for the Pedestrian Access Exhibit which is the result of discussions between the City of Milwaukee and the Milwaukee Bucks.*

*Two plaza areas are proposed – the north plaza (part of Outlot 1) and east plaza (Outlot 2). The North Plaza area will also act as a Public Pedestrian Access Plaza - Subject to closure by Owner for plaza*

*programming. The East Plaza will also be available to Lot 1 for additional Lot 1 programming at times. During non-programmed times/dates the plaza(s) will be open to the general public.*

*Lot 2 (the south part of Block 3) will remain zoned GPD and will be rezoned to DPD in the future.*

**District Standards (s. 295-907):**

<p>Uses:</p>	<p><i>Theater and uses accessory and ancillary to that (see also GPD use list for allowable uses on Block 3) Complies with GPD requirements.</i></p>
<p>Design standards:</p>	<p><i>DPD for northern ½ of Block 3 of the Milwaukee Bucks Arena Development.</i></p> <p><b>4.1.1 Street Activation:</b></p> <p><i>Complies with GPD requirements, See sheet A1-0</i></p> <p><b>4.1.2 Street Activation Uses:</b></p> <p><i>Lobby, prefunction, circulation corridor, merchandise, and box office along portions to the north. To the east uses include: VIP Entry, box office, merchandise, and check-in. The majority of these spaces will be public spaces to the music venue and intended to enhance street activation in accordance with GPD design standards.</i></p> <p><b>4.1.3 Entries:</b></p> <p><i>Pedestrian entries are all located to the north with direct access to the Deer District plaza. Service and loading entries are located to the west along the private drive. Utility functions are either internal to the building or set back from the public right of way.</i></p> <p><b>4.1.4. Materials:</b></p> <p><i>The building celebrates the city’s past by acknowledging the classical architectural categories in a contemporary manner. The base of the building is activated with a glassy façade, the middle portion of the façade is identified with masonry massing. The top floor is announced through a rooftop terrace which helps to activate the façade. All components are clad in high quality materials in compliance with GPD guidelines.</i></p> <p><b>4.1.5. Detailing Enrichments:</b></p> <p><i>North Facade (facing Fiserv Forum and plaza): The ground level curtain wall is framed by masonry piers and composite metal panel elements that express the structural module of the building. The masonry detailing of the building further</i></p>

*emphasizes the structural module with vertical stack bond elements that repeat with the building module. Terrace/ balcony element at upper level accents the façade in form and nighttime illumination and extends inward to provide a significant and dramatic visual feature. Composite metal panel wraps the fascia and significant soffit extension of the high roof supports exposed accented wood tone ceilings.*

*South Façade: This side of the building is mid-block, which will be obstructed from view by the anticipated development(s) on Lot 2, the southern ½ of Block 3. The architectural design of the south elevation is consistent with the other facades, with precast concrete, base brick and metal panel. The one story loading dock walls are precast to match the base, and will be covered by future development of Lot 2.*

*East Façade: Consistent with the North façade, the east façade will have: Precast concrete base; patterned brick with a combination of stack bond and header courses to accentuate the façade and extensive use of glazing on all levels of the building. Composite metal panel wraps the top floor with a corner setback that reveals an outdoor deck that overlooks Vel Phillips Ave. A second covered rooftop plaza that faces north wraps around to the east with accented wood tone ceilings framed in composite metal. The verticality of the stair on the south end of this east building elevation has been emphasized with a significant amount of glazing. This stair is import to the small venue in that it is the common route for musicians and artists to get to and from the small venue stage and the second floor green rooms. At night the upgraded finishes in this stair will glow and shine when viewed from the sidewalk and street*

*The GPD for Block 3 requires that the design be sympathetic to historic Turner Hall which is located across from Lot 3 on the east side of Vel Phillips Ave. The proposed development fulfills this requirement in several ways in light of the existing design aspects of Turner Hall and its massing of two to four stories varies in height from approximately 40 ft to over 80 ft at its peak with a street frontage of approx. 100 feet.*

*1) The massing of the proposed development creates a street frontage façade directly across and generally in line with Turner Hall. The four story façade steps back to 40 ft for portions and tops out at approx. 60 ft. which remains lower and*

	<p><i>sympathetic to the three peaked roof forms of Turner Hall.</i></p> <p><i>2.) The 40 ft brick wall is articulated with vertical brick detailing sympathetic to the verticality found on Turner Halls brick façade.</i></p> <p><i>3.) Three public display/art pieces of approximately 12ft wide by 30 ft will adorn the brick façade and directly align with the three peaked towners of Turner Hall, respecting the rhythm of that historic structure. Dramatic up lighting of this feature will enhance the pedestrian experience into the evening hours for the public attending Turner Hall events and this development.</i></p> <ul style="list-style-type: none"><li><i>a. The public display/art pieces will be mounted proud of the building 4" to 8" from the building face with non-corrosive stand-offs.</i></li><li><i>b. The art element will be illuminated creatively. The project team will work with the selected artist to appropriately light their display/art piece from above/ below/side/behind, etc.. Care will be taken to not have excessive/inappropriate illumination levels and ensure that the sources of the illumination will not glare off the site.</i></li><li><i>c. This art element will not be painted directly on the wall or directly applied to the wall.</i></li><li><i>d. The art displays will not be direct advertising of events or signage, but may be artistic interpretation of artists/musicians, among other artistic images. (Example of the type of treatment might be the current artistic displays on the wall on the 6<sup>th</sup> Street of the Fiserv building that includes Bucks players' images.)</i></li></ul> <p><i>4.) Outdoor terraces on the second and fourth floors will have a direct view across the street to the historic landmark while attending events.</i></p> <p><i>West Façade (facing staging area &amp; the private service drive beyond): Precast concrete base; patterned brick with a combination of stack bond and header courses accentuates the façade. Composite metal panel wraps the fascia and significant soffit extension of the high roof. +/-5'-4" tall wall that encloses the staging area, includes a continuous planter at the sidewalk.</i></p>
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	<p><b>4.2.1. Building Articulation:</b> Refer to Section 4.1.5 Detailing Enrichments above.</p> <p><b>4.2.2. Low Activation / Ground Level Walls:</b></p> <p><i>Per the GPD, the western portions of the development are low activation.</i></p> <p><i>North façade: High activation zone for full frontage per GPD (see sheet A1-1, which demonstrates that the minimum 75% glazing on ground floor requirement for a high activation zone has been met)</i></p> <p><i>South façade: Mid-block - anticipating future development, thus this façade does not include any activation.</i></p> <p><i>East Façade: Medium activation zone per GPD (minimum 50% glazing on ground floor) has been met.</i></p> <p><i>West Façade: Meets this definition of low activation/requirements for ground level walls.</i></p> <p><b>4.2.3. Alley and Side Facing Walls:</b></p> <p><i>South façade: This building elevation is mid-block, which will be-partially obstructed from view by the anticipated developments on the southern ½ of block 3. The architectural design of the south elevation is book ended with precast concrete base and brick corners. Exposed precast concrete exists where future development is expected to be built directly adjacent to the façade.</i></p> <p><b>4.2.4. Large Format Uses Façade Design:</b></p> <p><i>North Facade: This façade is predominantly aluminum and glass curtain wall which defines the monumental entry lobby, VIP rooms, and the interior prefunction space. This façade also has many planar differences. The predominance of aluminum and glass curtain wall lie in one plane. The marquee canopy and second floor balcony extend outward. The rooftop terrace extends inward to provide a significant and dramatic visual counterpoint to this city facing facade. Additionally, a composite metal panel wraps the fascia and significant soffit extension of the high roof.</i></p> <p><b>4.2.5. Parking Structure Façade Standards:</b></p> <p><i>No Parking Structure Included, not applicable</i></p>
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**4.2.6. Detailing Enrichments:**

*The music venue building offers many unique design features such as iridescent metal panels, large balconies, marquees, and rooftop terraces. These elements will provide significant depth and activity to the live block plaza and the south side of the arena.*

*Lighting concepts are designed to maximize visual interest for key architectural features while providing a safe, comfortable, and pedestrian friendly experience for the overall property. A mix of building mounted systems along with integral and freestanding lighting elements will be utilized throughout the project.*

**5.0. Site Features:**

*A comprehensive site and landscape design has been created that follows the GPD guidelines and compliments the existing arena district. The ground plane incorporates a mix of concrete, decorative concrete, pavers, and permeable pavers that orchestrate movement and exemplify features of the site. Poured-in-place concrete planters provide seating and add a three-dimensional interest around the site. Wood slat benches installed on top of concrete planters provide warmth in the landscape, a more comfortable seating experience. The project incorporates green features such as permeable pavement and natural plantings.*

**5.1 Bicycle Parking Minimum Requirements:**

*Referencing 2,100 square feet of office space within the building, the project exceeds the GPD standards and provides 20 total short term, outdoor bicycle parking spaces (Only 10 are Required: 4 for the large venue, 4 for the small venue and 2 for the office) with the anticipated location near the north entry of the large venue. Long term "Indoor" bicycle parking space requires (1 space per "screen" or "venue" and 2 min for the office) for a total requirement of 4 Indoor bicycle parking spots. The required indoor bicycle parking spots will be provided near the building loading area.*

**5.2 Fencing:**

*A temporary construction fence will be installed at the perimeter of the site (including the outlots, easements, and service drive areas) 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. This will also help to limit views of the staging and enliven the area with graphics during construction.*

**6. GPD Exterior Site Lighting Standards:**

*Lighting concepts are designed to maximize visual interest for key architectural features while providing a safe, comfortable and pedestrian friendly experience for the overall property. A mix of building mounted systems along with integral and freestanding lighting elements are utilized throughout the project as described below.*

*North Plaza (Outlot 1) North façade (Lot 1): Feature lighting for the façade is provided at the marquees and rooftop canopy. LED fixtures are recessed into the exterior envelope to create an integrated look and feel. Up-lighting at the rooftop patio also provides a subtle wash on the columns and soffit above. Site and sidewalk lighting is provided with a series of free-standing pedestrian scale pole lamps and up-light fixtures integrated into landscape beds. Venue entries are illuminated via soffit and canopy mounted down lights. Similar building mounted fixtures provide secure and appropriate lighting levels at the vehicular and service entries to the west.*

*South Façade: This side of the building is mid-block, which will be-partially obstructed from view by the anticipated developments on the southern ½ of block. Therefore, building mounted fixtures will provide secure and appropriate lighting levels.*

*East Plaza (Outlot 2): Similar approach to the north plaza.*

*East Façade (Vel R. Phillips Av.) As also described in 4.1.5.3, Dramatic up lighting of the three public display/art pieces, is a feature that will enhance the pedestrian experience into the evening hours for the public attending Turner Hall events and this development.*

*West Façade: Site and sidewalk lighting is provided with a series of free-standing pedestrian scale pole lamps and up-light fixtures integrated into landscape beds. Similar building mounted fixtures provide secure and appropriate lighting levels at the vehicular and service entries to the west.*

	<p>7. <i>GPD Landscaping Standards:</i></p> <p><i>A comprehensive site and landscape design has been created that follows the GPD guidelines and compliments the building, creating a cohesive Deer District design. Since no surface parking is provided on the property, proposed landscaping exceeds the GPD requirements. Foundation plantings and raised planters provide greenspace to anchor the building, soften edges, direct pedestrian traffic, and provide texture and color. Natural native and adaptive native plants provide low maintenance, year-round interest.</i></p>
<p>Density (sq. ft. of lot area/dwelling unit):</p>	<p><i>NA – non-residential use</i></p>
<p>Space between structures:</p>	<p><i>NA – single structure</i></p>
<p>Setbacks (approximately):</p>	<p><i>GPD setback ranges from any street(s) have been met in this DPD. Current design proposes the following setbacks:</i>  <i>North: 80’ +/- and 175’ +/- (GPD Min. 80ft to Max. 230ft)</i>  <i>South: This likely will be 0 to the new property line.</i>  <i>East: 11’ +/- (GPD Min. 0ft to 12ft Max.)</i>  <i>West: Not Applicable (NA), since the private drive will not be a public street. While street setback is NA, the Building is set back 37’ +/- feet from the property line.</i></p>
<p>Screening:</p>	<p><i>Mechanical units on the roof will be concealed with architectural roof screens.</i></p>
<p>Open space:</p>	<ul style="list-style-type: none"> <li><i>- The north building façade faces an expanded Deer District plaza.</i></li> <li><i>- Outdoor balcony on the 2<sup>nd</sup> floor for patrons.</i></li> <li><i>- Rooftop Patio for patrons.</i></li> </ul>
<p>Circulation, parking and loading:</p>	<p><i>Pedestrian access:</i>  <i>Primary entry is from the expanded Deer District plaza on the north.</i></p> <p><i>Automobile access and parking:</i>  <i>Guests and employees will utilize adjacent parking structures in the district. Existing facilities and options for transit and ride share users will continue.</i></p> <p><i>Bicycle parking:</i>  <i>See specific “Bicycle Parking” Section above.</i></p> <p><i>Loading:</i>  <i>Large &amp; Small Venue: Deliveries, staging, waste collection will be off the private drive to the west. Dumpsters will be stored inside rooms of the building.</i></p>



	<p><b>Staging:</b>  <i>The staging area west of the music venue will be used as a drop-off and pick-up point when tour buses arrive and depart from the music venue. For larger shows and events, multiple buses may be staging in the area for longer periods for loading and unloading. This staging area will need to remain clear for tour bus movements, so music venue employees will not be able to park in this area for any extended periods of time.</i></p> <p><i>On Street Loading Zone: The existing street parking directly east of the small venue emergency exit is desired for loading.</i></p>
<p><b>Landscaping:</b></p>	<p><i>A comprehensive site and landscape design has been created that follows the GPD guidelines and compliments the building, creating a cohesive Deer District design. See design principle 7</i></p> <p><i>All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</i></p> <p><i>The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.</i></p> <p><i>Lot 1 and Lot 2 are under common ownership If Lot 2 has not been rezoned to DPD by 1/1/2025, interim edge landscaping shall be installed along the street edge of Lot 2 consistent with “Option A” perimeter landscaping as described in Chapter 295-405-3-a of the zoning code.</i></p>
<p><b>Lighting:</b></p>	<p><i>Lighting is provided per GPD standards. See design principle 6.</i></p>
<p><b>Utilities:</b></p>	<p><i>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</i></p>
<p><b>Signs (type, square footage, quantity and placement):</b></p>	<p><i>The venue will have unique signage located per the elevations. All signage will be designed per requirements of the Milwaukee Zoning Code, section 295-407. All permanent signs listed below may be allowed to have changeable messaging, subject to DCD staff review.</i></p> <p><b>Signage types include:</b></p> <ul style="list-style-type: none"> <li>- <i>Temporary construction signage.</i></li> <li>- <i>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</i></li> </ul>

	<p><i>will cover between 50% and 100% of the perimeter construction fence.</i></p> <ul style="list-style-type: none"> <li>- <i>Wall sign: Internal face lit dimensional letters</i></li> <li>- <i>Marquee signage – changeable messaging</i></li> <li>- <i>Building identification signs near streets.</i></li> <li>- <i>Banner signs</i></li> </ul>
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**Site Statistics:**

Gross land area:	<i>136,683 SF (Lot 1 + Outlot 1 + Outlot 2)</i>
Maximum amount of land covered by principal buildings (approx.):	<i>Lot 1 = 52,770 SF 77% Lot Coverage Outlot 1 (service drive and north plaza)= 0 SF 0% Lot Coverage Outlot 2 (east plaza) = 0 SF 0% Lot Coverage</i>
Maximum amount of land devoted to parking, drives and parking structures (approx.):	<i>Lot 1 = 15,432 SF 22% Lot Coverage Outlot 1 = 25,226 SF 42% Lot Coverage Outlot 2 = 0 SF 0% Lot Coverage</i>
Minimum amount of land devoted to landscaped open space (approx.):	<i>Lot 1 = 428 SF 0.6% Lot Coverage Outlot 1 = 4830 SF 8% Open Landscape Outlot 2 = 585 SF 7.6% Open Landscape</i>
Max proposed dwelling unit density (lot area per dwelling unit):	<i>NA</i>
Proposed number of buildings:	<i>1</i>
Max dwelling units:	<i>NA</i>
Bedrooms per unit:	<i>NA</i>
Parking spaces provided (approx):	<p><i>Automobile spaces: NA</i></p> <p><i>Ratio per residential unit: N/A</i></p> <p><i>Spaces per 1000 sq ft for non-residential uses: N/A – anticipated that patrons and employees will utilize adjacent parking structures, transit, bicycles, or ride share.</i></p> <p><i>Bicycle spaces: As noted in specific “Bicycle Parking” above.</i></p> <p><i>Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).</i></p>

**Time Limit on Zoning:**

Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to GPD at that time unless the criteria identified in 295-907-c-11-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.