

**Exhibit A**  
**File No. 240526**

**Detailed Planned Development known as Block 5 – Arena Master Plan  
(1224 N. Vel R. Phillips Ave., 1244 N. Vel R. Phillips Ave., 1245  
Martin Luther King Dr., 1225 Martin Luther King Dr., 300 W. Juneau Ave.)  
February 11, 2025**

**Previous File History**

- In (2016) a General Planned Development (GPD; File No. 150724) was established for the 8 development blocks within the Deer District.

**Project Summary**

J Jeffers Co. is proposing a new mixed-use building on Block 5 of the Arena Master Plan (1224 N. Vel R. Phillips Ave., 1244 N. Vel R. Phillips Ave., 1245 Martin Luther King Dr., 1225 Martin Luther King Dr., 300 W. Juneau Ave.). The site is currently being used as a surface parking lot. There are also existing electrical transformers and switchgear on the site, that were used for construction trailers during the construction of Fiserv Forum. The electrical equipment along with other miscellaneous items throughout the site will be removed along with the asphalt parking surface, as the site is prepared for construction of the proposed building. The construction fence and screening material at the perimeter of the block will be maintained and updated as needed.

The new building construction will cover the majority of the buildable area on the site with setbacks as described in the District Standards below. The building will have primary facades on all 4 sides of the block along with an open plaza space at the northeast corner of the site. A portion of the plaza will occupy an MMSD easement where permanent building is not allowed.

The southern portion of the block will consist of a 4-level parking garage with 278 parking stalls, that is located at the center of the block. Garage entry and exit will be located on the west side, entered off of Vel R. Phillips Avenue. Trash removal and resident move-ins will occur on the lowest parking level with access from West Juneau Avenue to an internal service bay. Additional retail trash removal will be located on Vel R. Phillips Avenue. Short term, outdoor bicycle parking spaces are anticipated to be located near primary entries. The required indoor bicycle parking spots will be provided near a primary residential entry from the northeast plaza that allows for easy access to an internal secured bike storage room.

The north façade of the parking structure on the resident plaza is the only visible portion of the parking structure. This façade is design per the parking structure facade design standards and will utilize high quality building materials with architectural articulation and vertical design elements that will provide interest and break down the mass of the wall. In addition, this facade will be screened by a projecting portion of the residential building and the highly landscaped plaza.

The parking structure will be wrapped with a building that is 7 stories in height along Vel R. Phillips Avenue, West Juneau Avenue and Martin Luther King Drive. The building will have a resident entry lobby amenity, retail and service uses on the ground floor. There are 6 floors with 209 market-rate residential units above. Each unit will have access to a common amenity space on the top floor with an adjoining outdoor rooftop space. Additional amenities are provided, including the ground floor resident lobby

## DPD Owner's Written Narrative

amenity, fitness area and on-site management offices, along with the northeast outdoor plaza. The ground floor will be activated per the GPD requirements with emphasis along Juneau Avenue that is bookended to the west with a restaurant use and to the east with a café. Each space will have active uses with adjoining outdoor spaces that highlight the prominent intersections of Martin Luther King Drive and Vel R. Phillips Avenue at West Juneau Avenue. These building corners will have additional articulation such as unique building geometry, additional glass area, canopies, planters, outdoor seating and lighting that highlights these active spaces. The resident Lobby amenity on Martin Luther King Drive will also be a highly activated area.

The northern portion of the block includes the open plaza area at the northeast corner and the MATC fieldhouse. The fieldhouse will be wrapped with a building that is 5 stories in height along Vel R. Phillips Avenue, and West McKinley Avenue. The building will have a pre-function entry lobby, public restrooms, concessions, locker rooms, service and storage support areas on the ground floor. There are 4 floors with 60 market-rate residential units above. Each unit will have access to all of the amenities provided in the 7-story portion of the building. The ground floor will be activated per the GPD requirements with emphasis along Vel R. Phillips Avenue and at the intersection with West McKinley Avenue.

The east façade of the fieldhouse on the resident plaza will be 38 feet tall and provided with large windows to activate the space and provide a visual connection to the outdoor plaza space. This façade is design per the large format wall design standards and will utilize high quality building materials with architectural articulation, along with decorative lighting that will provide interest and break down the mass of the wall.

The plaza will be designed for pedestrian use and will not include surface parking. There will be limited vehicle access for MMSD access to their structures for periodic service purposes. There will also be periodic vehicle access from McKinley Avenue for fieldhouse service and vehicle access for visiting team drop off. This will be limited to vehicles that do not require a Commercial Driver License (CDL) per WISDOT: Vehicles weighing less than 26,000 pounds and carrying less than 16 persons, including the driver. The open plaza will include highly landscaped areas along with open spaces that can be utilized by residents. The plaza also includes an exterior secured patio connected to the residential lobby amenity and a dog walk area adjacent to an internal dog spa. The corner at the intersection of West McKinley Avenue and Martin Luther King Drive will have public access points to a space with benches for seating and a public art installation. The plaza will be well lit with decorative lighting for resident enjoyment and safety.

The building façades are generally designed using the classic organizing principle of base-middle-top with a contemporary flare that connects with the context of the Deer District.

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

Uses:	<p>This development will include the following allowed uses per the GPD Design Principle 1, land uses table for Mixed Use Block 5:</p> <ul style="list-style-type: none"><li>- Multi-family Dwelling</li><li>- Retail Establishment General</li><li>- Parking Structure, Accessory Use</li><li>- Restaurant, Sit-down</li><li>- Restaurant, Fast-food / Carry Out</li><li>- Recreation Facility, Indoor</li></ul>
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	<p>These are the uses that are currently planned, any allowable uses for Block 5 may be located in the ground floor tenant spaces.</p>
Design standards:	<p><b>4.1.1 Street Activation:</b></p> <p>Glazing materials and size requirements along with compliant activating uses will be utilized to comply with the GPD requirements.</p> <p><u>North elevation along West McKinley Avenue:</u>  <b>Medium activation on the west end of the façade.</b>  50' Required (50% Activation)  51'-6" Provided (52% Activation)  <b>Low activation proposed on the east end of the façade.</b>  0' Required (0% Activation)  0' Provided (0% Activation)  The GPD requires medium activation for the entire length of the façade. The 99' to the west side of the plan exceeds the 50% activation requirement. A 52'-8" Low Activation zone will be utilized on the east side of the plan. 65'-4" of additional activated glazing will be provided on the east elevation of the fieldhouse, as an offset for the Low Activation zone on McKinley Avenue.</p> <p>All of the angled facade length at the west corner is included in the Vel R. Phillips activation calculation.</p> <p><u>East elevation along Martin Luther King Drive:</u>  <b>High activation required for the entire façade.</b>  115' Required (75% Activation)  115' Provided (75% Activation)  Fieldhouse east façade (set back to the west of the plaza): 0' Required (0% Activation)  (65'-4" of additional glazing to offset the Low Activation zone that is being utilized on McKinley Avenue.)</p> <p><u>South elevation along West Juneau Avenue:</u>  <b>High activation required on the west end of the façade.</b>  101' Required (75% Activation)  113'-6" Provided (84% Activation)  <b>Medium activation required on the east end of the façade.</b>  87' Required (50% Activation)  96'-10" Provided (55% Activation)</p> <p><u>West elevation along Vel R. Phillips Avenue</u>  <b>Medium activation required on the north end of the façade.</b>  96' Required (50% Activation)  96' Provided (50% Activation)  (All required activation provided in the north 128'-8" of this</p>

	<p>zone) The area located on the south end of the medium activation zone is not needed to for compliance. The corridor wall in this area will be provided with supergraphics to provide additional interest and activation, above the requirements. All of the angled facade length is included in the Vel R. Phillips Street activation calculation.</p> <p><b>Low activation required in the middle of the façade.</b>  0' Required (0% Activation)  6' Provided (7% Activation)  This zone is 109' long in the GPD. 89' of this zone will be utilized in the DPD. This 20' of low activation will be used to increase the length of the high activation zone.</p> <p><b>High activation required on the south end of the façade.</b>  The length of this zone is approximately 20' longer than required and provides additional high activation on this prominent corner.  57' Required (75% Activation)  59' Provided (78% Activation)</p> <p><a href="#">(See sheets A2-5 through A2-7 for additional detail)</a></p> <p><b>4.1.2 Street Activation Uses:</b></p> <p>The majority of the uses will be public spaces that are intended to enhance street activation in accordance with GPD design standards. Specific uses include the resident entry and lobby amenity on the east (MLK) elevation. The south (Juneau) elevation will be activated with retail entries and uses. The west (Vel R. Phillips) elevation will be activated with fieldhouse entry, pre-function space and fitness area. The activating uses on the north (McKinley) elevation include the fieldhouse fitness area.</p> <p><a href="#">(See sheets A1-1 for additional detail)</a></p> <p><b>4.1.3 Entries:</b></p> <p>The MATC Pedestrian entry is located on the north end of the west (Vel R. Phillips) façade. The main residential entry is located at the mid-point of the east (MLK) façade. Retail entries are located at the east and west ends of the south (Juneau) façade. Additional retail entries may be added as retail spaces are built out. Trash collection and resident move in / move out area is internal to the building and located on the east end of the south elevation. Additional internal retail trash area entry is in the middle of the west elevation. The parking garage entry and exit will also be located in the middle of the west elevation. Doors and gates will be recessed so stopped vehicles will not protrude into the Right-of-Way. Utility functions are internal to the</p>
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building. All perimeter doors will be recessed as required so doors will not be in the Right-of-Way when open.

[\(See sheets A1-1 for additional detail\)](#)

#### **4.1.4. Materials:**

The building façades are generally designed using the classic organizing principle of base-middle-top with a contemporary flare that connects with the context of the Deer District. Materials will be utilized to enhance this approach as follows. All facades are clad in high quality materials in compliance with GPD guidelines.

##### North and west façade

The base will be a combination of dark brick masonry units with precast concrete accents. A horizontal precast concrete feature will be used as a transition to a lighter color brick masonry unit for the middle portion of the façade. Darker grouped window areas will be clad with Fiber cement panels. Prefinished metal panel will be used at the top of the 7-story portion of the building. A prefinished metal panel entry canopy element will be incorporated on the west elevation at the MATC entry. Aluminum storefront window system will be used at the ground floor. Fiberglass windows will be used on the floor above.

##### South and east façade:

The base will be a combination of dark brick masonry units with precast concrete accents. A horizontal metal canopy feature will be used at the east and west ends of the façade with a continuous horizontal precast concrete transition to a lighter color brick masonry unit for the middle portion of the façade above. Darker grouped window areas will be clad with Fiber cement panels. Prefinished metal panel will be used at the top. The southwest corner of the building will be highlighted with prefinished metal panels. The top floor near the southwest corner is enhanced with a rooftop terrace which helps to activate the façade. Concrete planters are also provided at the southwest corner. The southeast corner will utilize a decorative railing. Aluminum storefront window system will be used at the ground floor. Fiberglass windows will be used on the floor above.

##### Plaza-facing facades:

The north façade of the parking garage will be clad with a dark color precast panel that has a random decorative pattern and vertical reveals between the panels, to enhance the verticality and breakup the massing. Mechanical louvers in this wall will be painted to match the precast concrete. Ground level landscaping

and trees are provided to soften this wall appearance at the base and provide additional visual interest. This wall will act as a backdrop to the activity of the plaza.

The east façade of the fieldhouse will be clad with a sandblasted finish precast concrete panel base, acid etched precast concrete panels above and vertical striated precast concrete panels at insets. Reveals will be utilized to break down the massing of the wall, with the base strengthened by a tighter reveal spacing. This will create a unique character for the fieldhouse that is appropriate to the function. Storefront window system will be used to provide activation and a visual connection between the fieldhouse and the plaza.

Internal courtyard facades above the parking garage:

Fiber cement panels and fiberglass windows will be utilized on these facades.

[\(See sheets A2-1 through A2-4 for additional detail\)](#)

**4.1.5. Detailing Enrichments:**

North (McKinley) Façade:

The base of this façade will utilize materials and design expression to enhance the human scale, where users will engage with the building. This will be accomplished through the use of a precast concrete base, masonry materials and concrete planters. The transition from the base to the façade above will include a metal panel fascia element on the west end of the façade and a projection of the face of brick at the east. A different color masonry will be used above the horizontal transition elements to strengthen the base. A vertical modulation will also be provided, that expresses the structural system of the building and breaks the massing down to a human scale. Decorative lighting will be used to highlight the architectural expression and enhance the user experience.

South (Juneau) Façade:

The base of this façade will utilize materials and design expression to enhance the human scale, where users will engage with the building. This will be accomplished with the use of a precast concrete base, masonry materials, decorative railings and concrete planters. Large glass expanses will be provided with activating uses along the length of the façade. Outdoor seating areas for the activating restaurant and café spaces will be provided at the prominent intersections on each end of the facade. The transition from the base to the façade above will be accomplished with prefinished metal canopies on each end of

the façade at the restaurant and café. A continuous precast concrete accent band will be used between the canopies. A different color masonry will be used above the horizontal transition elements to strengthen the base. The façade will be topped with a prefinished metal panel that is set back approximately 4" from the face of the masonry below. The southwest corner of the building is highlighted with a unique angled wall and increased building height, along with additional glazing to emphasize this corner. An outdoor resident space is provided on the upper floor. This void in the building mass helps to enhance the unique corner element and provides additional activation in this area. A vertical modulation will also be provided, that expresses the structural system of the building and breaks the massing down to a human scale. Decorative lighting will be used to highlight the architectural expression and enhance the user experience.

West (Vel R. Phillips) Façade:

The building materials and architectural expressions of the west façade are consistent with the north and south façade as described above.

In addition, there is a vertical recessed portion of the façade between the high and low portions of the building. This recess provides a visual break that strengthens the transition between façade heights.

East (MLK) Façade:

The building materials and architectural expressions of the east façade are consistent with the south façade as described above. The main residential entry is on this façade and is inset to provide variation and articulation in the depth of the façade.

Plaza Facades:

See 4.1.4 Materials description above for the plaza walls.

[\(See sheets A2-1 through A2-4 for additional detail\)](#)

**4.2.1. Building Articulation:** Refer to Section 4.1.5 Detailing Enrichments above.

**4.2.2. Low Activation / Ground Level Walls:**

There are two Low Activation zones proposed for this building one is on the west façade along Vel R. Phillips Avenue and the other is on the north elevation along McKinley Avenue.

Per the GPD, these low activation zones meet the definition of low activation/requirements for ground level walls.

	<p>High quality human scale materials such as masonry will be used in these zones, including a precast concrete base and small-scale elements such as doors and louvers. There will be modulation in the masonry materials with inset areas that add visual interest.</p> <p>(See sheets A2-1 and A2-2 for additional detail)</p> <p><b>4.2.3. Alley and Side Facing Walls:</b></p> <p>NA – There are no alley or side facing walls.</p> <p><b>4.2.4. Large Format Uses Façade Design:</b></p> <p>East wall of the fieldhouse on the plaza: This wall is street facing but located internal to the site and away from the street edge. There is also extensive landscaping provided in the plaza to screen and soften the façade while providing visual interest. This façade is predominantly decorative precast concrete, aluminum and glass storefront wall which defines the large-scale fieldhouse use within. This façade will utilize planar differences, reveals, differing textures and a stone look base that provides a relatable human scale to the wall. Horizontal modulation will be utilized to break the façade into base-middle-top design zones that will be used for this wall. The base will have a sandblasted finish and tighter spaced horizontal reveals that will provide a human scale connection where people will be most engaged with the wall. Stairs and a ramp with railing will also be used to enhance the base and provide a connection to the landscaped plaza. The storefront window system will provide a visual connection to the activating fieldhouse use and activity within to energize the façade. The middle of the façade will use reveals, recessed elements with different finishes and vertical modulation that will enhance the human scale of the wall. The top of the wall will have a horizontal emphasis that visually ties the wall together and provides a strong terminus to the sky. Decorative lighting will enhance the vertical elements and softly illuminate the wall.</p> <p>(See sheets A2-4 for additional detail)</p> <p><b>4.2.5. Parking Structure Façade Standards:</b></p> <p>The parking structure has been located internal to the building with activating uses that wrap the structure. A portion of the south façade is the only visible façade of the garage. The view of</p>
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	<p>this wall is block by the geometry of the residential building that extends past the garage wall and blocks the view from the street. A heavily landscaped plaza design also provides screening and visual interest. This facade will be designed to act a backdrop to the plaza with a reduced visual presence. This façade is predominantly decorative precast concrete panels, with louvers for garage and generator exhaust. The precast concrete panels will have a random stone pattern with a vertical orientation along with vertical modulation that is achieved with joints. The scale of the façade pattern and the repeating vertical joints will provide a human scale.</p> <p><a href="#">(See sheets A2-4 for additional detail)</a></p> <p><b>4.2.6. Detailing and Enrichments:</b></p> <p>The parking garage wall and fieldhouse wall on the open plaza will have additional articulation. See 4.2.4 and 4.2.5 above.</p> <p>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. See GPD Exterior Site Lighting Standards below.</p> <p>See 4.1.5 Detailing Enrichments above for additional enhancement of the building design.</p> <p>Mechanical equipment, dumpsters and utilities will be located within the building. Rooftop equipment will be screened as required, with quality material consistent with the overall design of the facades.</p> <p><b>5.0. Site Features:</b></p> <p>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, artificial turf and extensive planting areas with ground cover and trees that create an inviting vibrant plaza area and exemplify features of the site. Poured-in-place concrete planters and benches provide seating, decorative overhead lighting along with an art installation, add three-dimensional interest around the site and relate to the context of the deer district and the surrounding neighborhood. The project incorporates green features such as natural native plantings and LED lighting.</p>
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(See sheets L101 and ES100.PC for additional detail. See Appendix B for MMSD plaza design approval. Additional documentation to follow)

### 5.1 Bicycle Parking Minimum Requirements:

Bike parking stalls will be provided per the counts below:

Use	Short Term	Long Term
General Retail	1/3,000=5	1/12,000=2
Recreational Facility Indoor	1/3,000=9	1/12,000=3
Accessory parking structure	=0	=0
Residential	1/30 U =9	1/4 U =68
<b>Total</b>	<b>=23</b>	<b>=73</b>

The short term, outdoor bicycle parking spaces are anticipated to be located near primary entries. The required indoor bicycle parking spots will be provided near a primary residential entry from the northeast plaza that allows for easy access to an internal secured bike storage room.

(See sheets L101 for additional detail)

### 5.2 Fencing:

A temporary construction fence will be installed at the perimeter of the site (including the easements) 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.

The northeast plaza includes lighting of the façade with wall mounted scones that have up light and downlight to provide a subtle wash on the facade, wall packs at exits and strip lights at the top of insets on the east facade of the fieldhouse to light banner signs in these areas. LED fixtures are integrated into the exterior envelope design to create an integrated look and feel.

	<p>Site and sidewalk lighting is provided with a series of free-standing pedestrian scale bollard, pole mounted lamps, suspended decorative lights and up-light fixtures integrated into landscape beds. Entries are illuminated via soffit and canopy mounted down lights.</p> <p>Similar building mounted fixtures provide secure and appropriate lighting levels at the vehicular and service entries to the west.</p> <p>South Façade: This side of the building will be illuminated with sconces, wall washing lights, soffit downlights at the southwest and southeast exterior areas. The exterior corner areas will have strip lighting in the planters along with strip lighting to highlight the prominent southwest corner of the building.</p> <p>The lighting concepts used on the south elevation and fixture types will be used on the East, north and west elevations.</p> <p><b>(See sheets ES100.PC, ES101.PC, ES400.PC, ES401.PC and Appendix A – Lighting Types for additional detail)</b></p> <p>7. GPD Landscaping Standards:</p> <p>A comprehensive site and landscape design has been created that follows the GPD guidelines and compliments the building, creating a design that is cohesive with the Deer District context. Since no surface parking is provided on the property, proposed landscaping exceeds the GPD requirements. Foundation plantings at the plaza and raised planters at the prominent southeast and southwest corners provide greenspace to anchor the building, soften edges, direct pedestrian traffic, and provide texture and color. Natural native plants provide low maintenance, year-round interest.</p> <p><b>(See sheets L101, L101A and L201 for additional detail)</b></p>
Density (sq. ft. of lot area/dwelling unit):	Site Area: 95,432 sf / 269 Units = 355 sf/Unit.
Space between structures:	NA – Only one building is proposed for the site.
Setbacks (approximately):	<p>GPD setback ranges from any street(s) have been met in this DPD. Current design proposes the following setbacks:</p> <p>North (McKinley): Approximately 1' from property line to face of building.</p> <p>Approximately 15' from face of building to face of curb.</p> <p>South (Juneau): Approximately 1' from property line to face of building.</p> <p>Approximately 15'-7" from face of building to face of curb.</p> <p>East (MLK): Approximately 1' from property line to face of building.</p>

	<p>Approximately 13' from face of building to face of curb. West (Vel R. Phillips): Approximately 1' from property line to face of building.</p> <p>Approximately 13' from face of building to face of curb. All exterior doors will be inset from the property line so doors will not open into the Right of Way.</p>
Screening:	<p>Mechanical units that are visible from the perimeter of the site will be concealed with architectural roof screens or parapets required to screen the view.</p> <p><b>(See sheet 2-8 for additional detail)</b></p>
Open space:	<p>Open space will be provided in the following areas:</p> <ul style="list-style-type: none"> <li>- An open plaza for resident use on the northeast corner of the site.</li> <li>- Outdoor open rooftop space on the south side of the site for resident use.</li> </ul>
Circulation, parking and loading:	<p><b>Pedestrian access:</b> Main pedestrian access points are located around the perimeter of the building as follows: The south elevation will have access points to future retail spaces and an individual entry to a café on the southeast corner of the site. The restaurant/commercial use on the southwest corner will have access on the west from Vel. R Phillips Avenue. Commercial tenant trash, Fieldhouse trash and electrical vault along with the main field house entry to the north, will be accessed from Vel R. Philips Avenue.</p> <p>Fieldhouse exits will be located on Mckinely Avenue and the west side of the plaza. The exits on the plaza will provide access across the plaza to the public way. The public will also have access to the plaza area. The main residential entry to the entry lobby amenity will be located on Martin Luther King Drive. All exits will be recess so doors do not swing into the Right-of Way.</p> <p><b>Automobile access and parking:</b> Automobile access to the parking garage is limited to one entry and exit point on Vel. R Phillips Avenue.</p> <p>There is no vehicle access to the northeast plaza other than access required for MMSD to have access to their service locations and limited fieldhouse deliveries and visiting team van loading and unloading. Team bus loading and unloading will take place at the fieldhouse loading zone on Vel. R Phillips Ave. Limited access points will be provided at three locations. Two are located on Mckinley Avenue and the other is on Martin Luther King Drive. All vehicle entry points will have mountable curbs and removable bollards to limit access.</p>

	<p>MMSD will use all three access points for access to service their equipment with vehicles that do require Commercial Driver License (CDL), and a flag person will be present to facilitate safe maneuvering. They will remove the removable bollards as required for their access. It is anticipated that the utility service for the structure at the northeast corner of the plaza would take one to two days and would occur once every one to two years. In conjunction with the site access, a temporary road closure on Martin Luther King Drive may be required for the maintenance of the MMSD structure at the corner of McKinley Avenue and Martin Luther King drive. This will be coordinated with DPW.</p> <p>Fieldhouse deliveries and visiting team van loading and unloading will be provided only from the west access point on McKinley Avenue on a limited basis. Mountable curbs and removable bollards will be in place to restrict access and will be removed at time of the limited access. A 20' wide drive and apron has been provided at this access point for vehicle maneuvering clearances. Vehicles entering the plaza for fieldhouse purposes will be limited to vehicles that do not require a Commercial Driver License (CDL) per WISDOT: Vehicles weighing less than 26,000 pounds and carrying less than 16 persons, including the driver. A flag person will be present to facilitate safe maneuvering.</p> <p>The timing of the limited plaza access will be coordinated with other large events happening in the area to avoid high traffic times.</p> <p><b>Bicycle parking:</b> Short term bicycle parking will be provided near the main pedestrian entry point that are located around the perimeter of the block and in the plaza near a resident entry that leads to a secured internal long term bike parking room.</p> <p><b>Loading (deliveries, move in/out if residential, trash pick-up):</b> A loading zone is proposed on Martin Luther King Drive for resident deliveries. The loading zone will be adjacent to the main residential entry, subject to DPW and Common Council approval.</p> <p>A loading zone is also proposed on Juneau Avenue adjacent to the enclosed loading trash bay. This zone would also be used for deliveries and temporary parking for resident move ins and move outs. The internal loading area would be used for resident move ins and move outs, along with building deliveries. Trash will also be staged in this area with multiple dumpsters that will be rolled out for truck pickup in the loading zone during scheduled pickups. Retail and resident trash rooms will have direct access to the internal loading area, subject to DPW and Common Council approval.</p> <p>The parking lane on the north end of Vel. R Phillips Avenue is also proposed to be used as a loading zone for the fieldhouse, that will</p>
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## DPD Owner's Written Narrative

	<p>facilitate drop offs, including team bus drop offs and pickups, deliveries and trash pickups for the fieldhouse (subject to DPW approval).</p> <p><b>(See sheet A1-1 for additional detail)</b></p>
Landscaping:	<p><b>Proposed Landscaping:</b> 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 above. See also the MMSD Build over memo that demonstrates MMSD's approval of the landscape and civil plans for the plaza on the northeast corner of this site.</p> <p>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.</p> <p>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.</p> <p><b>(See sheets L101, L101A and L201 for additional detail)</b></p>
Lighting:	<p>Lighting is provided per GPD standards. See design principle 6.</p> <p><b>(See sheets ES100.PC, ES101.PC, ES400.PC, ES401.PC and Appendix A – Lighting Types for additional detail)</b></p>
Utilities:	<p>All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.</p>
Signs (type, square footage, quantity and placement):	<p>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.</p> <p><b>Signage types include:</b></p> <ul style="list-style-type: none"> <li>- Temporary construction signage.</li> <li>- 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.</li> <li>- Wall sign: Internal face lit dimensional letters</li> </ul>

## DPD Owner's Written Narrative

	<ul style="list-style-type: none"> <li>- Canopy signs</li> <li>- Roof signs</li> <li>- Projecting signs</li> <li>- Banner signs as shown at the insets on the east façade of the Fieldhouse.               <ul style="list-style-type: none"> <li>a. The banners will be mounted proud of the building 1" to 2" from the building face with non-corrosive stand-offs.</li> <li>b. The banners will be illuminated creatively.</li> <li>c. These banners will not be painted directly on the wall or directly applied to the wall.</li> <li>d. The banners will be art installations and may also be artistic interpretations of sports themes, among other artistic images. They will not be direct advertising of events or other on or off premise signage.</li> </ul> </li> </ul> <p>(See sheets A2-6 and A2-7 for additional detail)</p>
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### Site Statistics:

Statistic	2016 GPD – Block 5	2024 DPD
Gross land area:	Sq. ft.: 95,432	Sq. ft.: 95,432
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 95,432 % of site: (80% - Shown on drawing A150) = 76,350 sf.	Sq. ft.: 95,432 % of site: 80% - Area of approx. 76,300 sf.
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 45,000 % of site: 47%	Sq. ft.: 28,500 % of site: 30%
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 18,132 % of site: 19%	Sq. ft.: Plaza area of 17,900sf + rooftop open area of 1,600sf = 19,500 sf. % of site: 20%
Max. dwelling units:	Maximum of 636 units for the site.	269 units proposed for the site.
Max. proposed dwelling unit density (lot area per dwelling unit):	Dwelling unit density = 95,432 sf / 636 units = 150 sf / unit.	Dwelling unit density = 95,432 sf / 269 units = 354 sf / unit.
Proposed number of buildings:	Principal: There may be up to three buildings proposed for development on this block. Accessory:	Principal: This DPD includes one building. Accessory: NA - no accessory buildings.

## DPD Owner's Written Narrative

Bedrooms per unit (unit mix):	1-3 bedrooms and Studio units.	1-2 bedroom and Studio units as stated below (anticipated): 124 Studio units 130 1-Bedroom units <u>15 2-Bedroom units</u> 269 Total
Parking spaces provided (approx.):	No Minimum number required. Maximum will be determined as part of the DPD.	Automobile spaces: 276 Ratio per residential unit: 1.03 per unit. 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. Bicycle spaces: As noted in Design Standards, 5.1 Bicycle Parking Minimum Requirements: see 5.1 above. <ul style="list-style-type: none"> <li>• 23 total short term spaces (inclusive of residential and commercial tenants)</li> <li>• 73 total long term spaces (inclusive of residential and commercial tenants)</li> </ul> Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).

### **Time Limit on Zoning:**

Per s. 295-907-2-c-12, 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-12-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.