



**MINOR MODIFICATION
TO DETAILED PLANNED DEVELOPMENT**

BLOCK 4 - MILWAUKEE ENTERTAINMENT BLOCK

**ICON Venue
Group, LLC.**

1224 N. 4th Street
Milwaukee, WI
53212
Tel 303.796.2655
Fax 303.796.2658

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756 N Milwaukee St. Suite 250
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Phone: 414.351.6668 Fax: 414.351.4117

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DEVELOPMENT**

**BLOCK 4 - MILWAUKEE
ENTERTAINMENT BLOCK**

340 W. Highland Ave.
Milwaukee, WI
53203



PROJECT NUMBER
160203

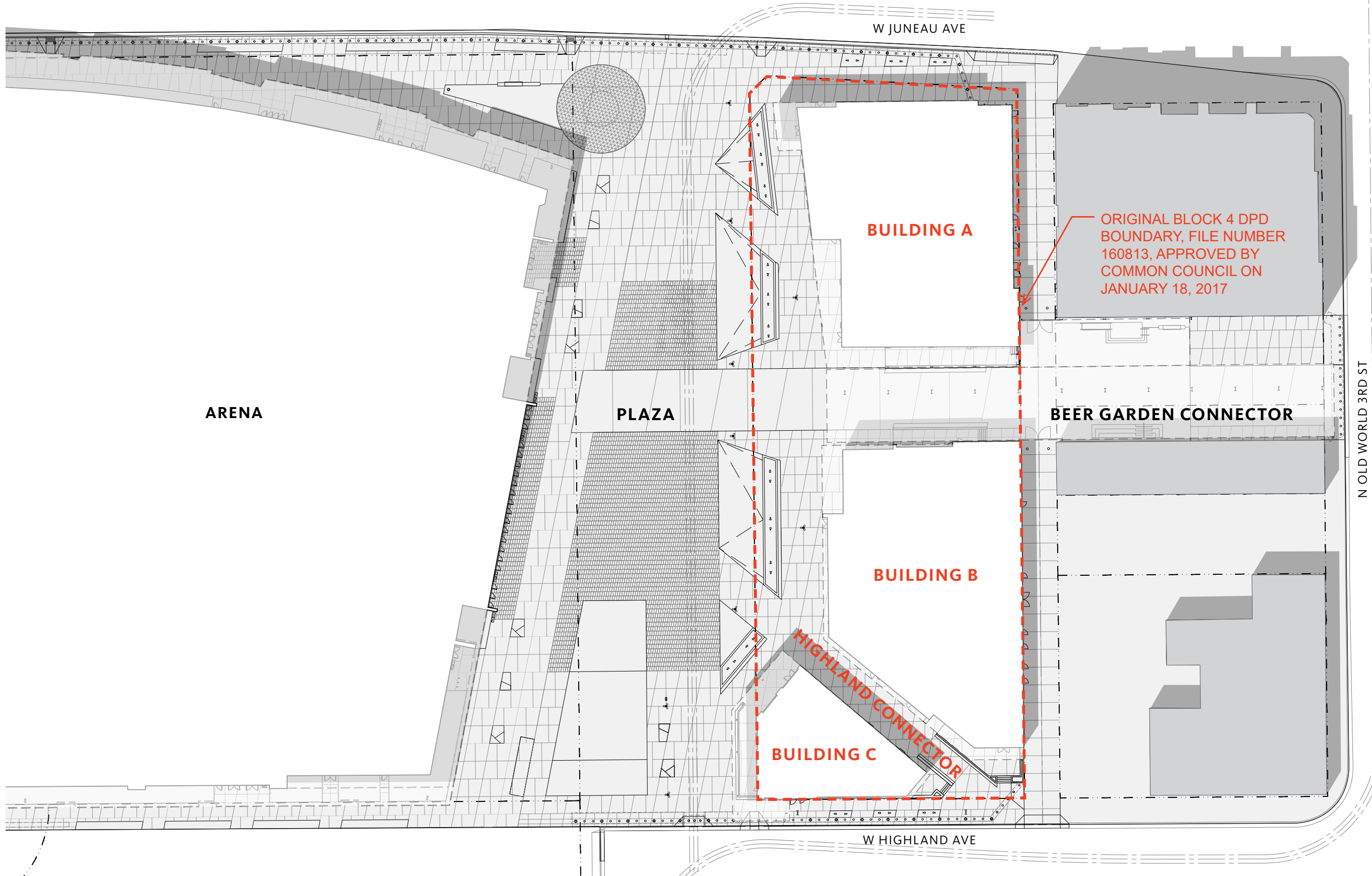
DATE
NOVEMBER 3, 2017

SHEET NAME
COVER

SHEET NUMBER

A-1

SITE PLAN: OVERALL



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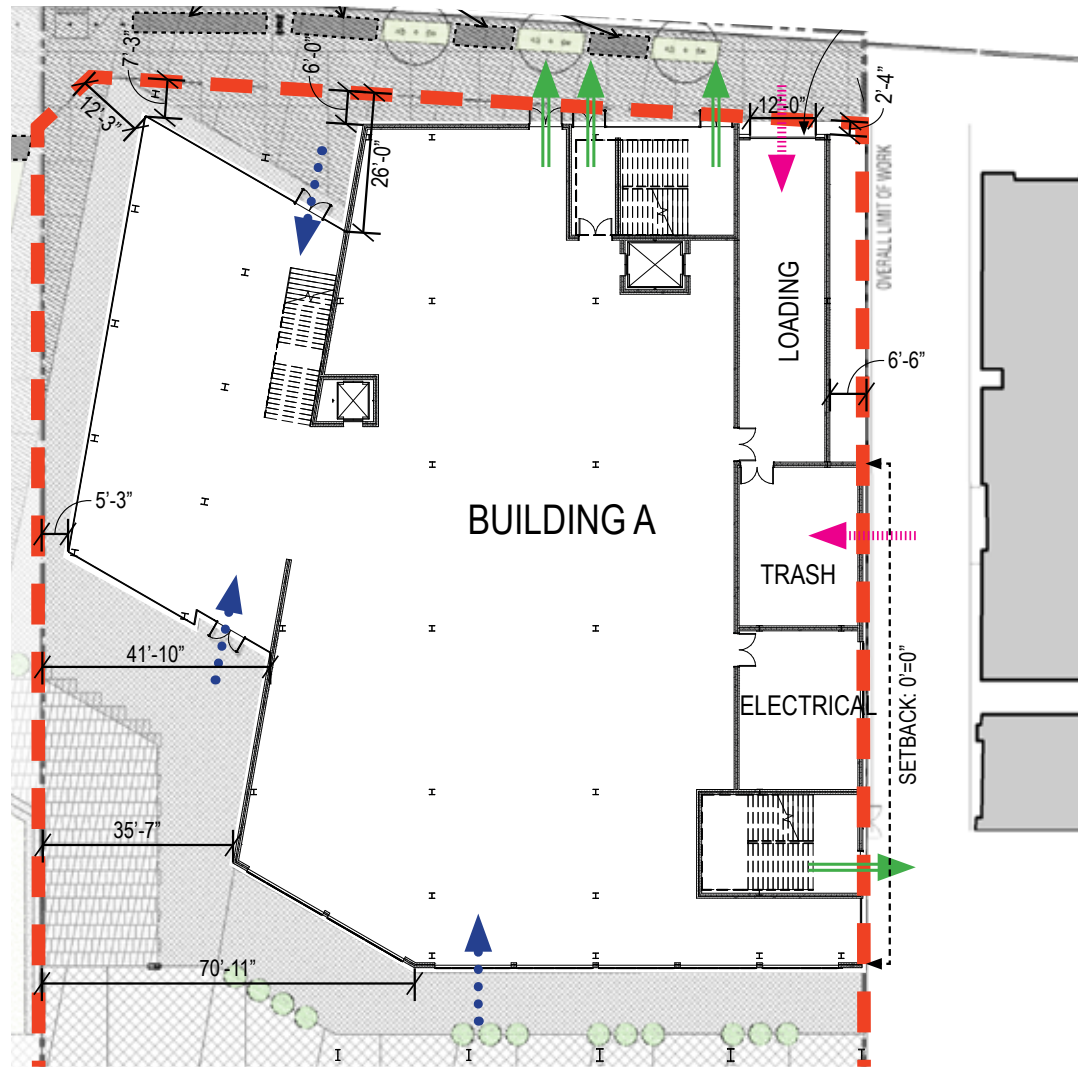
DATE
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SHEET NAME
SITE PLAN OVERALL

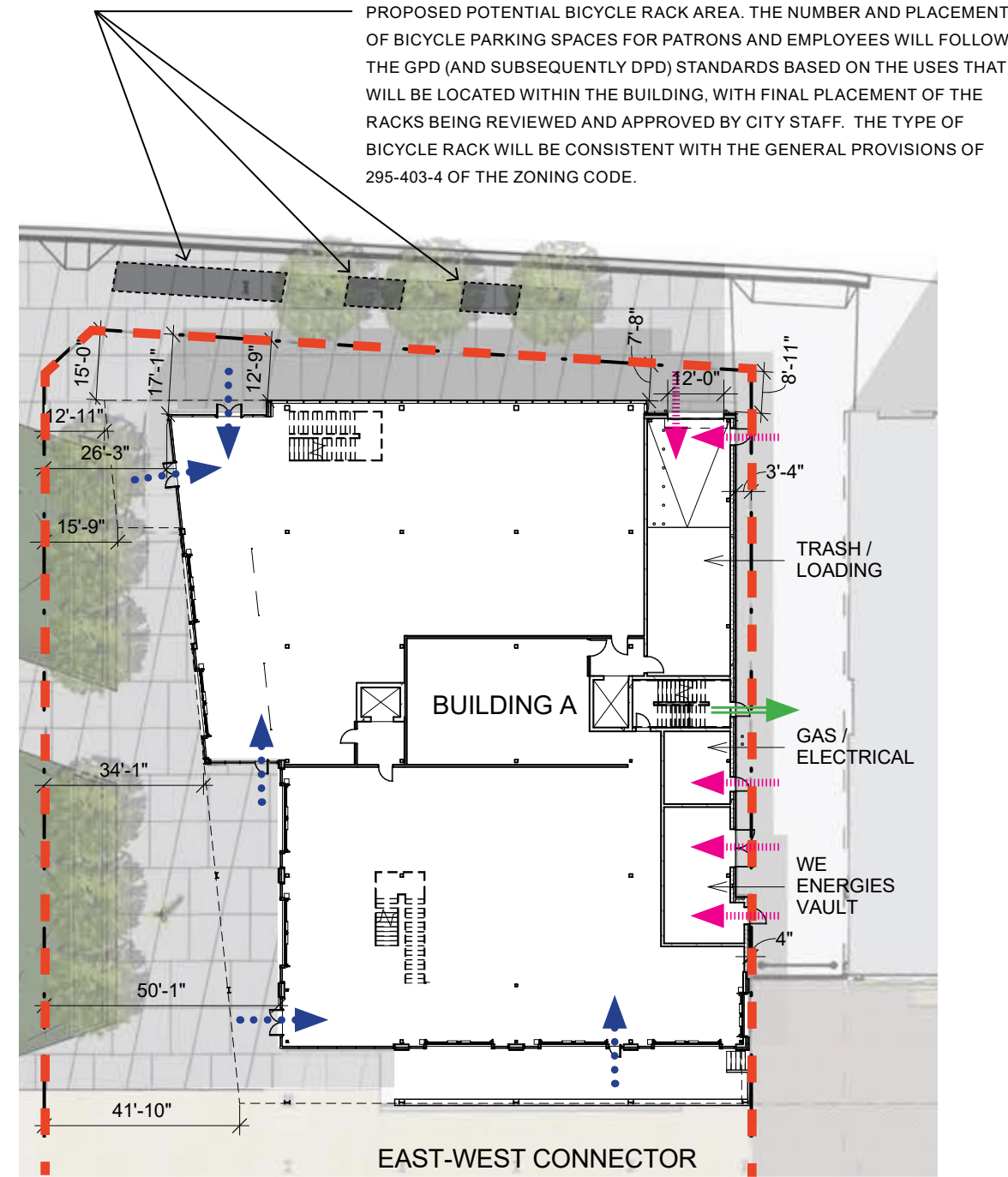
SHEET NUMBER

A-2

BUILDING A - SITE PLAN / LEVEL 01 PLAN COMPARISON



LEVEL 1 FLOOR PLAN - PREVIOUS



LEVEL 1 FLOOR PLAN - CURRENT

	PREVIOUS	CURRENT
INTENDED USE	RETAIL	RETAIL
NUMBER OF STORIES	4	2
HEIGHT TO TOP OF ROOF	64' - 0"	54' - 3"
LEVEL 01 AREA (SF) (GROSS ENCLOSED AREA)	18,750	15,100
LEVEL 02 AREA (SF) (GROSS ENCLOSED AREA)	14,600	11,026
TOTAL BUILDING AREA (SF) (GROSS ENCLOSED AREA)	53,950	26,126

LEGEND

- PUBLIC ACCESS ●●●● ▶
- EMERGENCY EGRESS ▶▶▶▶ ▶
- SERVICE ACCESS ▬▬▬▬▬▬ ▶

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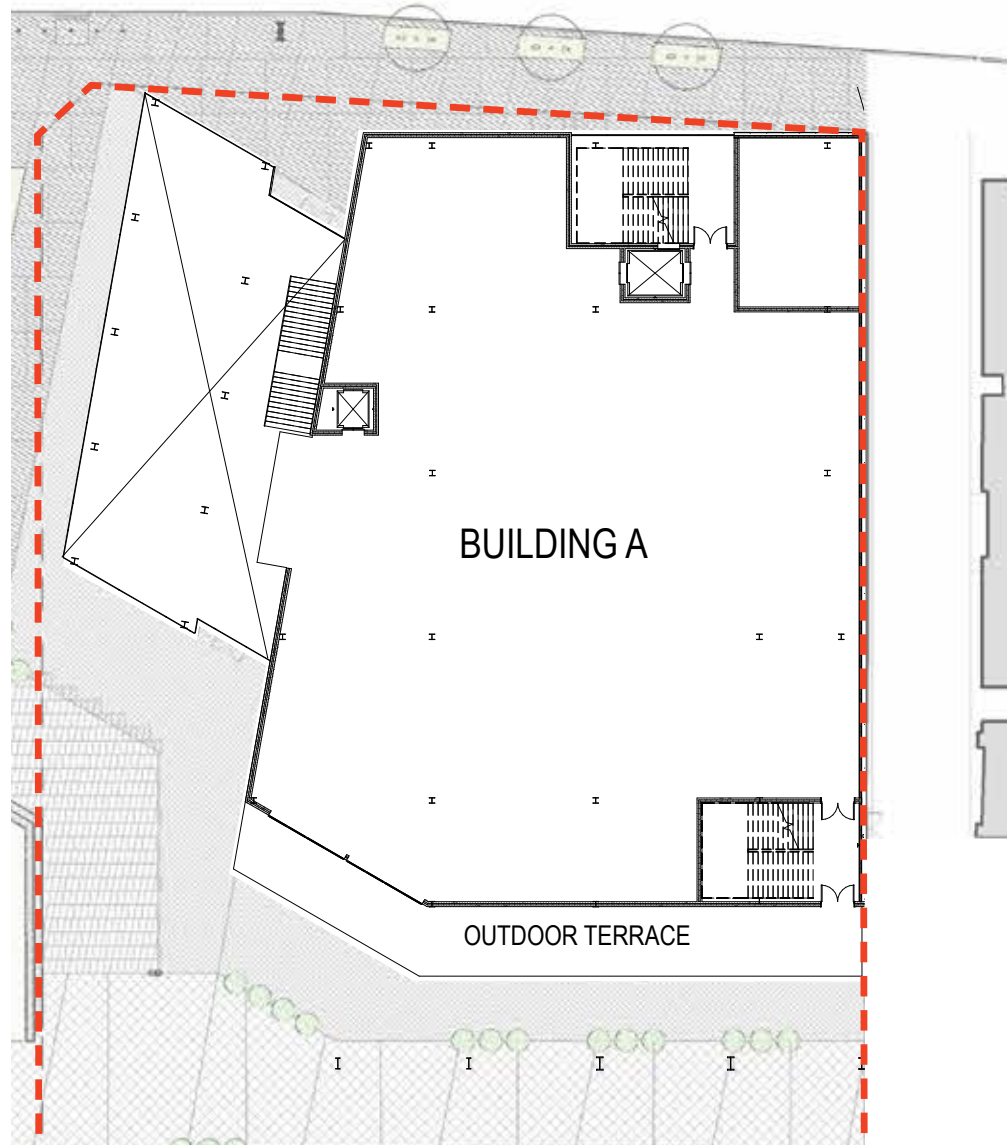
DATE
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SHEET NAME
BUILDING A -
SITE PLAN / LEVEL 01 COMPARISON

SHEET NUMBER

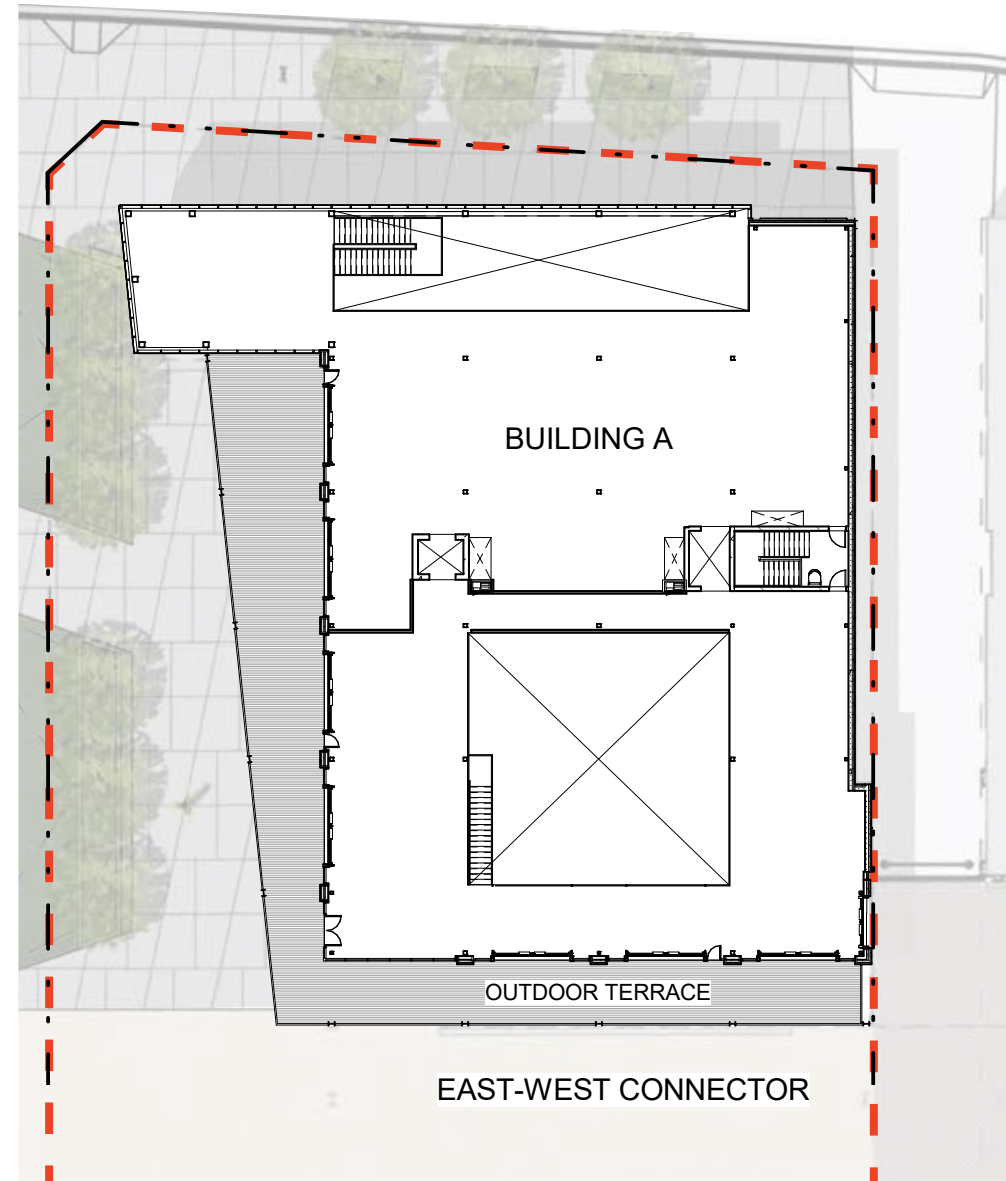
A-3

BUILDING A - LEVEL 02 PLAN COMPARISON



LEVEL 2 FLOOR PLAN - PREVIOUS

	PREVIOUS	CURRENT
INTENDED USE	RETAIL	RETAIL
NUMBER OF STORIES	4	2
HEIGHT TO TOP OF ROOF	64' - 0"	54' - 3"
LEVEL 01 AREA (SF) (GROSS ENCLOSED AREA)	18,750	15,100
LEVEL 02 AREA (SF) (GROSS ENCLOSED AREA)	14,600	11,026
TOTAL BUILDING AREA (SF) (GROSS ENCLOSED AREA)	53,950	26,126



LEVEL 2 FLOOR PLAN - CURRENT

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SHEET NAME
BUILDING A - LEVEL 02 COMPARISON

SHEET NUMBER

A-4

BUILDING A FROM JUNEAU AVE. - AS PREVIOUSLY APPROVED



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SHEET NAME
BUILDING A -
ELEVATION VIEW: PREVIOUS

SHEET NUMBER

A-5

BUILDING A FROM JUNEAU AVE. - CURRENT



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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT

SHEET NUMBER

A-6

BUILDING A FROM JUNEAU AVE. - CURRENT



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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT
SHEET NUMBER

A-7

BUILDING A: LOOKING NE FROM PLAZA - AS PREVIOUSLY APPROVED



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SHEET NAME
BUILDING A -
ELEVATION VIEW: PREVIOUS

SHEET NUMBER

A-8

BUILDING A: LOOKING NE FROM PLAZA - CURRENT



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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT

SHEET NUMBER

A-9

BUILDING A: LOOKING NE FROM PLAZA - CURRENT



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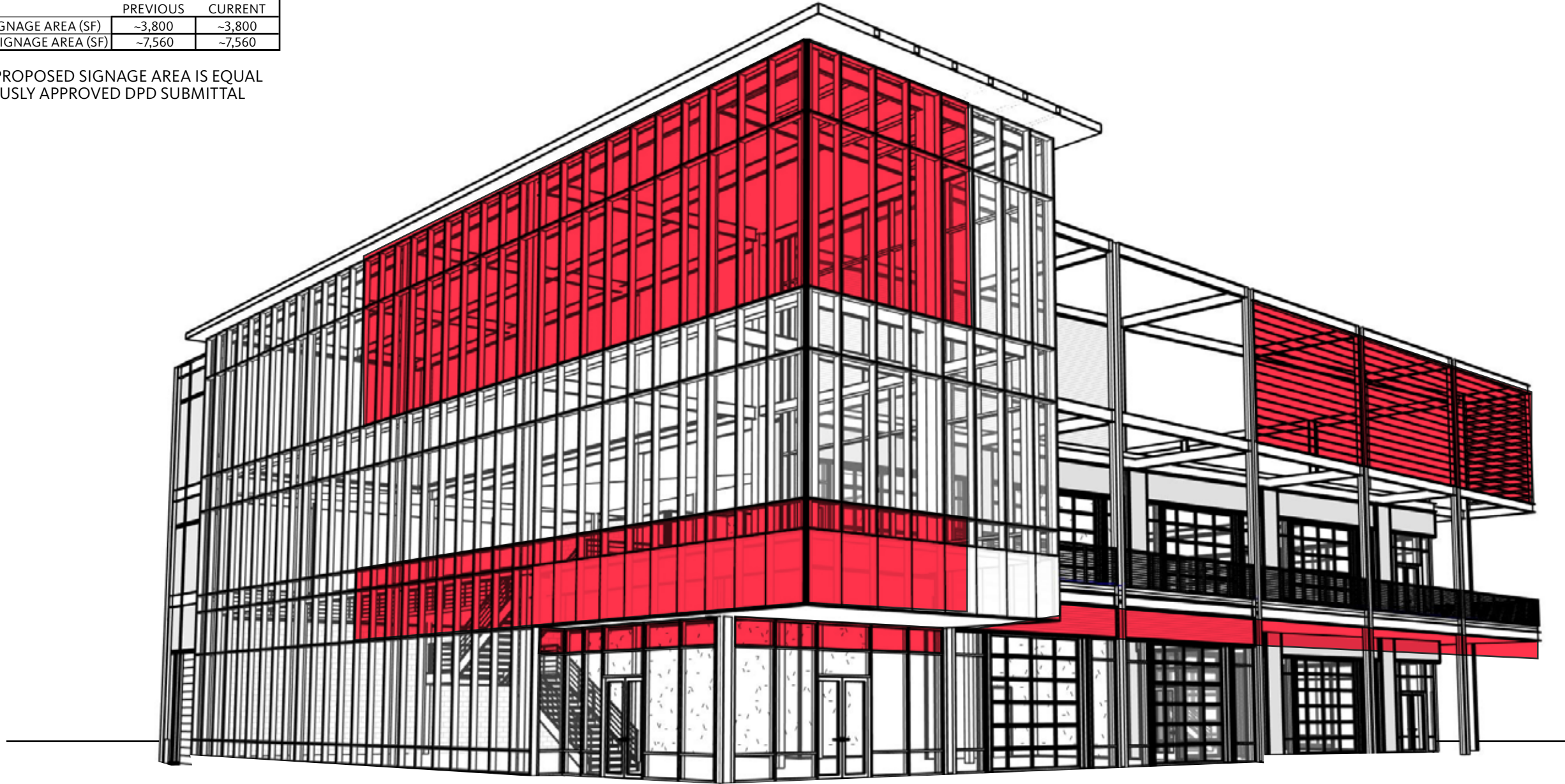
SHEET NUMBER

A-10

BUILDING A: SIGNAGE

	PREVIOUS	CURRENT
MINIMUM SIGNAGE AREA (SF)	~3,800	~3,800
MAXIMUM SIGNAGE AREA (SF)	~7,560	~7,560

CURRENT PROPOSED SIGNAGE AREA IS EQUAL TO PREVIOUSLY APPROVED DPD SUBMITTAL



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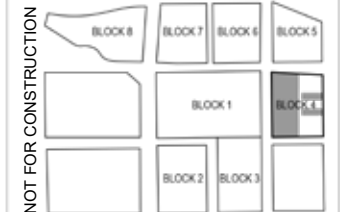
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SHEET NAME
BUILDING A -
SIGNAGE LOCATIONS: CURRENT

SHEET NUMBER

A-11