



MINOR MODIFICATION TO DETAILED PLAN DEVELOPMENT

BLOCK 4 - MILWAUKEE BUCKS

ENTERTAINMENT BLOCK

NARRATIVE

FILE NUMBER 171904

April 10, 2018

Minor Modification – Owner’s Statement of Intent

PURPOSE

This Minor Modification to the Block 4 Detailed Planned Development is being requested by the Head of the Herd, LLC. This statement, together with the accompanying exhibits and supporting materials, comprises the minor modification to the DPD.

In January 2016, a General Planned Development (GPD) was established for the entire Milwaukee Bucks arena district as File Number 150724. In January 2017, the zoning was changed to a Detailed Planned Development (DPD, File Number 160813) for Block 4 to approve plans for the Entertainment Block. Plans included construction of three multi-story buildings that would face the pedestrian plaza to the west. The DPD was amended in November 2017 as File Number 170900 to include the pedestrian connectors along Old World Third Street as part of the Entertainment Block, and approve plans for the connectors, which anticipated future construction of a building on the east end of the north connector, along Old World Third Street (Building D). Subsequently, a minor modification to the DPD zoning for changes to Building A (the north building) was approved on January 5, 2018 as File Number 171111.

Now, the Head of the Herd, LLC is requesting a minor modification to the DPD zoning to approve the elevations for Building D (the east building along the north pedestrian connector) of the Entertainment Block, located at 1129 N. Old World Third Street. The building complies with the site statistics and other parameters that were established as part of the DPD Amendment (File Number 170900).

SCOPE OF PROPOSED MODIFICATION

The development team has been finalizing the details of Building D and accordingly is requesting approval of modifications to the previously approved building and structure.

The proposed modifications to the north connector strengthen the overall design of the Entertainment Block, while maintaining the general character, spirit, and design intent of the previously approved plan. The proposed modifications satisfy the requirement to activate the street level experience along Old World 3rd Street and create a destination for pedestrians by providing a two-tenant space that will open out onto both the pedestrian plaza and Old World 3rd Street.

These modifications include:

- The development within the north connector, along Old World 3rd Street, has been changed from a potential parklet with outdoor seating to an enclosed building (Building D) within that same location. The building follows the DPD design standards previously submitted under “Future Possible Use”.
 - o The proposed overall height is 1 story at 22’-6”.
 - o The proposed land coverage of the building is approximately 2023 SF
 - o The proposed dimensions are as follows: approximately 74’-2” along the plaza and approximately 27’-5” of frontage along Old World 3rd Street.

- The openings proposed along the pedestrian plaza include a 12'-0" x 12'-0" overhead door and two 8'-0" man doors. The openings fit within approximately 60 linear feet of storefront system.

- The principal structure remains in the same location as shown in the previously approved DPD. The plaza and the canopy structure will also remain as previously approved. As a building, the architectural character has been updated to match the guidelines for the Block 4 development.
 - Pedestrian entries for retail and food and beverages have been provided along Old World 3rd Street
 - Datum lines of the surrounding buildings have been followed in the articulation of the new building (Building D).
 - The façade composition includes the use of high quality materials such as Blackened Steel and Charred Wood.

- The number and placement of bicycle parking spaces for patrons and employees will follow the GPD (and subsequently DPD) standards based on the uses that will be located within the building, with final placement of the racks being reviewed and approved by City staff. The type of bicycle rack will be consistent with the general provisions of 295-403-4 of the zoning code.

- These modifications are illustrated in the accompanying drawings.



**MINOR MODIFICATION
TO DETAILED PLANNED DEVELOPMENT
BLOCK 4 - BUILDING D**

**ICON Venue
Group, LLC.**

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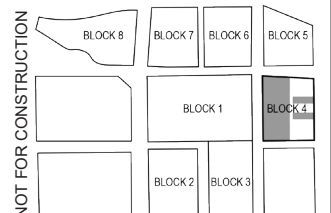
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53203



PROJECT NUMBER
160203

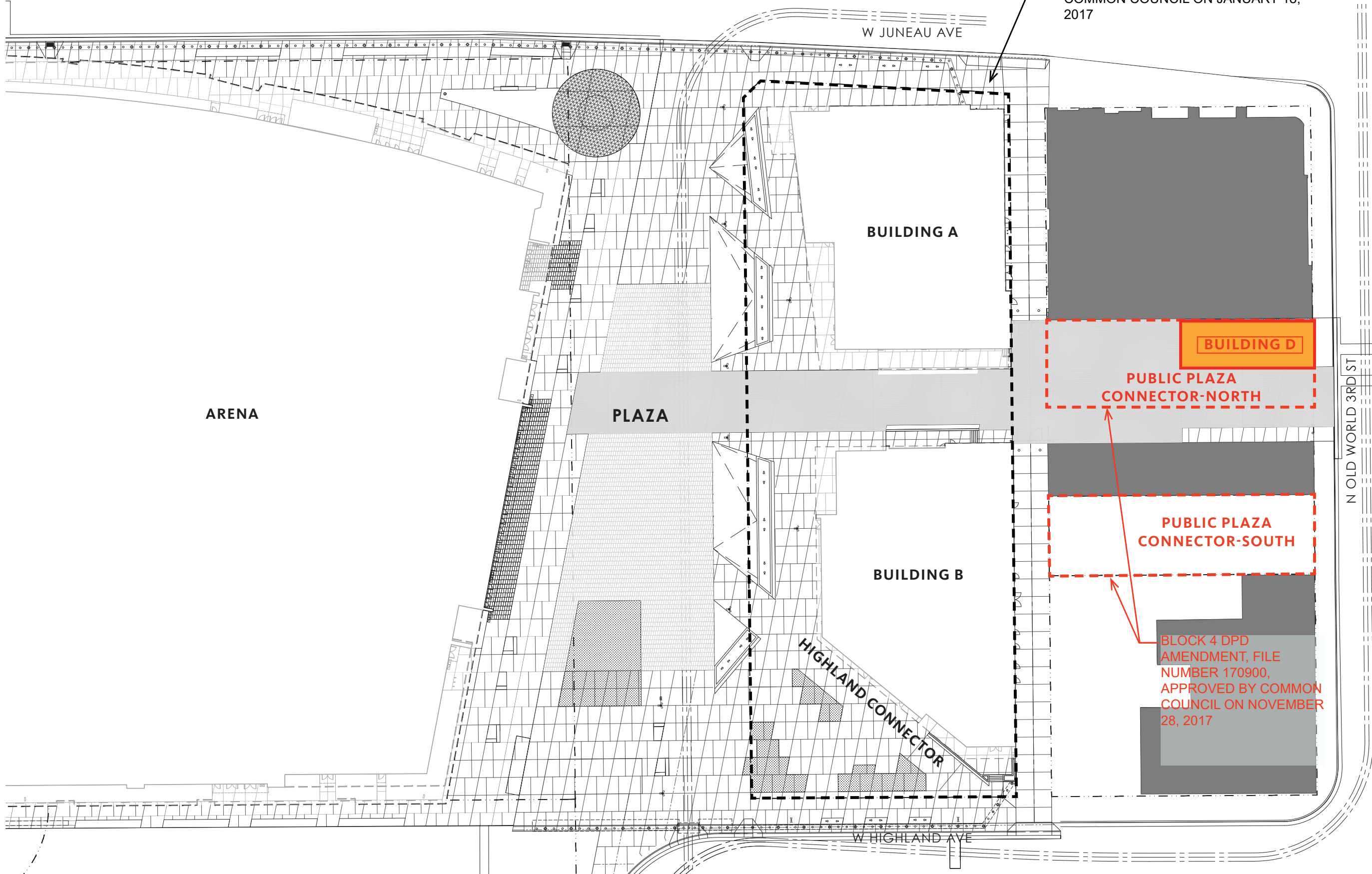
DATE
APRIL 10, 2018

SHEET NAME
COVER

SHEET NUMBER

A-1

SITE PLAN: OVERALL



ORIGINAL BLOCK 4 DPD BOUNDARY,
FILE NUMBER 160813, APPROVED BY
COMMON COUNCIL ON JANUARY 18,
2017

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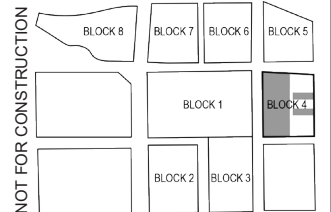
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DATE
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SHEET NAME
SITE PLAN OVERALL

SHEET NUMBER

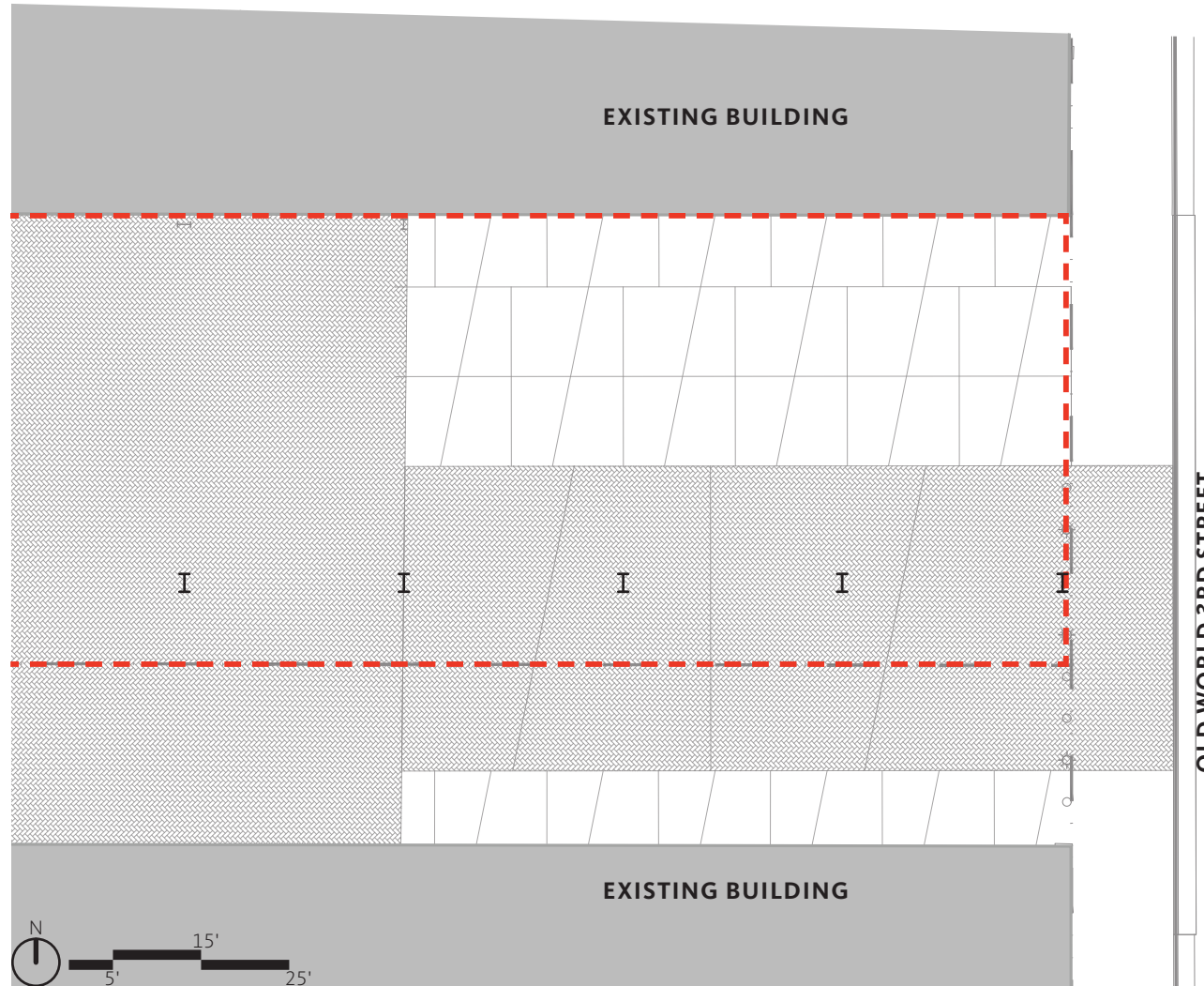
A-2

BUILDING D - SITE PLAN / LEVEL 01 PLAN COMPARISON

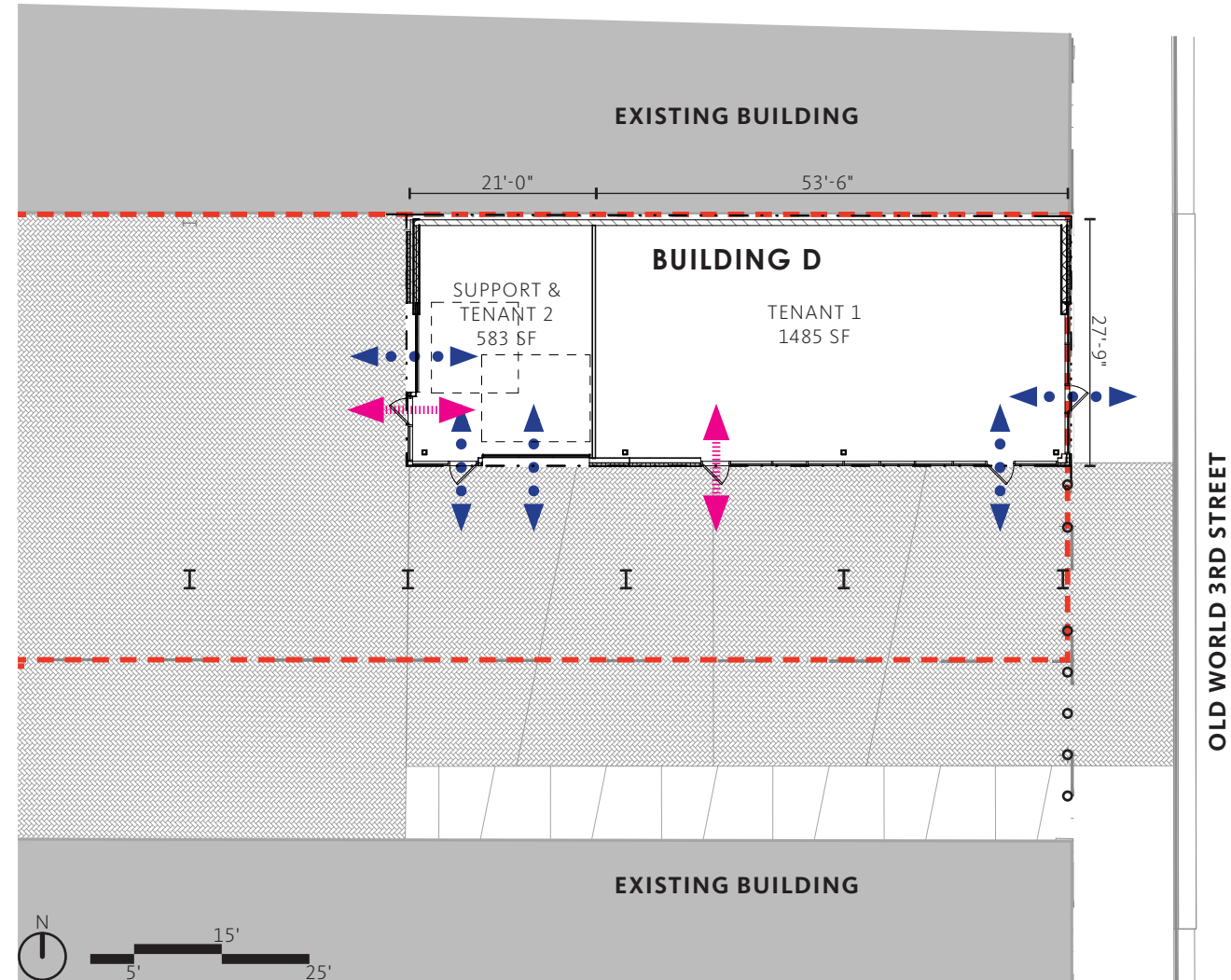
LEGEND

PUBLIC ACCESS

SERVICE ACCESS



LEVEL 1 FLOOR PLAN - PREVIOUS



LEVEL 1 FLOOR PLAN - PROPOSED

*NOTE: THE SETBACKS ARE SET AT 0'-0"

| DESIGN STANDARDS AND SITE STATISTICS | PREVIOUSLY APPROVED | PROPOSED |
|---|---------------------|----------|
| INTENDED USE | PLAZA & RETAIL | RETAIL |
| BUILDING HEIGHT | UP TO 4 STORIES | 1 |
| AMOUNT OF LAND COVERED BY PRINCIPAL BUILDINGS (SF) (GROSS ENCLOSED AREA) | UP TO 5,088.5 SF | 2,045 SF |
| TOTAL PROPOSED SQUARE FOOTAGE DEVOTED TO NON-RESIDENTIAL USES (GROSS ENCLOSED AREA) | UP TO 12,354 SF | 2,045 SF |

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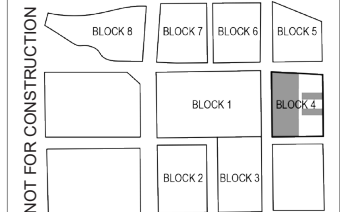
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SHEET NAME
BUILDING A -
SITE PLAN / LEVEL 01 COMPARISON
SHEET NUMBER

A-3

PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD STREET - AS PREVIOUSLY APPROVED



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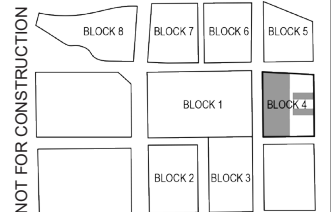
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DATE
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SHEET NAME
BUILDING A -
ELEVATION VIEW: PREVIOUS
SHEET NUMBER

A-4

PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD STREET - PROPOSED



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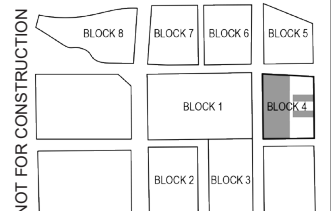
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DATE
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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT
SHEET NUMBER

A-5

PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD STREET - PROPOSED



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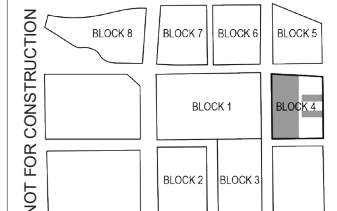
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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT
SHEET NUMBER

A-6

PUBLIC PLAZA CONNECTOR LOOKING NORTH EAST - PROPOSED



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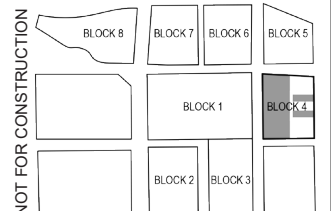
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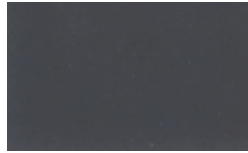
DATE
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SHEET NAME
BUILDING A -
ELEVATION VIEW: CURRENT

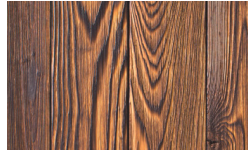
SHEET NUMBER

A-7

MATERIAL KEY



MP-1 = STEEL LOOK METAL PANEL OR SIMILAR



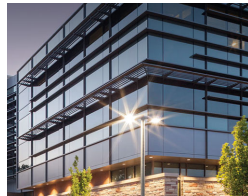
WD-1 = CHARRED WOOD LOOK OR SIMILAR



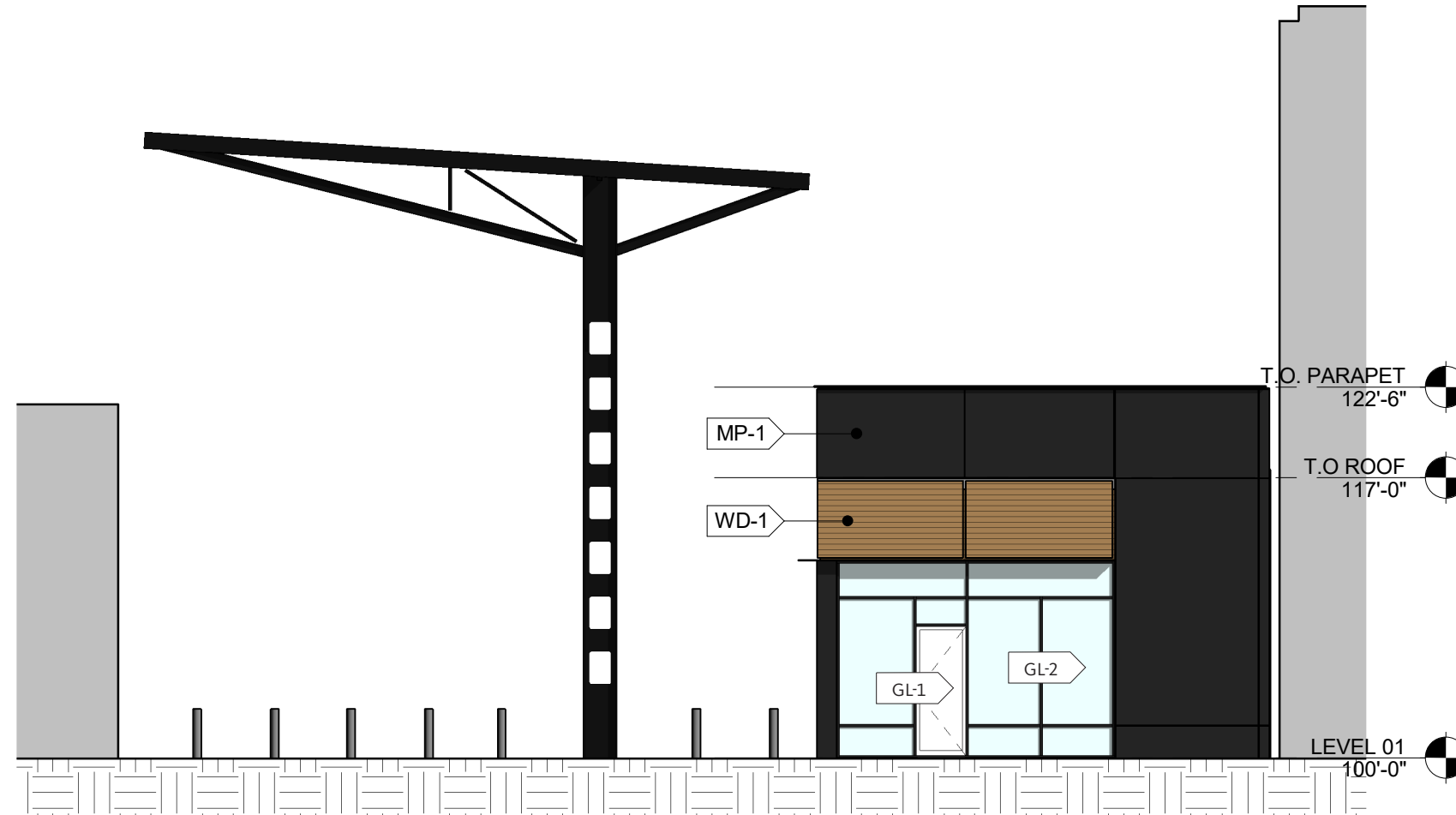
OD-1 = OVERHEAD DOOR WITH CLEAR INSULATED GLASS AND BLACK ANODIZED FRAMES; RAYNOR ALUMAVIEW; OR SIMILAR



GL-1 = GLASS ENTRANCES & STOREFRONT SYSTEM; KAWNEER, CLEAR INSULATED GLASS WITH BLACK ANODIZED FRAMES; OR SIMILAR



GL-2 = ALUMINUM CURTAIN WALL SYSTEM WITH ALUMINUM CLAD SPANDREL PANELS; KAWNEER CLEAR INSULATED GLASS WITH BLACK ANODIZED FRAMES; OR SIMILAR



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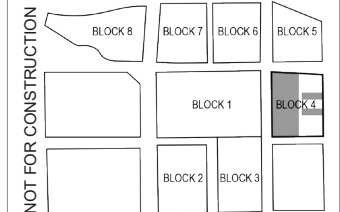
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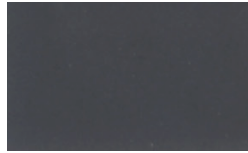
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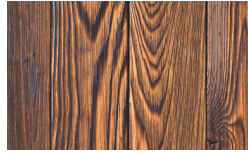
SHEET NUMBER

A-8

MATERIAL KEY



MP-1 = STEEL LOOK METAL PANEL OR SIMILAR



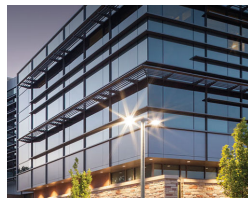
WD-1 = CHARRED WOOD LOOK OR SIMILAR



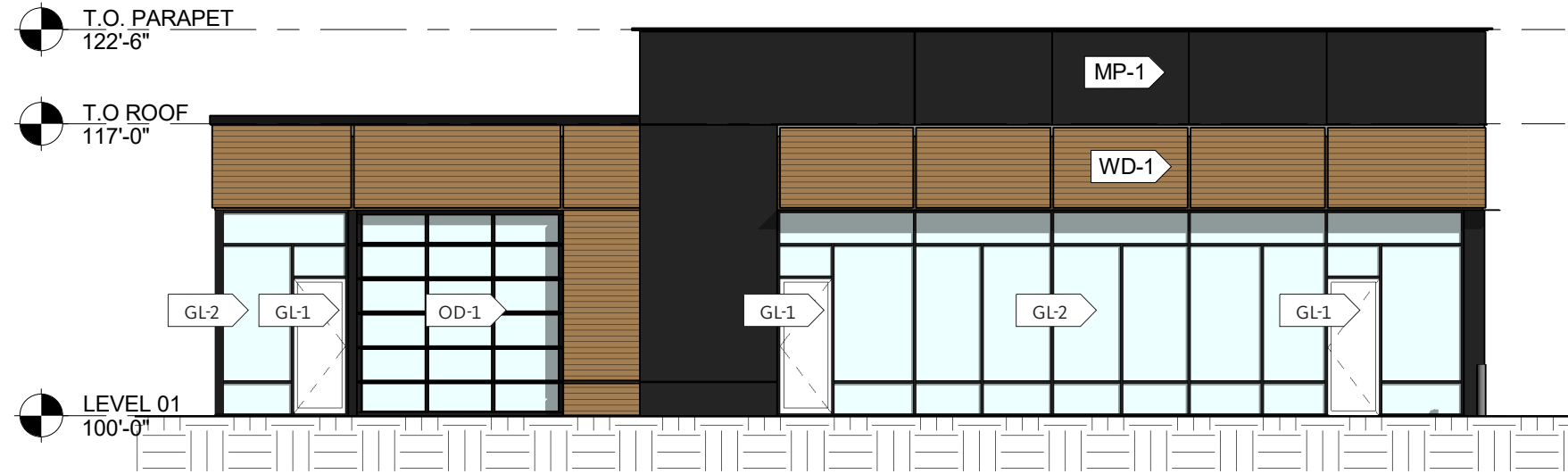
OD-1 = OVERHEAD DOOR WITH CLEAR INSULATED GLASS AND BLACK ANODIZED FRAMES; RAYNOR ALUMAVIEW; OR SIMILAR



GL-1 = GLASS ENTRANCES & STOREFRONT SYSTEM; KAWNEER, CLEAR INSULATED GLASS WITH BLACK ANODIZED FRAMES; OR SIMILAR



GL-2 = ALUMINUM CURTAIN WALL SYSTEM WITH ALUMINUM CLAD SPANDREL PANELS; KAWNEER CLEAR INSULATED GLASS WITH BLACK ANODIZED FRAMES; OR SIMILAR



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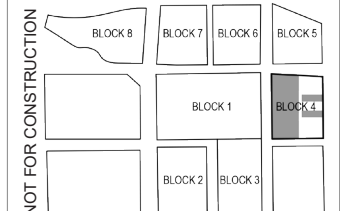
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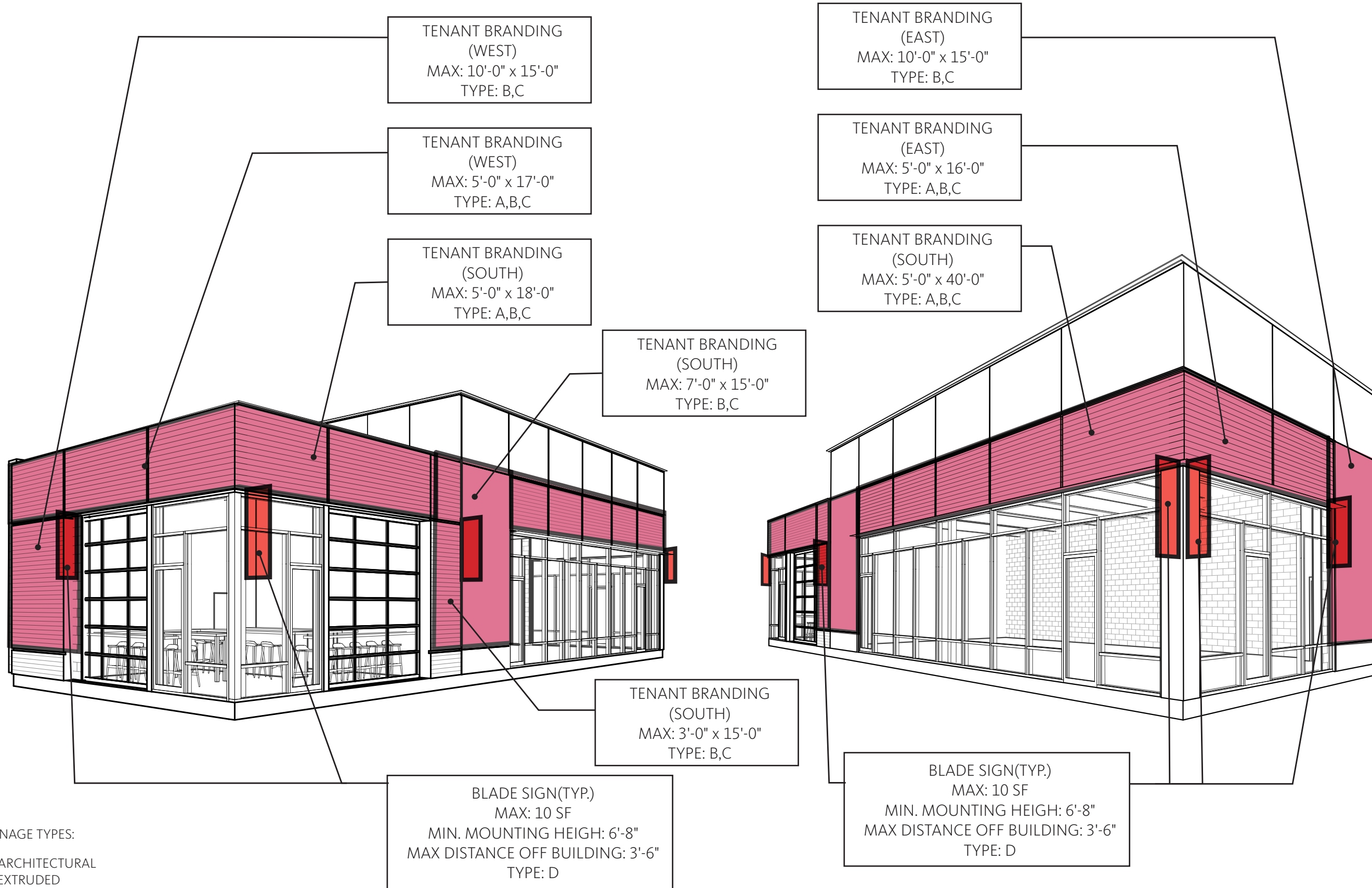
DATE
APRIL 10, 2018

SHEET NAME

SHEET NUMBER

A-9

BUILDING D: SIGNAGE



SIGNAGE TYPES:

- A - ARCHITECTURAL
- B - EXTRUDED
- C - CUTOUT
- D - FLAG/ BLADE

SEE SHEET A-11 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

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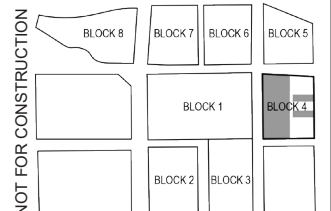
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SHEET NAME
BUILDING A -
SIGNAGE LOCATIONS: CURRENT
SHEET NUMBER

A-10

SIGNAGE TYPES AND GUIDELINES

MULTIPLE TYPES OF SIGNAGE ARE PREFERRED TO ADD VISUAL INTEREST AND VARIATION. TO ENCOURAGE A HIGH STANDARD OF SIGNAGE, WHILE UNDERSTANDING THE NEED FOR FLEXIBILITY, MULTIPLE OPTIONS ARE IDENTIFIED.

RECOMMENDED TYPES:

A

Architectural



Options: Channel or
Extruded

Lighting: Internal Neon or
Reverse Internal

B

Extruded



Options: Floating or
Wall Mounted

Lighting: Reverse External

C

Cut-out



Options: Offset or
Wall Mounted

Lighting: Internal or
External

D

Flag / Blade



Options: Horizontal,
Vertical,
Fabric,
Rigid

Lighting: Internal or
External

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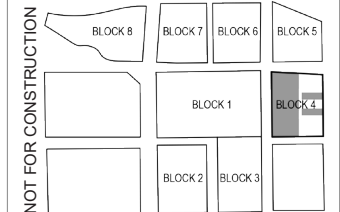
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A-11