

January 10, 2025 (Revised February 4, 2025)

**EXHIBIT A - DETAILED PLANNED DEVELOPMENT KNOWN AS BLOCK 3 – ARENA MASTER PLAN,
PHASE 2 AND PART OF 430 W. STATE STREET (LOT 2 OF PROPOSED CSM DCD #3463)**

Deer District Moxy Hotel – Detailed Plan Project Description & Owner’s Statement of Intent

File Number: 241340

In January 2016, a General Planned Development (GPD) was approved as file number 150724 for the Arena Master Plan Area. This GPD established, among other things, permitted uses, design standards, building setbacks, heights, and street grid for the future development of the eight blocks within the plan area.

The 1st Amendment to the GPD was approved in 2018 as File No. 181157 to allow temporary banner signs on an existing parking structure on Block 2.

In January 2025, Second Amendment to the GPD was submitted by MKE BLK23, LLC (File No. 241339). A Certified Survey Map (CSM) is underway to further divide Lot 3 of CSM 9545 to accommodate the hotel and future phase development (the “Lot 1 and Lot 2 of proposed CSM DCD #3463). This file is part of Lot 2 of proposed CSM DCD #3463.

Milwaukee DD Lodging Investors II, LLC requests that the zoning for the parcel of land as part and within Block 3 and located at the northeast corner of the intersection West State Street & Vel R Phillips be amended from a General Planned Development (GPD; File No. 150724) 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.

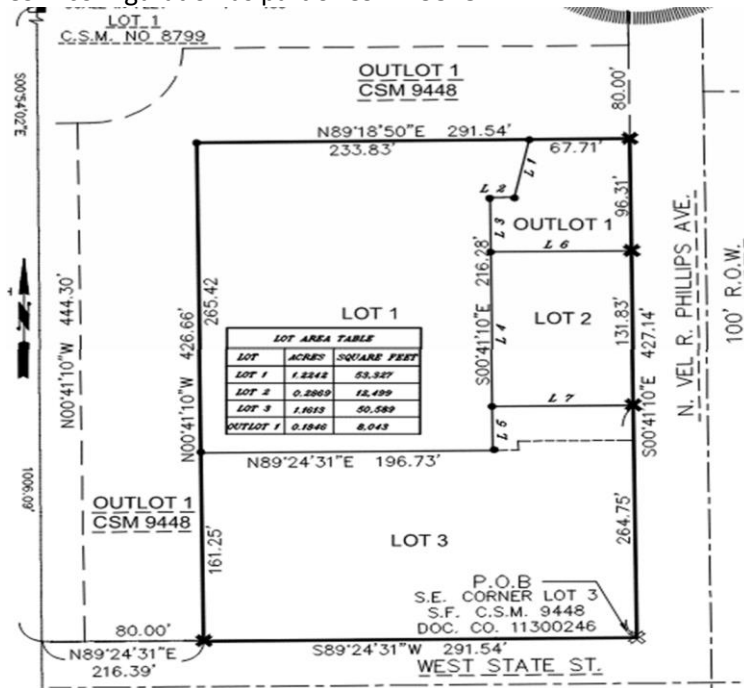
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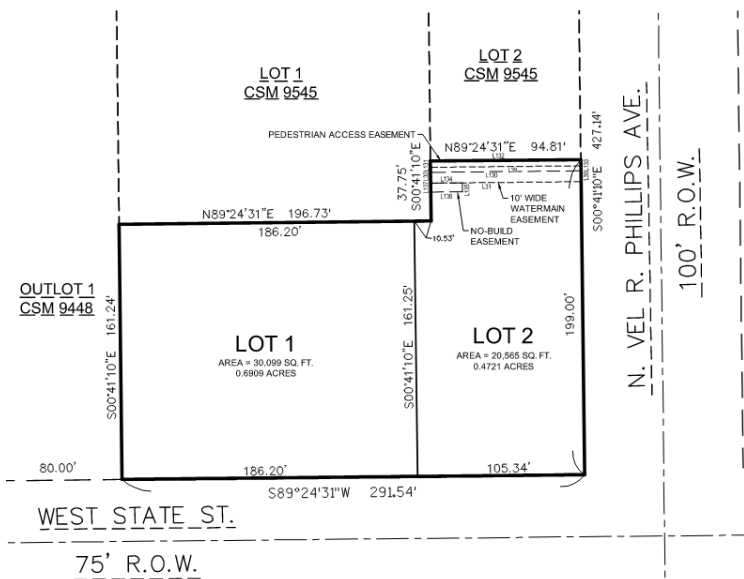
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Certified Survey Map (CSM) Exhibit:

CSM configuration as part of CSM #9545:



CSM configuration as part of (Lot 2 of CSM DCD #3463):



Summary of Documents

Exhibit A	DPD Project Description, Owner's Statement of Intent and Plan Set
Exhibit B	GPD Block 3 Standards and Site Statistics with GBA Proposed Responses

General Purpose and DPD Narrative:

As part of this file, the property lines for this parcel of land have been revised and as depicted in the above Certified Survey Map (Lot 2 of the Proposed CSM DCD #3463). The proposed project consists of a Select Service Moxy Hotel with approximately 156 guest rooms distributed over 7-stories and approximately 75,600 square feet (overall).

The First Floor consists of the Main Hotel Drop-off / Cover Porte Cochere, Public Spaces defined by (4) four distinct activity zones transitioning from calm-to-energetic, Bar / Dining area, Manager office(s) / Employee Work Area, Electrical, Mechanical / Back-of-House support spaces, and Refuse / Receiving areas.

The Second Floor consists of Guest Fitness, Vertical Circulation, Guest Rooms, Main Hotel Laundry and Employee Break room.

The Third thru Seventh floor(s) consist only of Guest Rooms, Vertical Circulation, Housekeeping Linen Rooms and Mechanical Closets.

The guest rooms consist of a variety of different types of rooms from Standard Kings and Double Queens to One-of-a-Kind Suites and 1-BR Suites with outdoor balconies.

This Hotel Brand, The Moxy Milwaukee Deer District, is programmed to be playful in design offering a seamless guest experience. The Moxy Milwaukee Deer District will be fun adding playful twists to conventional hoteling and seeks to allow the guests to be young at heart. The overall design has focused on this within the design creating opportunities through vibrant and eclectic spaces that offer the Guests to play on their stay.

Base: The exterior design at the ground floor consists of high-quality pedestrian-scale masonry along with large expanses of 13' high storefront with clear glazing further allowing for the connection between interior and exterior and allows the public spaces of the hotel to provide visual interest to pedestrians via these large expanses of glazing that connect the sidewalk to the interior of the hotel. This also provides an added level of pedestrian comfort and public security with eyes on the street from inside the hotel. The design also provides covered canopy and protected pedestrian zone. Additionally, and to further accent the pedestrian zones and provide comfort and security, 6'-6" high linear LED sconces are proposed on the façade along with LED recessed can lights within the overhangs for general illumination. At the Porte cochere, the use of raised planters protects pedestrians from traffic drop-off zone. Along the north property consist of multiple exterior patios with various activity and seating zones creates an interface between the public/pedestrian spaces with the northern plaza and the interior spaces of the hotel. To the west, the proposed design utilizes a service drive for deliveries, refuse and recycling pick-up and "may" offer a secondary entry point in the event that Vel R. Phillips is closed for various event activities.

Middle: The exterior façade utilizes the differing nature of the hotel guestrooms to create a varied exterior massing along with the use of the unique "inverted L's" at each end of Vel R Phillips to create "bookends" clad with smaller scale flat-lock metal panels of an iridescent color selection to provide fun and varied texture with punched windows with shadow boxes around each window to create depth and a modern exterior detail. Other materials used on the building will be reveal-joint, fiber-cement panels, eifs, decorative metal framework and perforated mesh panels described as follows.

Top: Large "inverted L's" as previously described cap the top and create a unique roof line with the center section fo the building offering articulation with open roof trellis and offset roof edges. Additionally, the upper portions of the roof overhangs will be "underlit" with color-changing LED lighting providing for varied looks for different occasions.

DISTRICT STANDARDS 295-907

Uses:	<ol style="list-style-type: none">1. 156 guest room, 7-story, Select-Service hotel:<ol style="list-style-type: none">a. 1st floor hotel lounge/bar with limited food offerings.b. 2nd floor Guestrooms, Guest Fitness, Main Laundry and Employee Break Roomc. 3rd thru 7th Guestroomsd. Ground Level Utility Services, Loading and Receiving access along W. State Street and;e. Any uses accessory and ancillary to the hotel and;f. Any uses allowed within Block 3 per the GDP are also allowed
Design Standards:	<p>DPD for southeastern ~1/6 of Block 3 of the Milwaukee Bucks Arena Development.</p> <ol style="list-style-type: none">1. Street Activation: Refer to sheet A2.01 for activation that meets GDP requirements.2. Street Activation Uses: Hotel lounge, Porte Cochere and Bar spaces on Vel R. Phillips Avenue and along portions of W State Street. These spaces will be public and intended to maximize street activation in accordance with the GDP requirements.3. Entries: Pedestrian entries for hotel, bar and lounge are provided along Vel R Phillips Avenue. Utility Service entries are located along W State Street with utility functions. An entry point on the west side adjacent to the service drive secondary entry point “may” be used in the event that Vel R. Phillips Avenue is closed for various event activities.4. Façade Form and Materials: The form of the building is comprised of these primary components all clad in high quality materials in compliance with GDP guidelines:<ol style="list-style-type: none">a. The first story base of the building includes mix of Masonry and Precast Stone that anchors the design. This includes an activated streetscape with detailed storefront design with large expanses of glazing sizes intended to frame the lively interior spaces, while breaking down the volume to a comfortable pedestrian scale. The high-quality brick wraps the entire first floor of the building.b. Upper Level(s) – Bookending the northeastern and southeastern corner massing along Vel R. Philips includes enhanced rotated flat-lock metal panels utilizing a distinctive iridescent paint. This gives the façade a different look throughout the day as the sun and viewing angle changes. Additionally, the installation method of the metal panels will provide texture.c. Upper Level(s) – Mid-Section massing along Vel R. Philips includes high quality fiber-cement panels, along with metal framework and mesh accents. This allows for strong articulation and unique shadow lines to occur and break down massing. The fine mesh panels will be back lit with color-changing LED to provide additional dynamic façade lighting in the evening.d. Upper Level(s) – The façade along the west is mid-block, which will be partially obstructed by the anticipated development on the western side of Block 3 (Lot 1 of proposed CSM DCD #3463). The design is book ended

	<p>by returning materiality from the north and south sides, creating a finished building mass with consistent materiality. The interior EIFS element has consistent fenestration order, closely matching the color and texture of the 7-story interior mass on the eastern elevation. This portion of the building is the most hidden and may contain mechanical louvers and/or rooftop equipment. The single-story brick and precast stone base provide a simple, clean, and durable aesthetic that matches the quality of the eastern façade.</p> <ul style="list-style-type: none"> e. The Roofline along the south, east and west elevations offer roof overhangs of varying depths, step back articulation allowing for and open trellis elements that further break up the elements below to create further interest. The winged roof lines cap the bookends and create a dramatic look from the pedestrian level. f. The façade materials identified in the A6.00 drawings blend elements that create a unique and modern building that help enhance and expand the beauty of the Deer District and its surroundings. <ol style="list-style-type: none"> 5. In addition to the exterior forms described above, guestroom balconies projecting from the northeast corner of the building on 2nd thru 7th floors with frameless clear glass railing system – the underside of the concrete balconies shall be left “appearing” unfinished, using clear sealed concrete to “integrate with the more raw industrial hotel flare”. 6. Exterior glass shall be vision glazing or opaque spandrel panels (where called for on the drawings). Concrete exposed to public view (such as the underside of balconies) shall receive a smooth-rubbed finish. Prior to application of a clear acrylic waterproof coating, exterior concrete will be patched and ground to eliminate visible defects. 7. Metal louvers that are used but may not be fully shown, shall be incorporated and integrated into the design and will be painted to match the finished material field they are installed within. No louvers shall be placed along North, East or South facades (except those shown at grade serving mechanical rooms / spaces on southwest corner and as shown on elevations). Louvers shall only be proposed along west elevations within eifs field and will be integrated and thoughtfully placed as design progresses.
Density (sq. ft. of lot area/dwelling unit):	N/A (single structure proposed)
Space Between Structures:	N/A (single structure proposed) Refer to the included Site Plan
Setbacks (approximately):	<p>North: ~24’</p> <p>South: an average of 44” (from property line); an average of 18’-3” to f/o curb</p> <p>East: 64” (from property line); 16’-2” to f/o curb</p> <p>West: ~23’-5” at W State Street (southwest); 0’ (northwest)</p>
Screening:	<ol style="list-style-type: none"> 1. The Porte Cochere will have perennial/annual free-standing planters along the sidewalk of Vel R. Phillips along with large, oversized planters at the building edge within the Porte Cochere – refer to A1.02 for intended planters

	<ol style="list-style-type: none"> 2. Mechanical units on the 2nd, 3rd, and 7th floor roof will be concealed with complimentary architectural roof screens – Refer to drawing A2.05 for details and design intent of mechanical screening
Open Space:	<ol style="list-style-type: none"> 1. Outdoor terrace area on the north end of the 1st floor. This plaza shall be at grade, and slope away from the building at a rate compliant with ADA accessible guidelines. It is intended for the use of the Hotel Guests along with Adjacent property egress requirements / easement agreements 2. Guestroom balconies for hotel guests in select rooms located on the northeast corner of the buildings 2nd thru 7th floors.
Circulation, Parking & Loading:	<ol style="list-style-type: none"> 1. Guest Pedestrian Access: Main guest entrance will be under the Porte Cochere at the Drop-Off area. This will be a controlled keycard entrance after hours but open during normal business hours. This entrance will always be monitored and available to all patrons. 2. Employee Pedestrian Access: Access for employees is through the vestibule on the west side of the building. This will have controlled keycard access to any guest but is not the preferred entrance for guests but “may” be made available in the event that Vel R Phillips Avenue is closed for event traffic. 3. Automobile Access: The Porte Cochere on Vel R. Phillips Avenue is internal to the hotel and where most vehicles arrive/depart. The paving in this area will have a decorative stamped pattern and stained with a deep rich tone to accent the architecture. 4. Automobile Parking: Hotel and retail guests/employees will utilize the adjacent parking ramps. At this time, Hotel Operations plans to offer Valet Parking along with U-Park opportunity at Highland Parking Structure. A formal parking agreement is not in place but anticipated at future date 5. Bicycle Parking: (4) Long term stalls will be provided inside the building with access from receiving area. (7) Short term stalls are located on the northeast side of the property adjacent to the Outdoor Plaza / Public Sidewalk as shown on the Site Plan. 6. Loading / Service: Waste Collection and Delivery will be done using the Service Drive to the west side off W State Street. Dumpsters and Trash Containers will be staged within the indoor waste/recycling room and have scheduled pick-ups to minimize disruptions to hotel guests. We are not requesting any loading zones.
Landscaping:	<ol style="list-style-type: none"> 1. Refer to sheet L101 for proposed planting plan. 2. Proposed Landscaping: Boulevard trees are not possible due to the underground transmission lines and water lines in the Terrace portion (between ROW Sidewalk and Back-of-Curb) on Vel R. Phillips nor will they be possible due to the underground water lines in the Terrace portion (between ROW Sidewalk and Back-of-Curb) on along W State Street 3. Raised Planter Beds: The raised planter bed is proposed adjacent to the ROW sidewalk below the Porte Cochere with suggested plantings providing various textures, colors, and densities to welcome guests and soften the space and sightlines both in, and out of, the entry throughout all seasons. Refer to drawings A1.02 for design intent of proposed, pre-fabricated raised planters.

	<ol style="list-style-type: none"> Northern Plaza: A combination of multi-colored decomposed, crushed granite and pre-fabricated planters of varying sizes and plantings will be used in this area and suggested plantings will provide various textures, colors, and densities to enhance the transition to the adjacent FPC Live Plaza (to the north) and enrich and soften the space. 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. 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 the7 issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.
Lighting:	<ol style="list-style-type: none"> Porte Cochere and overhangs around perimeter of the building will use a combination of concealed led recessed can lighting, color changing led cove lights and vertical linear building mounted sconces. In addition, uniquely designed lighted vehicular bollards will be used to provide ground level lighting and vehicular protection at walk paths within the Porte Cochere area Guest main entry, loading zone and secondary building entrances will use a combination of concealed and surface mount luminaires to illuminate the areas. Continuous perimeter color-changing cove light at first floor Canopies will be used to enhance the pedestrian experience and further accentuate the Brand Identity. Pedestrian level vertical LED "light bars" will be used along W State Street and N Vel R Phillips facades. Back-lighting of the vertical mesh panels along N Vel R Phillips using color-changing LEDs will further provide texture and soft glow to the façade. Upper roof overhangs and parapet articulation will utilize indirectly illuminated continuous LEDs cove lights which will be aimed to wash upwards along the vertical face of walls and offer a soft glow to the underside of overhangs to prevent indirect light spill. Lighting will conform to the applicable provisions of the zoning ordinance and industry standards defined within Illuminating Engineering Society references.
Utilities:	<p>Refer to Plan Sheet C105 – Site Utility Plan.</p> <p>Since the building will occupy almost the entire site, much of the storm water associated with the project will be captured by the building's roof drains.</p> <p>All storm water from the project will drain and ultimately discharge into the existing 83" wide x 53" high combined sewer in W. State Street per preliminary utility plan C105.</p>

	<p>The sanitary sewer for the project will exit the building to the south and connect into the existing 21" sanitary sewer in W. State Street per preliminary utility plan C105</p> <p>An internal grease interceptor located in the Food Prep area will be utilized for this project due to the limited nature of the Food & Beverage offering. The Grease interceptor will be cleaned on a regular basis by pumping service at regular intervals.</p> <p>The combined fire/domestic water lateral for the project will connect into the existing 12" water main within the terrace along W State St.</p> <p>The Gas service connection will connect to existing gas line within W State St with meter and located along west side of service drive.</p> <p>The Electrical Service will connect to existing electrical service line within the terrace along W State St. Transformer, Fusing Room and Generator will be located on southeast corner of building adjacent to service drive off W State St.</p>
Signs (type, square footage, quantity, and placement):	<p>Signs: Refer to elevation drawings sheets on A6.01 & A6.02 for proposed sign locations and approximate sizes.</p> <ol style="list-style-type: none"> 1. Main hotel Brand identification signs will be located on / above the first-floor level Porte Cochere Roof along Vel R. Phillips 2. Additional upper-level hotel Brand identification signs will be located on West side of building façade <p>Sign Illumination:</p> <ol style="list-style-type: none"> 1. Signs will be internally illuminated in compliance with the current planned development regulations. 2. The source of illumination shall not be visible or intermittent. <p>Additional details and information on sign design will be provided at the time sign permits are requested and future proposed signage will be reviewed and approved by DCD staff prior to issuance of permits</p>
Site Statistics	
Gross land area:	20,565 square feet (0.4721 acres)
Maximum amount of land covered by principal buildings (approx.):	Lot 2 = 17,044 Sq. Ft. (82.9% Lot Coverage)
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Lot 2 of proposed CSM DCD #3463 = 1,940 Sq. Ft. (9.4% Lot Coverage)
Minimum amount of land devoted to landscaped open space (approx.):	Lot 2 of proposed CSM DCD #3463 = 0 Sq. Ft. (0% Lot Coverage)
Max. dwelling units:	Not Applicable / Complies
Max. proposed dwelling unit density (lot area per dwelling unit):	Not Applicable / Complies
Proposed number of buildings:	The project will provide 1 Principal building within the aforementioned Lot 2 of proposed CSM DCD #3463 and will be the 2 nd Principal Structure of the Overall Block 3, Phase 2 Development – Complies with GPD
Bedrooms per unit (unit mix):	Not Applicable / Complies
Parking spaces provided (approx.):	Automobile spaces: Not Applicable Ratio per residential unit: Not Applicable

	<p>Spaces per 1000 sq ft for non-residential uses: Not Applicable It is anticipated that patrons and employees will utilize adjacent parking structures, transit, bicycles, or ride share.</p> <p>There will not be any long-term vehicle parking on site. The Porte Cochere will only be for drop-off and short-term parking for guests, Ride Share and Taxi pick-up / drop-off. At this time, Ownership plans to offer Valet Parking along with U-Park opportunity – both at Block 2 6th Street Parking Garage. A formal parking agreement is not in place but anticipated at future date.</p> <p>Bicycle spaces: Short term: 7 Spaces provided along N Vel R Phillips Long term: 4 Spaces within Refuse / Recycling Area within the building</p> <p>Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404)</p>
Time Limit on Zoning:	<p>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.</p>