

# MILWAUKEE ENTERTAINMENT BLOCK

## BLOCK 4



## ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE MEETING

### JANUARY 10, 2017

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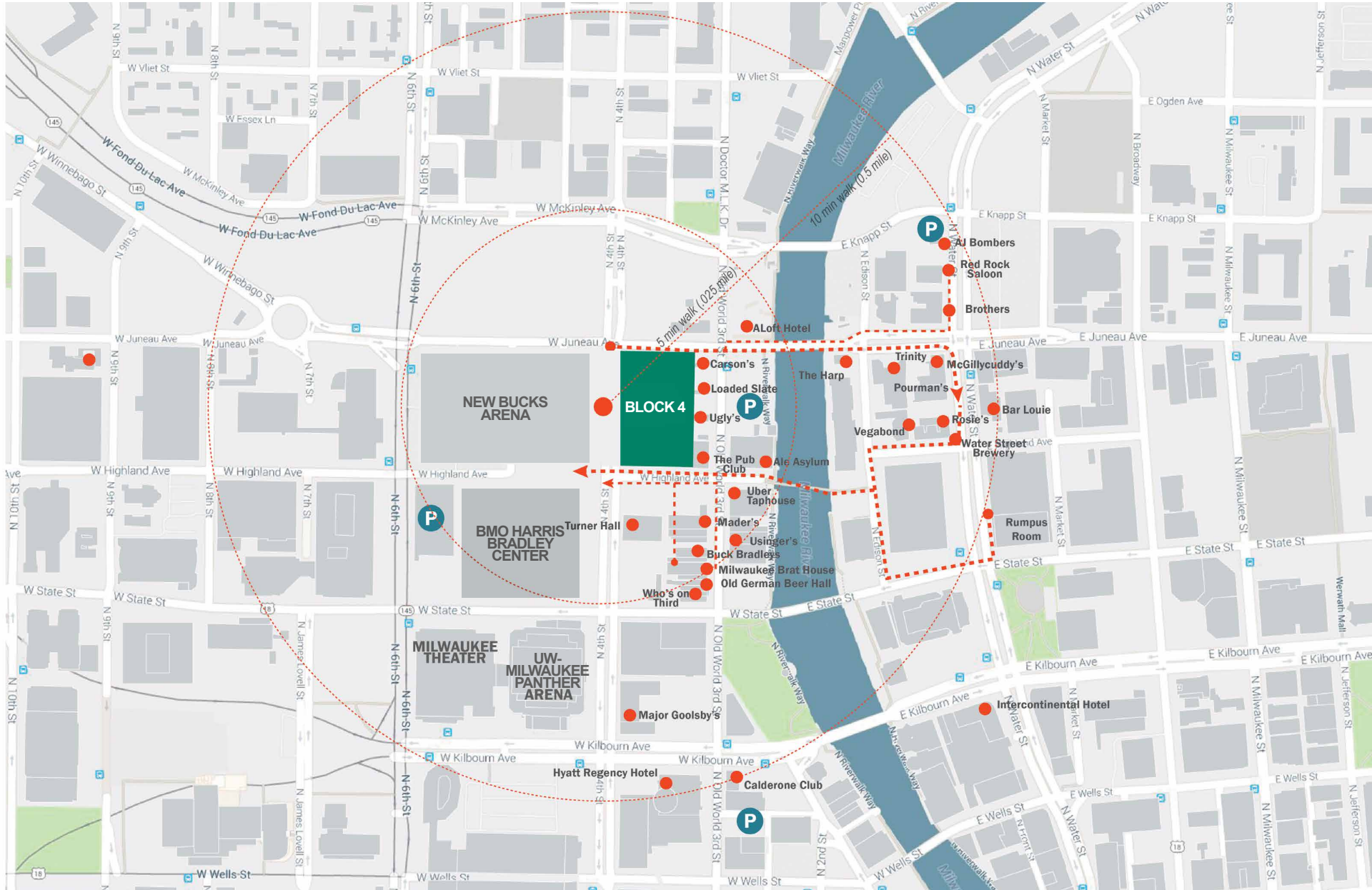
LANDSCAPE ARCHITECTURE  
711 Louisiana,  
Suite 111  
Houston, TX, 77002  
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Tel 713.529.9919

**KAPUR & ASSOCIATES, INC.**  
CONSULTING ENGINEERS

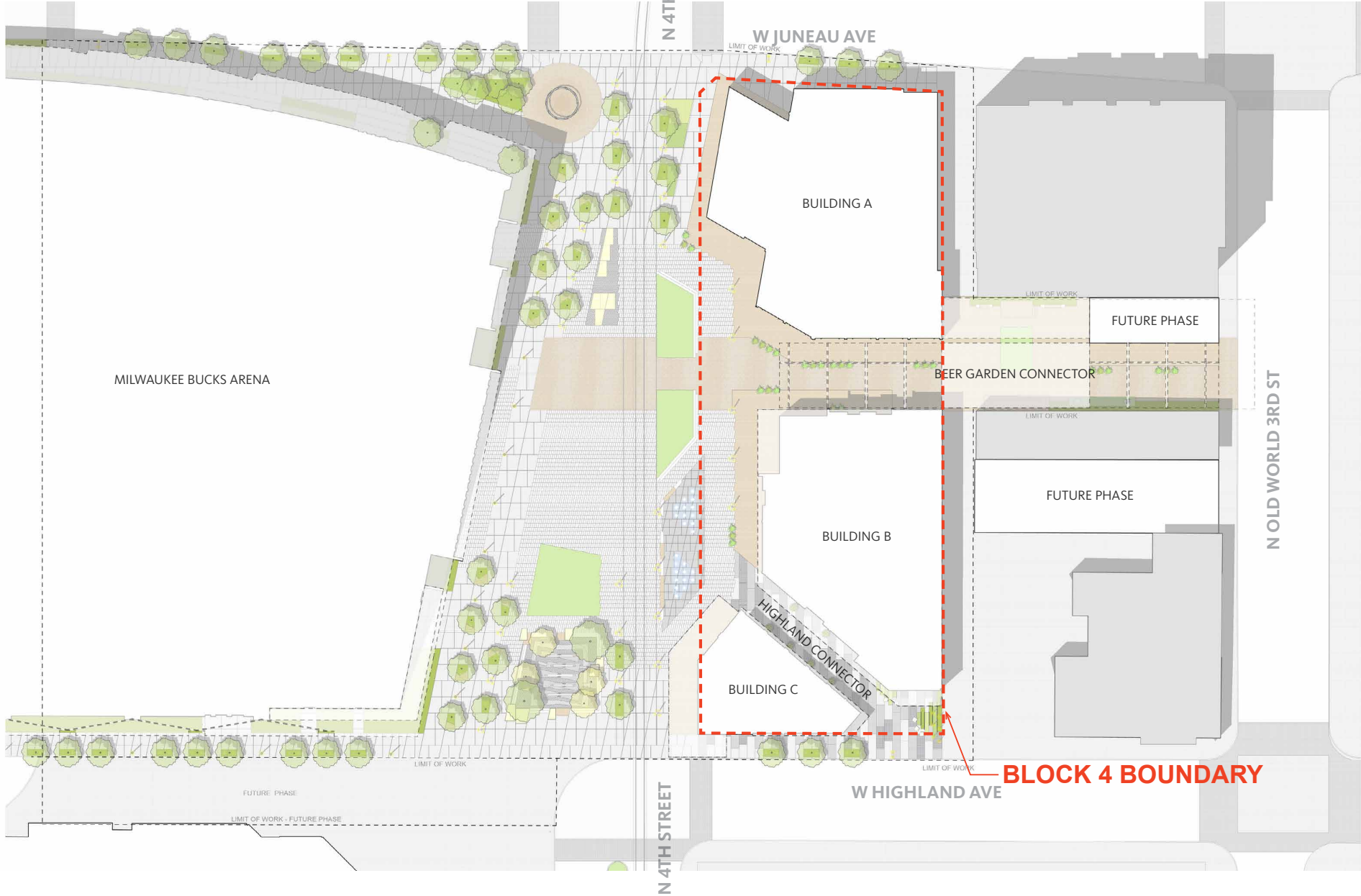
7711 N. FORT WASHINGTON ROAD  
MILWAUKEE, WISCONSIN 53217  
Phone: 414.351.6868 Fax: 414.351.4117

[www.kapurengineers.com](http://www.kapurengineers.com)

# VICINITY MAP



# SITE PLAN: ENTERTAINMENT BLOCK



N 4TH STREET

W JUNEAU AVE

LIMIT OF WORK

BUILDING A

FUTURE PHASE

BEER GARDEN CONNECTOR

LIMIT OF WORK

FUTURE PHASE

LIMIT OF WORK

BUILDING B

HIGHLAND CONNECTOR

BUILDING C

N OLD WORLD 3RD ST

**BLOCK 4 BOUNDARY**

W HIGHLAND AVE

N 4TH STREET

MILWAUKEE BUCKS ARENA

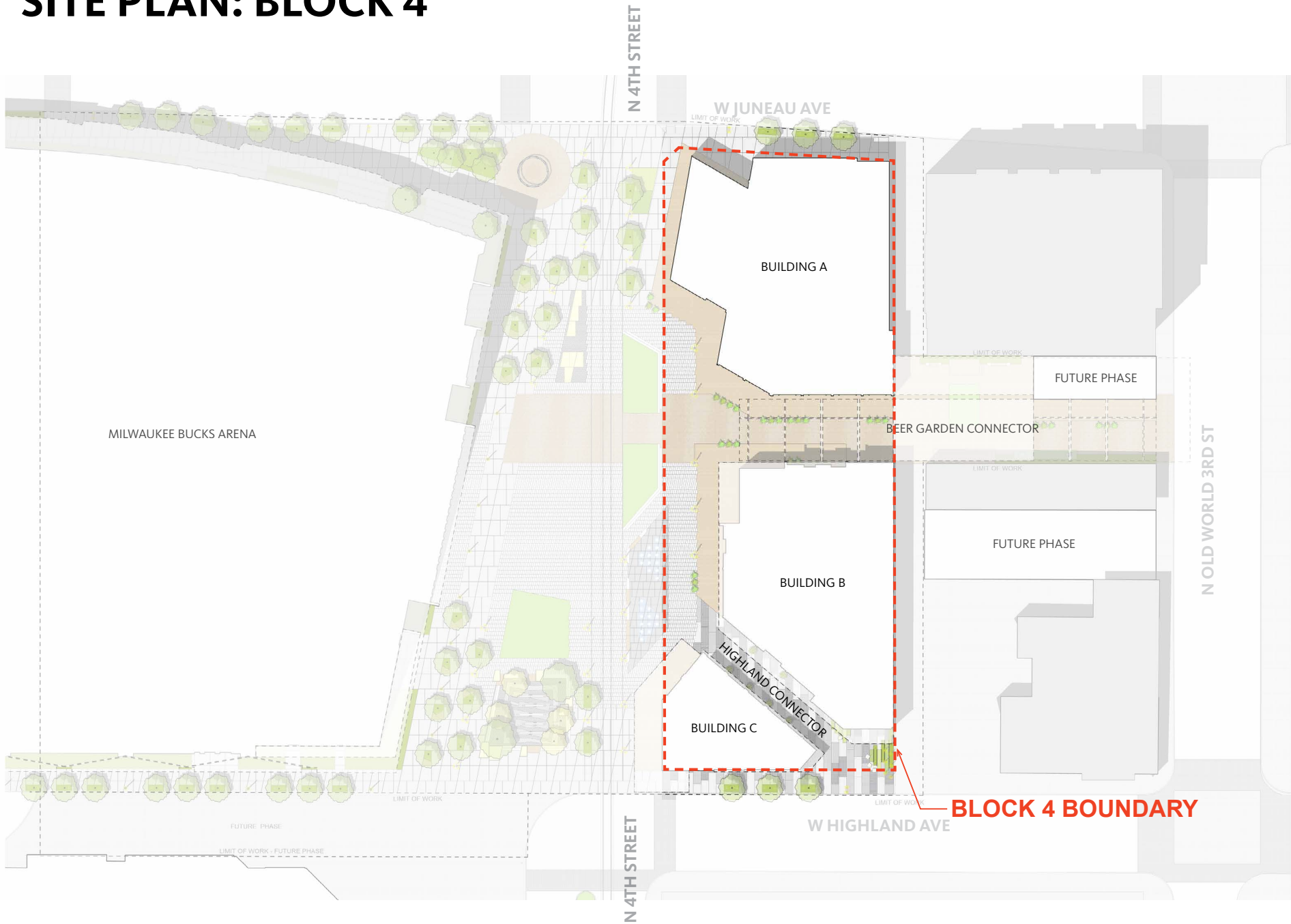
FUTURE PHASE

LIMIT OF WORK - FUTURE PHASE

LIMIT OF WORK

LIMIT OF WORK

# SITE PLAN: BLOCK 4



**BLOCK 4 BOUNDARY**



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AERIAL VIEW LOOKING EAST

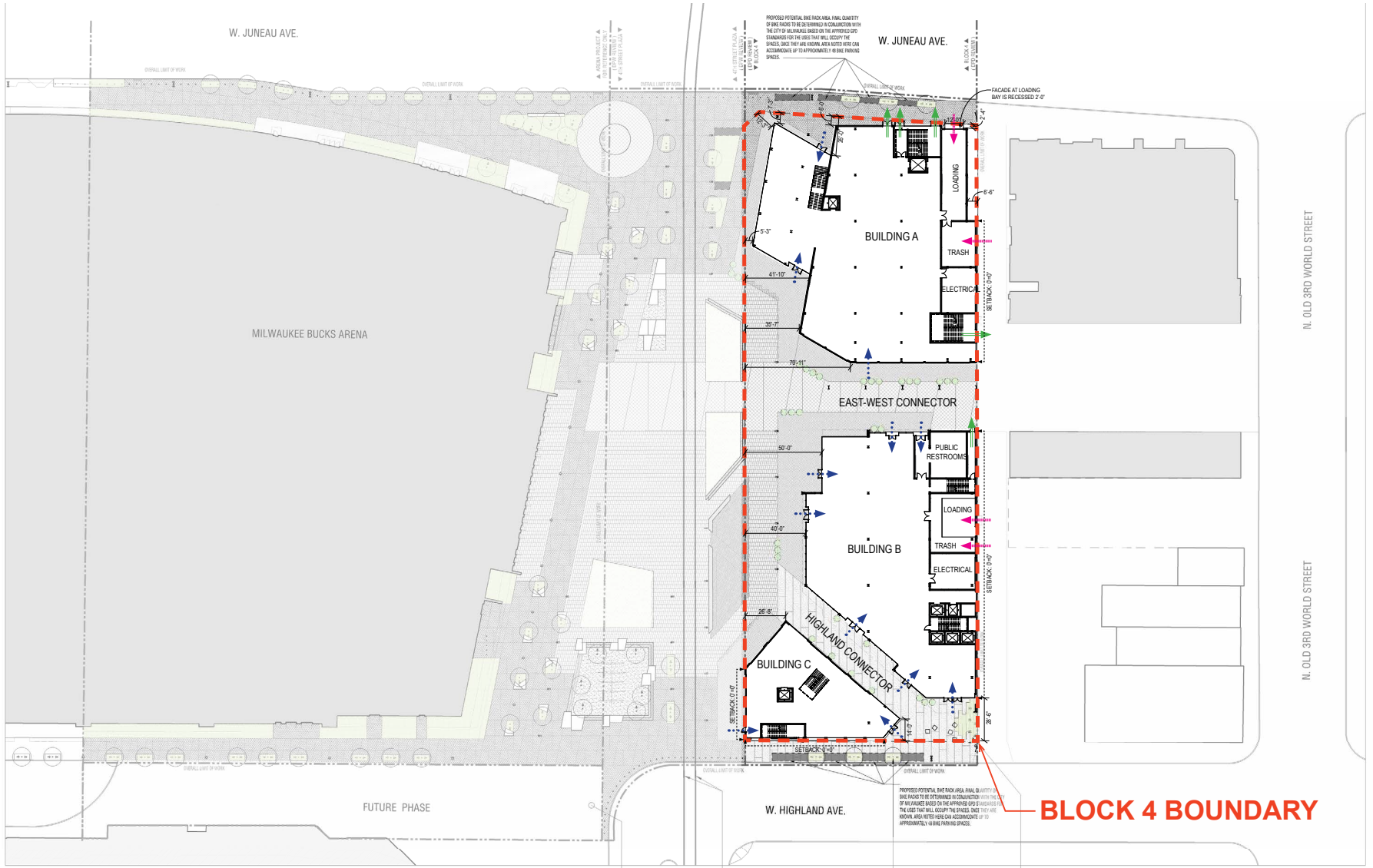


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AERIAL VIEW LOOKING NORTHEAST

# BLOCK 4 SITE PLAN



01 OVERALL - SITE PLAN

**BUILDING STATISTICS**

	BUILDING A	BUILDING B	BUILDING C
INTENDED USE	RETAIL*	RETAIL*	RETAIL*
NUMBER OF STORES	4	2	2
HEIGHT TO TOP OF ROOF (FT)	64	32	32

\*ACTUAL USE TO BE DETERMINED AT A FUTURE DATE.

**BUILDING AREAS**

(GROSS ENCLOSED SF)	BUILDING A	BUILDING B	BUILDING C	TOTAL BY LEVEL
LEVEL 4	10,050			10,050
LEVEL 3	10,550			10,550
LEVEL 2	14,600	13,900	3,400	31,900
LEVEL 1	16,750	15,650	4,600	39,000
TOTAL BY BUILDING	53,950	29,550	8,000	<b>91,500</b> GRAND TOTAL

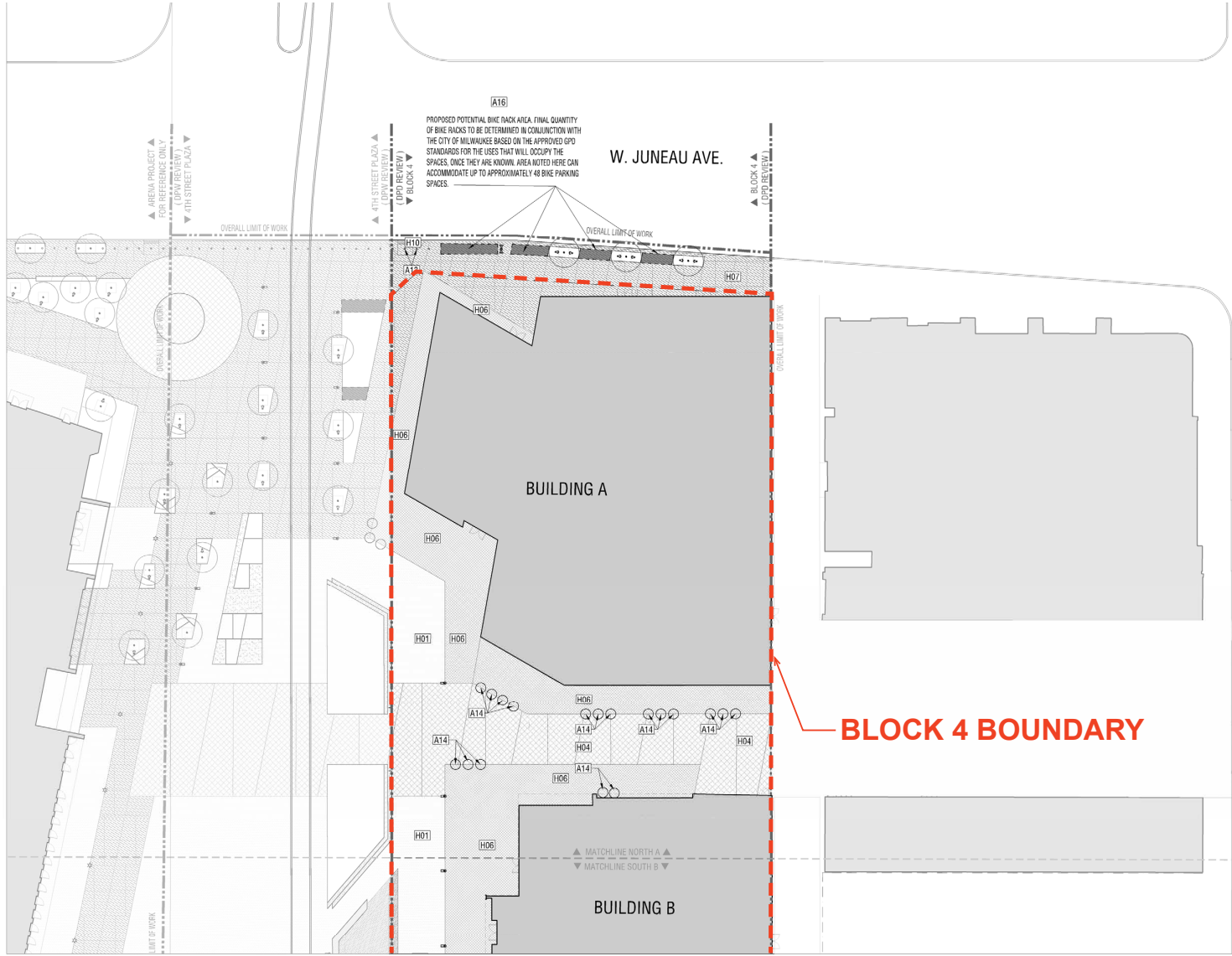
**BUILDING SETBACK DIMENSIONS**

	NORTH SIDE OF BLOCK	EAST SIDE OF BLOCK	SOUTH SIDE OF BLOCK	WEST SIDE OF BLOCK
MINIMUM SETBACK	0'-0"	0'-0"	0'-0"	0'-0"
MAXIMUM SETBACK	25'-0"	6'-6"	28'-6"	50'-0"

**LEGEND**

- PUBLIC ENTRY
- ← PUBLIC EGRESS
- SERVICE ACCESS

# ENLARGED NORTH SITE PLAN



## HARDSCAPE SCHEDULE

KEY	SYMBOL	DESCRIPTION
H01	[Pattern]	CONCRETE UNIT PAVING, TYPE 1 (VEHICULAR RATED)
H02	[Pattern]	OMIT
H03	[Pattern]	OMIT
H04	[Pattern]	CLAY BRICK PAVING, TYPE 1 (VEHICULAR RATED)
H05	[Pattern]	OMIT
H06	[Pattern]	CLAY BRICK PAVING, TYPE 3 (PEDESTRIAN RATED)
H07	[Pattern]	CONCRETE PAVING (VEHICULAR RATED)
H08	[Pattern]	OMIT
H09	[Pattern]	OMIT
H10	[Pattern]	ADA ACCESS RAMP (RE- CIVIL PLANS)
H11	[Pattern]	OMIT
H12	[Pattern]	OMIT
CJ	[Pattern]	OMIT

REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL HARDSCAPE SC

## SITE AMENITIES SCHEDULE

KEY	SYMBOL	DESCRIPTION
A01	[Symbol]	OMIT
A02	[Symbol]	OMIT
A03	[Symbol]	OMIT

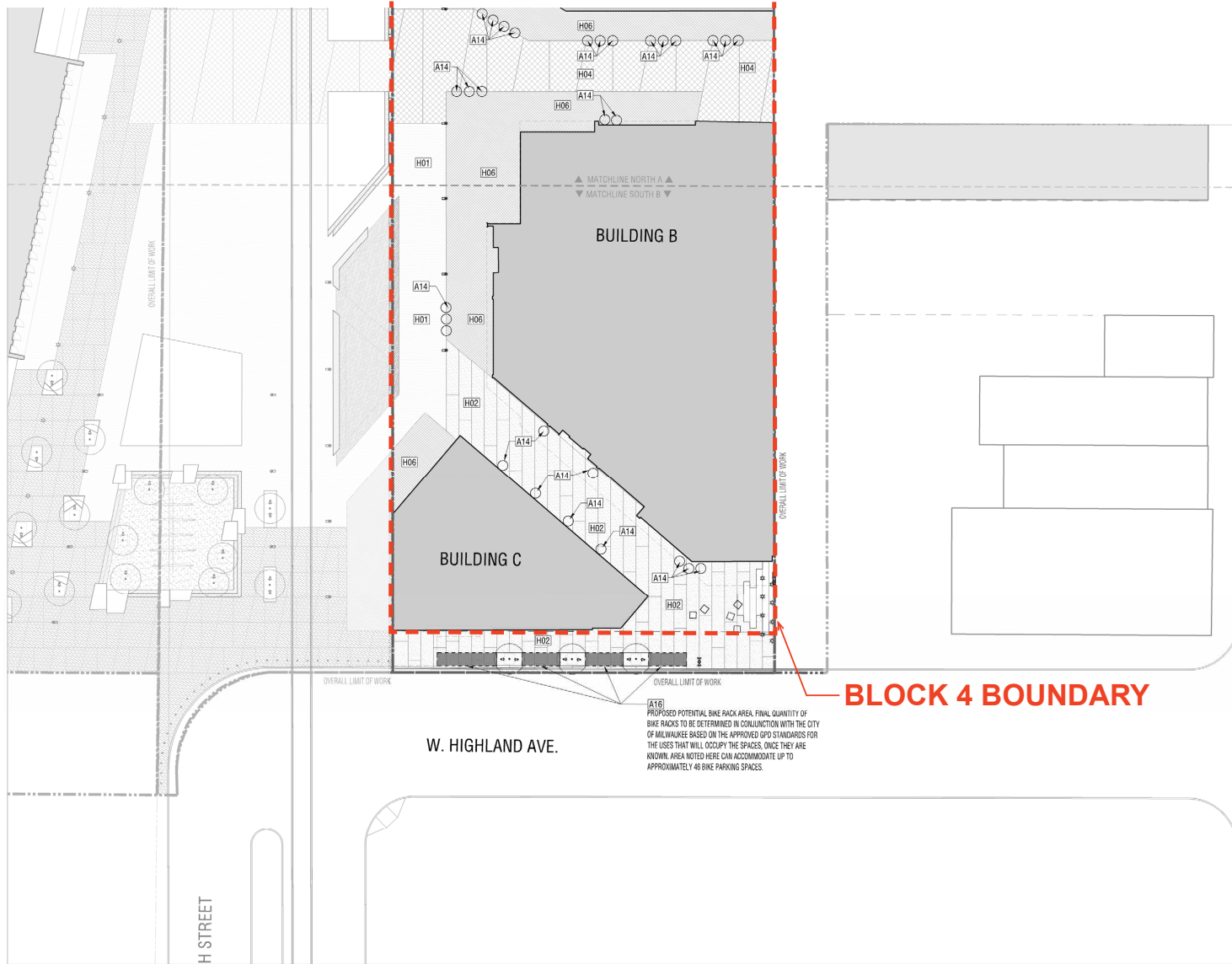
A07	[Symbol]	OMIT
A08	[Symbol]	OMIT
A09	[Symbol]	OMIT
A10	[Symbol]	OMIT
A11	[Symbol]	OMIT
A12	[Symbol]	OMIT
A13	[Symbol]	FIXED BOLLARD
A14	[Symbol]	PLANTER POT
A15	[Symbol]	OMIT
A16	[Symbol]	BIicycle RACK

REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL SITE AMENITIES SCHEDULE.

**BLOCK 4 BOUNDARY**



# ENLARGED SOUTH SITE PLAN



## HARDSCAPE SCHEDULE

KEY	SYMBOL	DESCRIPTION
H01	[Symbol]	CONCRETE UNIT PAVING, TYPE 1 (VEHICULAR RATED)
H02	[Symbol]	CONCRETE UNIT PAVING, TYPE 2 (VEHICULAR RATED)
H03	[Symbol]	OMIT
H04	[Symbol]	CLAY BRICK PAVING, TYPE 1 (VEHICULAR RATED)
H05	[Symbol]	OMIT
H06	[Symbol]	CLAY BRICK PAVING, TYPE 3 (PEDESTRIAN RATED)
H07	[Symbol]	CONCRETE PAVING (VEHICULAR RATED)
H08	[Symbol]	OMIT
H09	[Symbol]	OMIT
H10	[Symbol]	ADA ACCESS RAMP (RE: CIVIL PLANS)
H11	[Symbol]	OMIT
H12	[Symbol]	OMIT
EJ	[Symbol]	OMIT
CJ	[Symbol]	OMIT

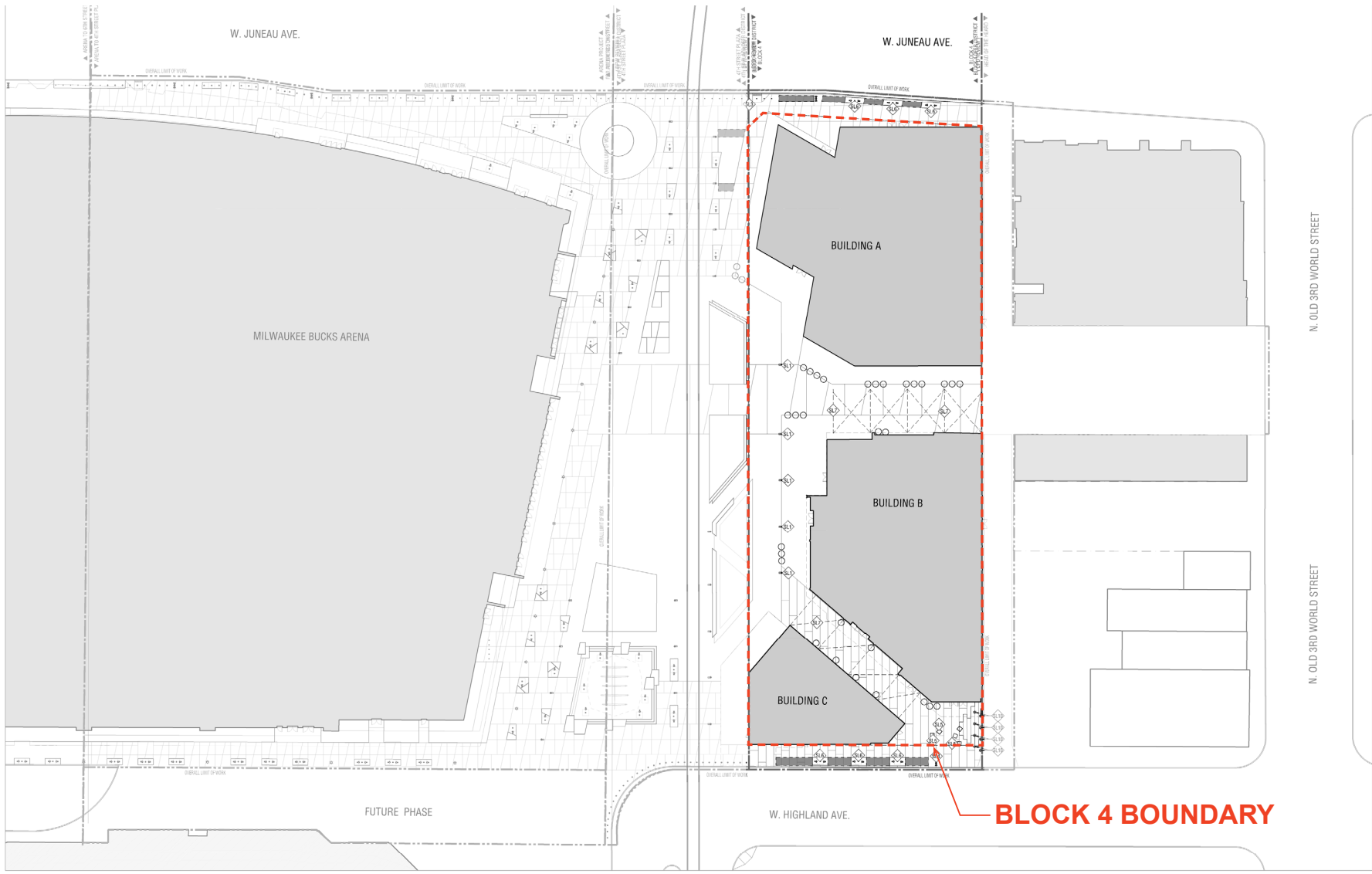
REFERENCE SCHEDULE ONLY. RE A1-SC FOR FULL HARDSCAPE SC

## SITE AMENITIES SCHEDULE

KEY	SYMBOL	DESCRIPTION
A01	[Symbol]	OMIT
A02	[Symbol]	OMIT
A03	[Symbol]	OMIT
A07	[Symbol]	OMIT
A08	[Symbol]	OMIT
A09	[Symbol]	OMIT
A10	[Symbol]	OMIT
A11	[Symbol]	OMIT
A12	[Symbol]	OMIT
A13	[Symbol]	OMIT
A14	[Symbol]	PLANTER POT
A15	[Symbol]	OMIT
A16	[Symbol]	BICYCLE RACK

REFERENCE SCHEDULE ONLY. RE A1-SC FOR FULL SITE AMENITIES SCHEDULE.

# SITE LIGHTING PLAN



GRAPHIC SCALE 1" = 30'





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AERIAL VIEW LOOKING EAST



VIEW LOOKING WEST FROM WITHIN BEER GARDEN CONNECTOR



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AERIAL VIEW LOOKING NORTHEAST



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VIEW LOOKING SOUTH FROM JUNEAU



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VIEW LOOKING EAST TOWARD BUILDING A, BEER GARDEN CONNECTOR AND BUILDING B





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VIEW LOOKING SOUTHEAST AT BEER GARDEN CONNECTOR, BUILDING B AND BUILDING C

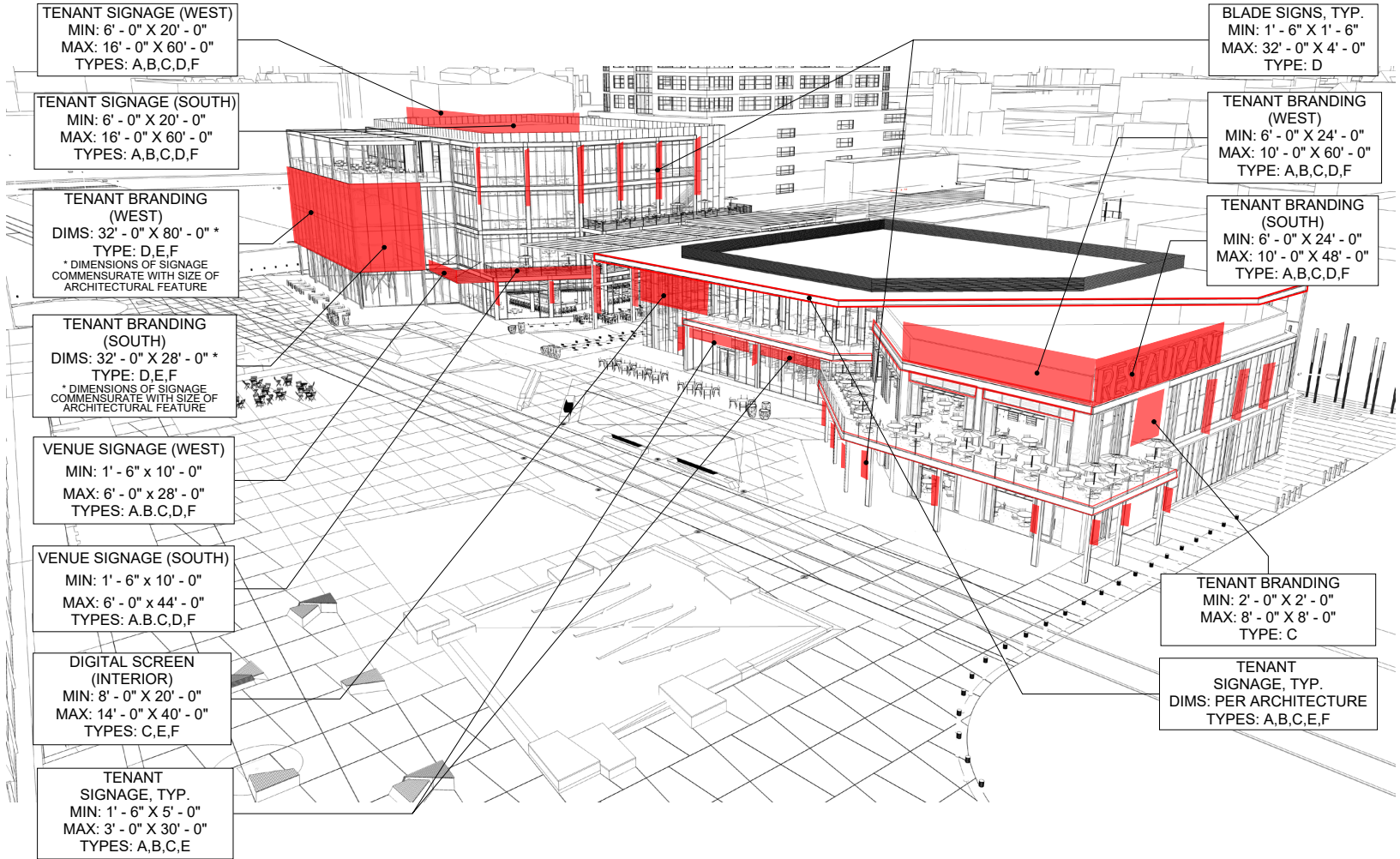


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VIEW LOOKING NORTHEAST TOWARD 4TH STREET PLAZA

# BLOCK 4: SIGNAGE DIAGRAMS



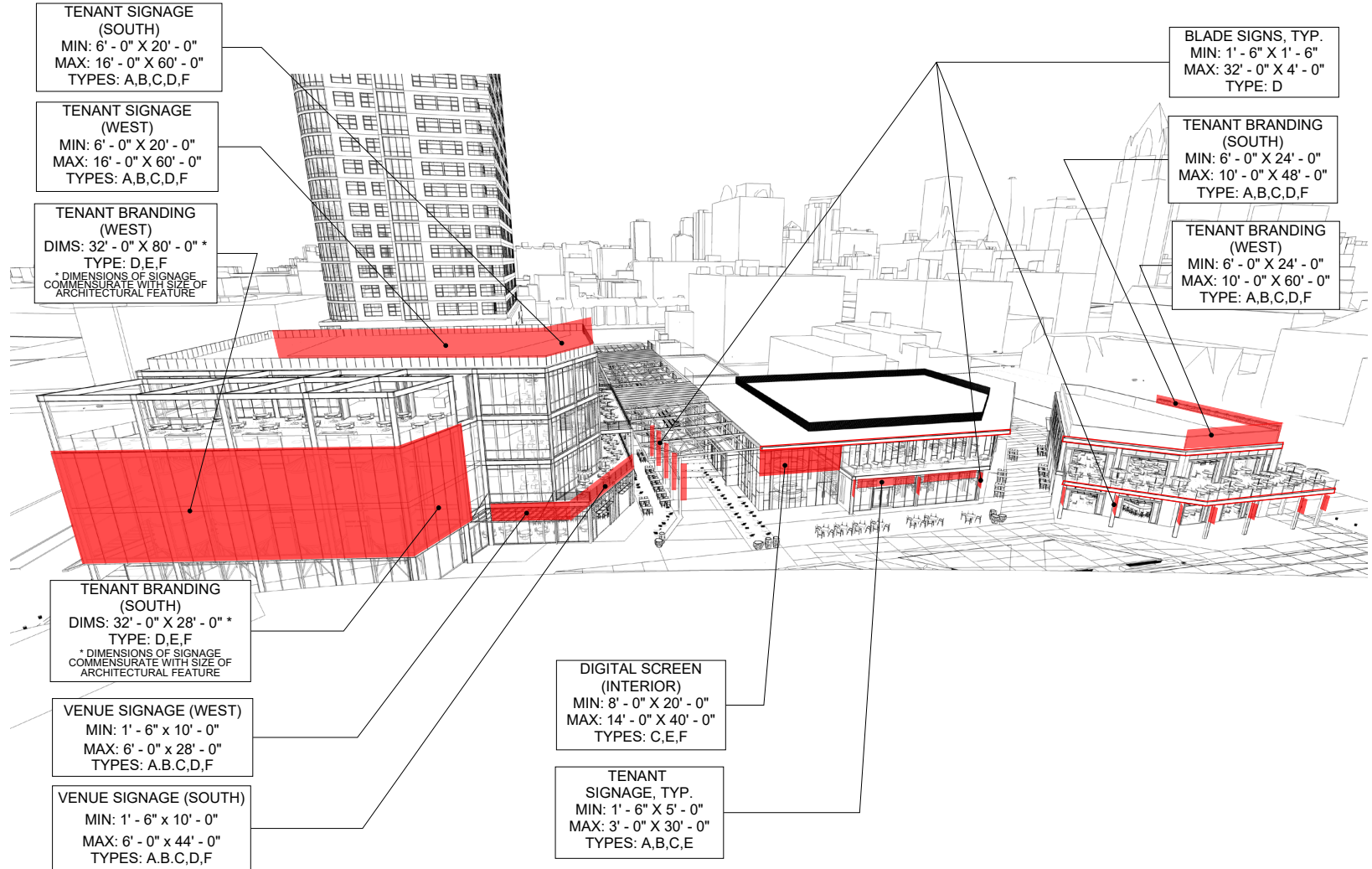
**SIGNAGE TYPES:**

- A - ARCHITECTURAL
- B - EXTRUDED
- C - CUTOUT
- D - FLAG/ BLADE
- E - VINYL ON GLAZING
- F - LED/ DIGITAL

SEE SHEET A1-32 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

**AERIAL VIEW LOOKING NORTHEAST**  
NOT TO SCALE

# BLOCK 4: SIGNAGE DIAGRAMS



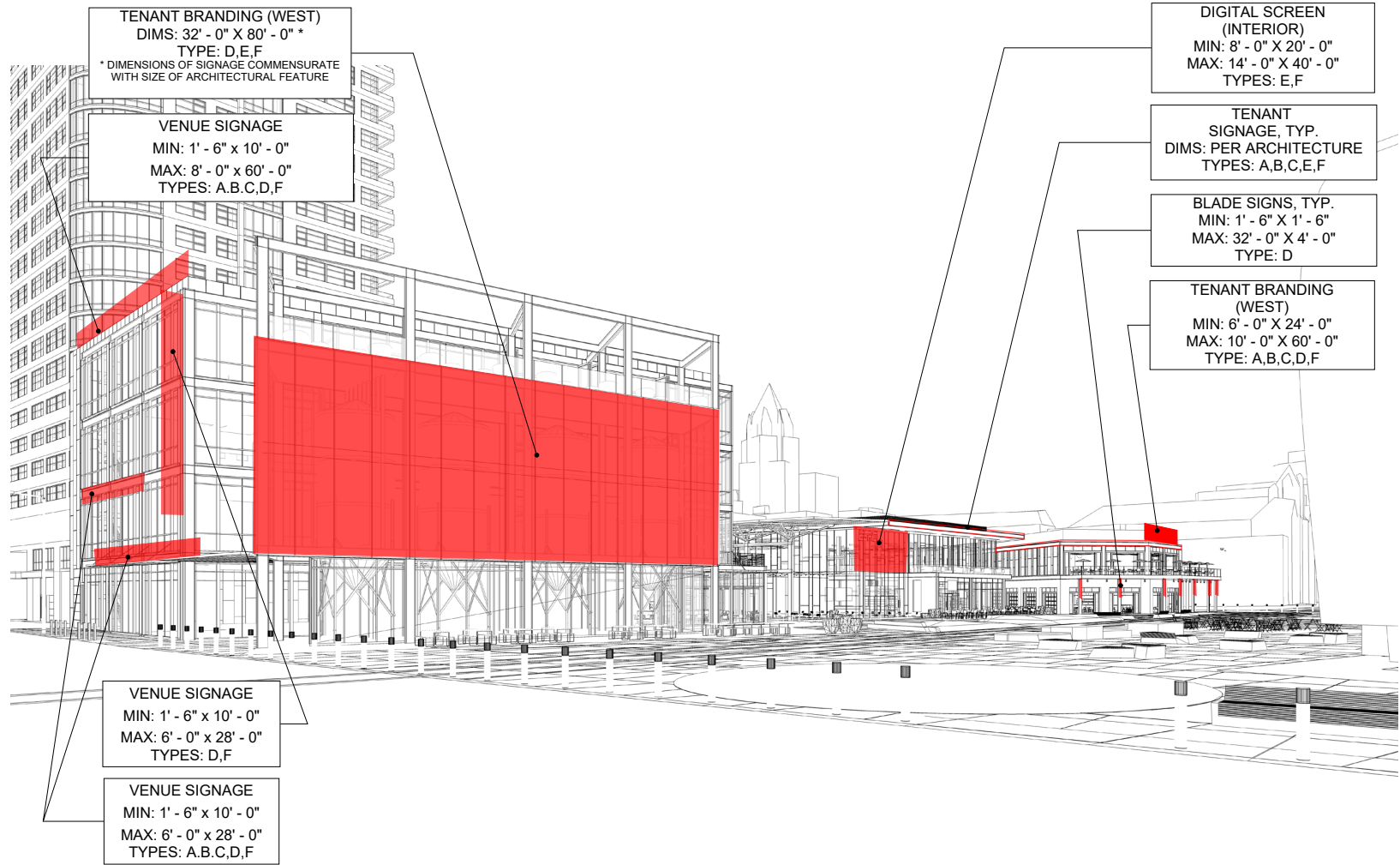
**SIGNAGE TYPES:**

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- D - FLAG/ BLADE
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SEE SHEET A1-32 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

**AERIAL VIEW LOOKING EAST**  
NOT TO SCALE

# BLOCK 4: SIGNAGE DIAGRAMS



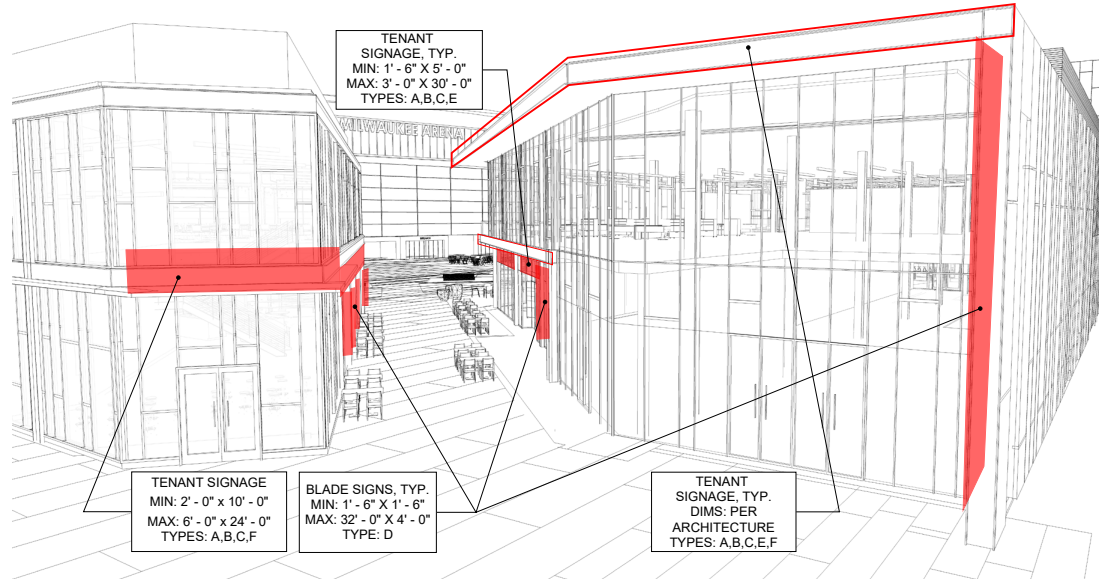
**SIGNAGE TYPES:**

- A - ARCHITECTURAL
- B - EXTRUDED
- C - CUTOUT
- D - FLAG/ BLADE
- E - VINYL ON GLAZING
- F - LED/ DIGITAL

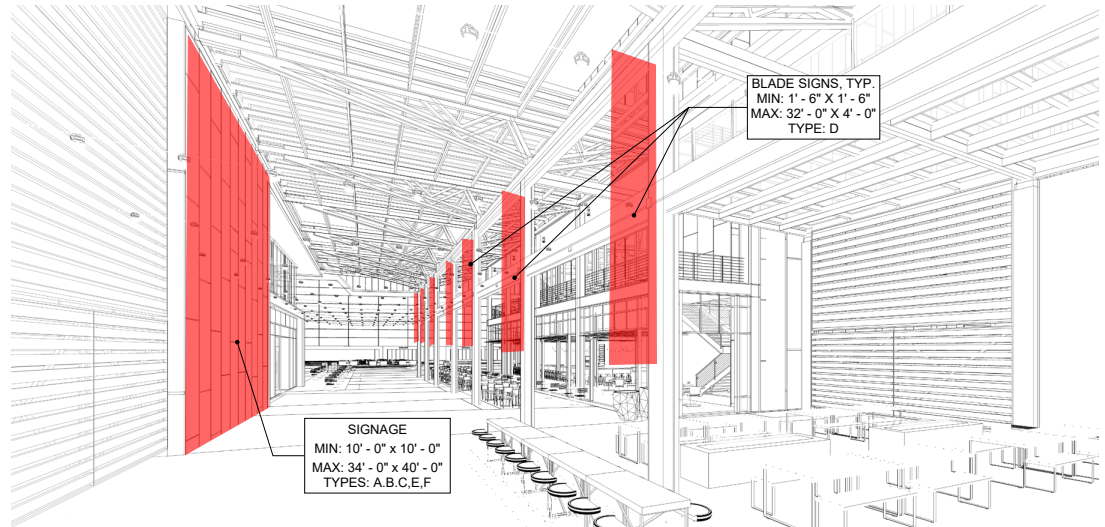
SEE SHEET A1-32 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

**VIEW LOOKING SOUTHEAST**  
 NOT TO SCALE

# BLOCK 4: SIGNAGE DIAGRAMS



VIEW LOOKING NORTHWEST FROM HIGHLAND AVENUE  
NOT TO SCALE



VIEW LOOKING WEST FROM WITHIN EAST-WEST CONNECTOR  
NOT TO SCALE

SIGNAGE TYPES:

- A - ARCHITECTURAL
- B - EXTRUDED
- C - CUTOUT
- D - FLAG/ BLADE
- E - VINYL ON GLAZING
- F - LED/ DIGITAL

SEE SHEET A1-32 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

# BLOCK 4: SIGNAGE TYPES AND GUIDELINES

## 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

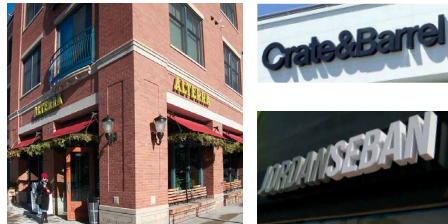
Options: Channel or Extruded  
Lighting: Internal Neon or Reverse Internal



**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



**E**

#### Vinyl (On Glazing)

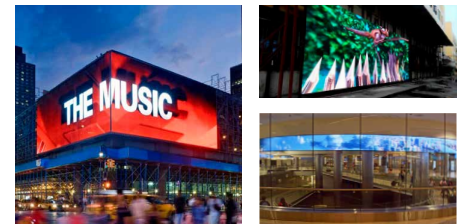
Options: Text or Graphic



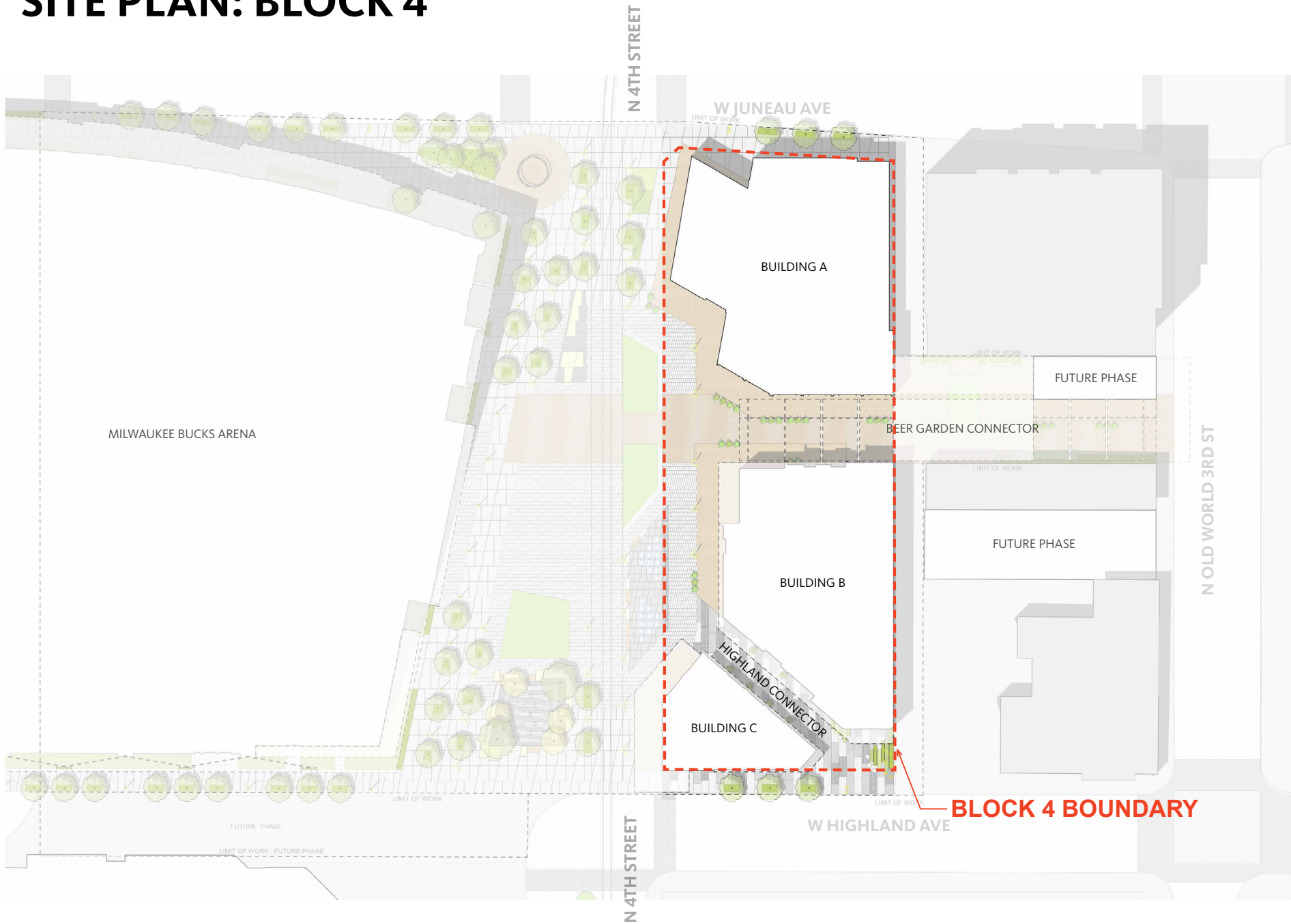
**F**

#### LED / Digital

Options: Board, Mesh, Ribbon



# SITE PLAN: BLOCK 4



**BLOCK 4 BOUNDARY**





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