

MILWAUKEE TELEVISION, LLC

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File Number 111482

Project Description and Owner Statement of Intent for an Amendment to Detailed Planned Development for Stage 14 of Park Place at 11520 W. Calumet Road

The subject site is located within the boundaries of the Park Place Planned Development. This site received Detailed Plan Development approval in 1994.

PROPOSED USE AND SITE ADDITIONS

Proposed Use

The applicant currently owns and occupies space at 4041 North 35th Street. This property suffered significant damage during the flooding that occurred in 2009 and is no longer suitable for the applicant's needs. For the past two years, the applicant has been searching for replacement space within the City. The applicant's installations and activities at and use of the subject property will be identical to those at its current location: (a) office, studio and related space necessary to operate two television stations; and (b) equipment and facilities necessary to receive satellite signals and send those signals to a tall transmission tower (over 1,000 feet tall, located in the City of Milwaukee on North Humboldt) for general broadcast to the southeast Wisconsin viewing audience. The onsite equipment required to carry out these activities include up to eight ground-mounted satellite dishes (to receive signals) and a 150 foot tall tower (the "Relay Tower") to relay signals to the tall broadcasting tower on North Humboldt (the "Broadcast Tower").

Relay Tower

The 150 foot Relay Tower must be erected on the site as close to the existing building as possible. The electronic equipment in the building connects to the tower mounted antenna via a cable. This cable has a loss factor that reduces the antenna signal level at the input of the electronics equipment, based on length. Locating the tower immediately adjacent to the building is essential to minimize the loss factor; at only a short distance away, the cable system becomes inoperative.

The applicant believes its proposed detailed plan amendment complies with the City's Tower Ordinance for the following reasons:

The applicant surveyed the suitability of the surrounding area towers for potential co-location. Only cellular towers exist in the area. The nearest are located on West Good Hope Road, directly south of the site. The requisite point-to-point microwave link (between the Relay Tower and the Broadcast Tower) requires a transmitting antenna to be at a height that will be clear of any building or terrain obstructions between the Relay Tower and the Broadcast Tower. Since the nearby cell tower

locations are at a lower elevation than the site, a tower height greater than 150 feet would be needed for the antenna to clear existing building and terrain obstructions along the south side of Good Hope Road near 107th Street. The existing cell towers are between 80 and 100 feet tall, and have multiple antennas systems already installed at the tops of the towers. The first available space on any of these towers would be approximately sixty feet above ground, which is considerably less than the required elevation, making them totally unsuitable.

The Relay Tower will be designed, constructed and installed by Stainless, LLC, based in North Wales, Pennsylvania. The company was established in 1947 and builds all types of towers from the shorter cellular and two-way communication types up to 2000 foot towers used for television broadcasting. The tower construction will conform to the current American National Standards Institute standard ANSI/TIA 222-G. The Relay Tower will be free-standing and therefore will have no guy cables or anchor points.

As the proposed Relay Tower is a television relay tower only and would be permitted, not as a limited use or a special use, but by detailed plan amendment, Alderman Bohl requests that the Relay Tower not accommodate additional reception/transmission systems unless the applicant petitions for, and the Common Council grants, an additional detailed plan amendment in the future. The applicant's Broadcast Tower conforms to the Tower Ordinance co-location requirements. In addition to applicant's transmission facilities, the Broadcast Tower holds four antenna systems for Milwaukee Public Television (MPTV), and two FM radio stations.

The base of the Relay Tower will be 246 feet from the nearest dwelling unit. Because the tower is so short, any ice accumulation that would form would be insignificant and fall only around the tower base area. The Tower Ordinance requires that the Relay Tower be set back from the nearest residential property lot line a minimum of twenty-five percent of the tower's height. For a 150 foot tower, the minimum setback would be 37.5 feet. Actual setback for the proposed tower location will be 125 feet. Additionally, there is a land barrier between the two properties in the form of the 115th Street right-of-way.

The Federal Aviation Administration (FAA) has reviewed the location and specifications for the Relay Tower and has issued a determination of No Hazard to air navigation. Further, the tower is not required to have lighting or painted markings. The Federal Communications Commission (FCC) has assigned ASR number 1282145 to the Relay Tower, and this must be posted on a small sign, clearly visible near the tower base.

Since the tower will be located on a small grass strip between the existing building and the paved parking lot, creating a five-foot landscape buffer around the base is not feasible. The building site is surrounded by mature trees and a pond. There is only one neighbor near enough to the property to see the tower, opposite the east lot line. There exists a grouping of mature trees and small shrubs all along the lot line, and as requested by Alderman Bohl, the present barrier will be augmented with additional plantings. An eight-foot chain link fence with barb wire strands across the top will enclose the tower base area.

An eight foot diameter, dish antenna will be mounted near the tower top, not to extend above the tower top. As noted previously, the purpose of the Relay Tower is to create a wireless link to send television program signals created at the site, to the Broadcast Tower

at North Humboldt Avenue. This type of system is referred to as a point-to-point microwave link, and it will be licensed by the FCC.

Several antennas, similar to those installed on rooftops for TV reception will be placed at lower locations on the tower. They are needed for monitoring the applicant's broadcast signals, and to monitor several FM radio stations required by the FCC for the Emergency Broadcast System (EAS).

Two four-foot satellite dish antennas will be mounted approximately 30 feet above ground on the tower. They are for receiving commercial media from several content distributors.

Satellite Antennas

Up to eight satellite, dish-type receiving antennas will be installed between the south side of the building and the south property line as indicated on the Site Plan. A picture of the antennas is included with the submitted documents. The dish portion of the antenna is 4.5 meters (14.8 feet) in diameter. A metal structure is used to support the dish, with a single, heavy-wall metal post bolted to a reinforced, poured concrete pad. The surface of the concrete pads will be set four inches above grade to allow water to run off and avoid collecting debris. A drawing is included that shows the design of the support pad.

One additional satellite dish antenna will be installed on the north side of the building, near the rear. The dish is 2.4 meters (7.8 feet) in diameter. It will be attached with a pipe mount designed for the purpose and will be positioned to just clear the roof of the building.

Generator

A generator is planned to be installed between the Relay Tower base and the existing dumpster pad. The placement will involve the loss of two parking spaces. A specific make/model is not yet determined. The applicant owns a generator at another location which may be moved here, or a new generator would be purchased. A cut-sheet for a generator, representative of the physical size and appearance, is included.

Boundaries

The site is located north of the City of Milwaukee, Calumet Road right-of way and west of the 115th City of Milwaukee right-of-way.

Access

Access to the site is off of West Park Place Drive using a private drive that is constructed on the City of Milwaukee Calumet Road right-of-way.

Utilities

The public utilities are currently located in the City of Milwaukee Calumet Road right-of-way and laterals have been brought to the building.

Illumination

The site is illuminated by two (2) light pole standards and two (2) pedestrian bollards.

Signage

There is one monument sign facing W. Park Place, opposite the entrance drive to the building. The sign is illuminated by a single, ground-mounted floodlight. It has a four foot wide by five foot tall inset area for the sign. The sign will display the logos for applicant's two television stations, and the building address.

A small sign with the Antenna Structure Registration number assigned by the FCC is required to be conspicuously placed at the Relay Tower base. It will indicate "FCC ASR 1282145".

Landscaping

The site contains mature woods around the perimeter and small areas of wetlands. There are areas of turf around the building with ornamental trees and shrubs at the main entrance. The project will not encroach upon any wetlands areas, and they will neither be altered nor removed.

A security fence will be installed around the perimeter of the satellite dishes. It is planned to be eight feet in height with barb wire strands across the top, and have an entry gate on the north side facing the building. Due to the proximity of the fence and satellite dishes to the W. Calumet Road right-of-way per city ordinance, the south and east faces of the fence will have wood or vinyl slats for screening. There will also be a row of arborvitaes planted along the outside south and east faces of the fence for added screening.

In order for the satellite antennas to be able to receive the weak signals from the actual satellites which are 22,000 miles distant from earth, there can be no obstructions in front of them that block their view of the sky. This will require the removal of trees in the area where the dishes will be mounted and in front of them in a path looking from the southeast to the southwest skyline, and these are identified on the Landscape Plan.

Statistical Data

Gross land area:	3.499 acres or 152,405 sq ft +/-
Land covered by building:	15,470 square feet (0.351 acres)
Land devoted to parking and drives:	27,905 square feet
Land devoted to open space:	348,169 square feet
Number of buildings:	One
Possible future building (tower tenant):	One
Parking:	Upon project completion, 55 regular spaces and three handicap spaces
Building height:	Fourteen (14) feet