

File No. 171904. Substitute resolution relating to a Minor Modification to the Detailed Planned Development known as Block 4 – Arena Master Plan (Entertainment Block) to approve the design of Building D, which will be located at 1129-35 North Old World Third Street, on the west side of North Old World Third Street, south of West Juneau Avenue, in the 4th Aldermanic District.



File No. 170900
 GPD to DPD (Old World Third St. properties) &
 1st Amendment to DPD
 Block 4 - Arena Master Plan
 October 2017

Legend
 Zoning Change Boundary

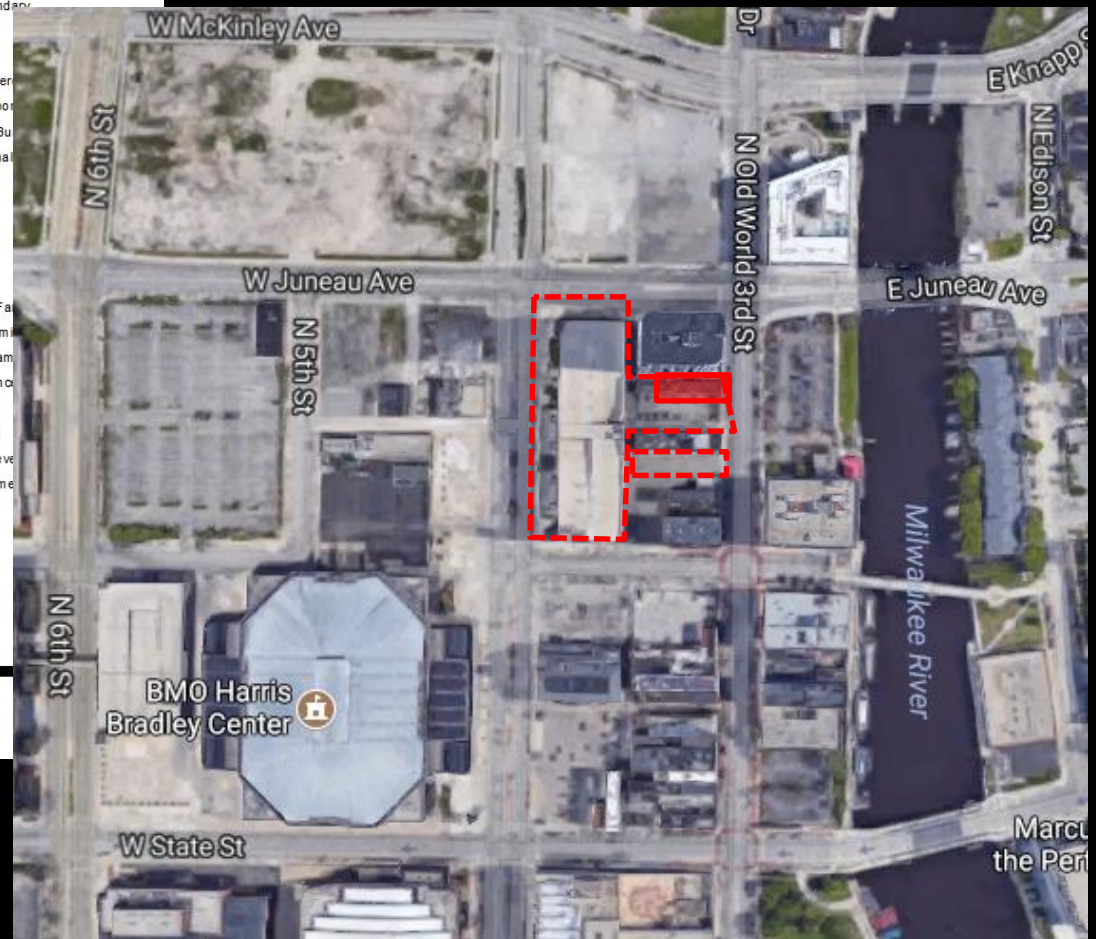
Zoning

MAPCODE

- Commercial - Commer
- Commercial - Neighbor
- Commercial - Local Bu
- Commercial - Regional
- Downtown
- Industrial - Office
- Industrial - Light
- Industrial - Mixed
- Industrial - Heavy
- Residential - Single Fa
- Residential - Two Fam
- Residential - Multi-Fam
- Residential - Residenc
- Special - Parks
- Special - Institutional
- Special - Planned Deve
- Special - Redevelopm e



Building D



BLOCK 4 - MILWAUKEE ENTERTAINMENT BLOCK

MINOR MODIFICATION TO DETAILED PLANNED DEVELOPMENT

FILE NUMBER 171904



**ZONING, NEIGHBORHOODS, DEVELOPMENT COMMITTEE MEETING
MAY 22, 2018**

**ICON Venue
Group, LLC.**

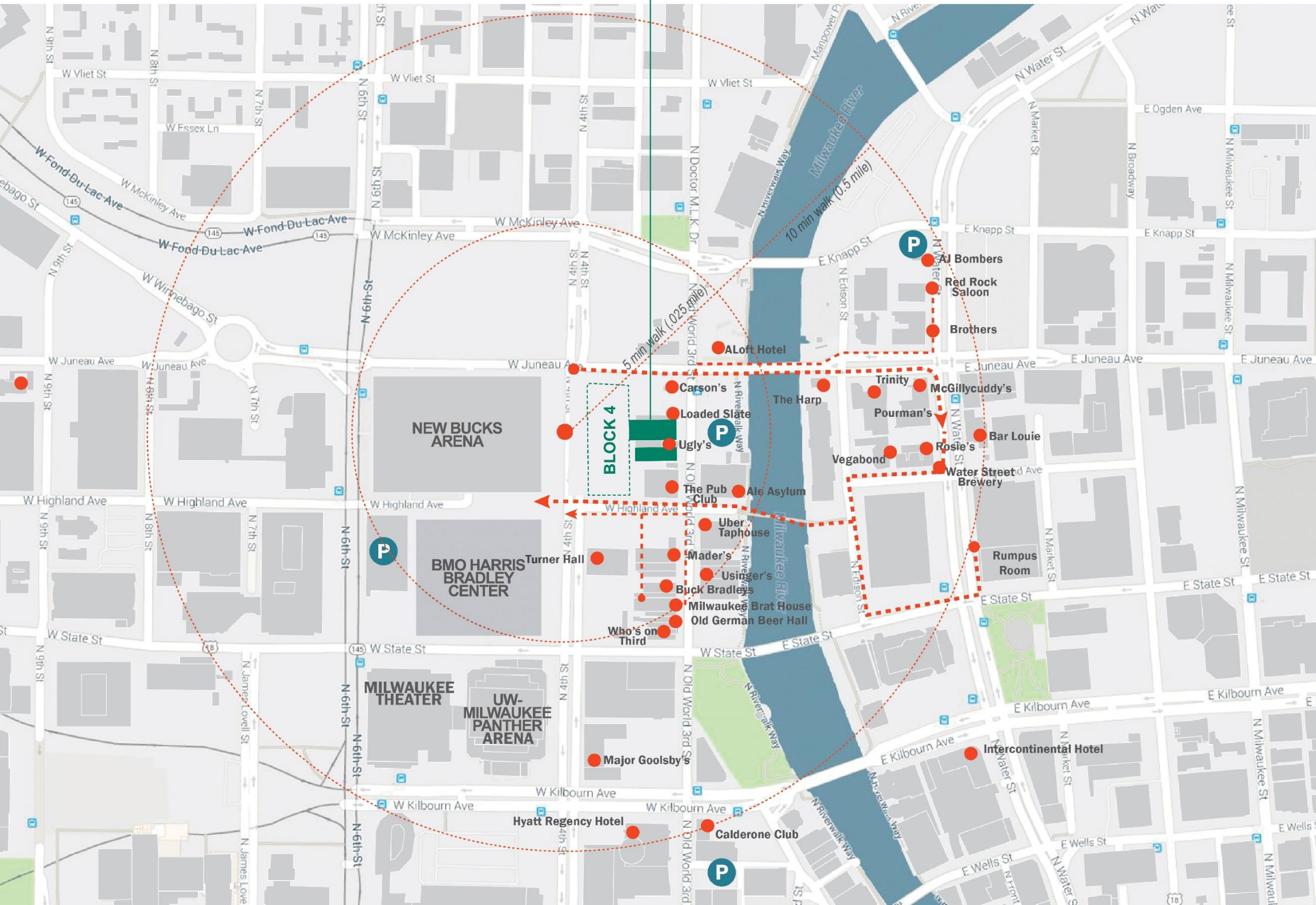
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RINKA|CHUNG

756 N Milwaukee St. Tel 414.431.8101
Suite 250
Milwaukee, WI, 53202
United States

VICINITY MAP

BLOCK 4 - PUBLIC PLAZA CONNECTORS



SITE PLAN: OVERALL



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

BUILDING D

**PUBLIC PLAZA
CONNECTOR-NORTH**

**PUBLIC PLAZA
CONNECTOR-SOUTH**

**BLOCK 4 DPD
AMENDMENT, FILE
NUMBER 170900,
APPROVED BY COMMON
COUNCIL ON NOVEMBER
28, 2017**

ARENA

PLAZA

BUILDING A

BUILDING B

HIGHLAND CONNECTOR

W JUNEAU AVE

W HIGHLAND AVE

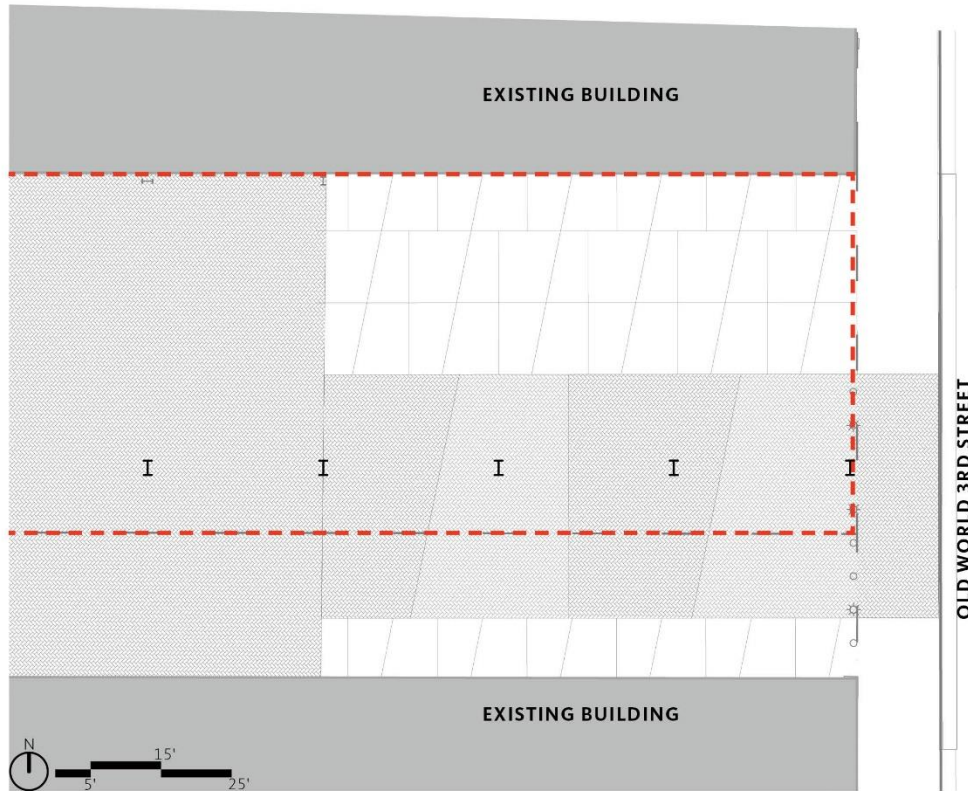
BUILDING D - SITE PLAN / LEVEL 01 PLAN COMPARISON

LEGEND

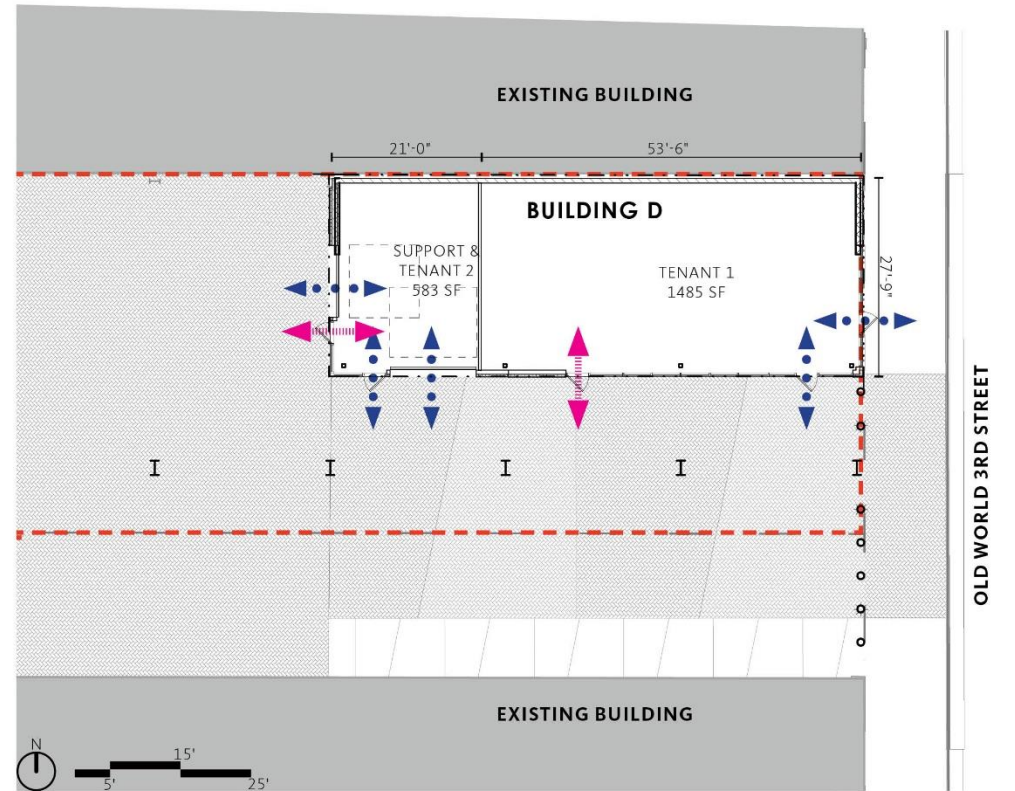
PUBLIC ACCESS



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

PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD ST AS PREVIOUSLY APPROVED



PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD ST PROPOSED



PUBLIC PLAZA CONNECTOR FROM OLD WORLD THIRD ST PROPOSED



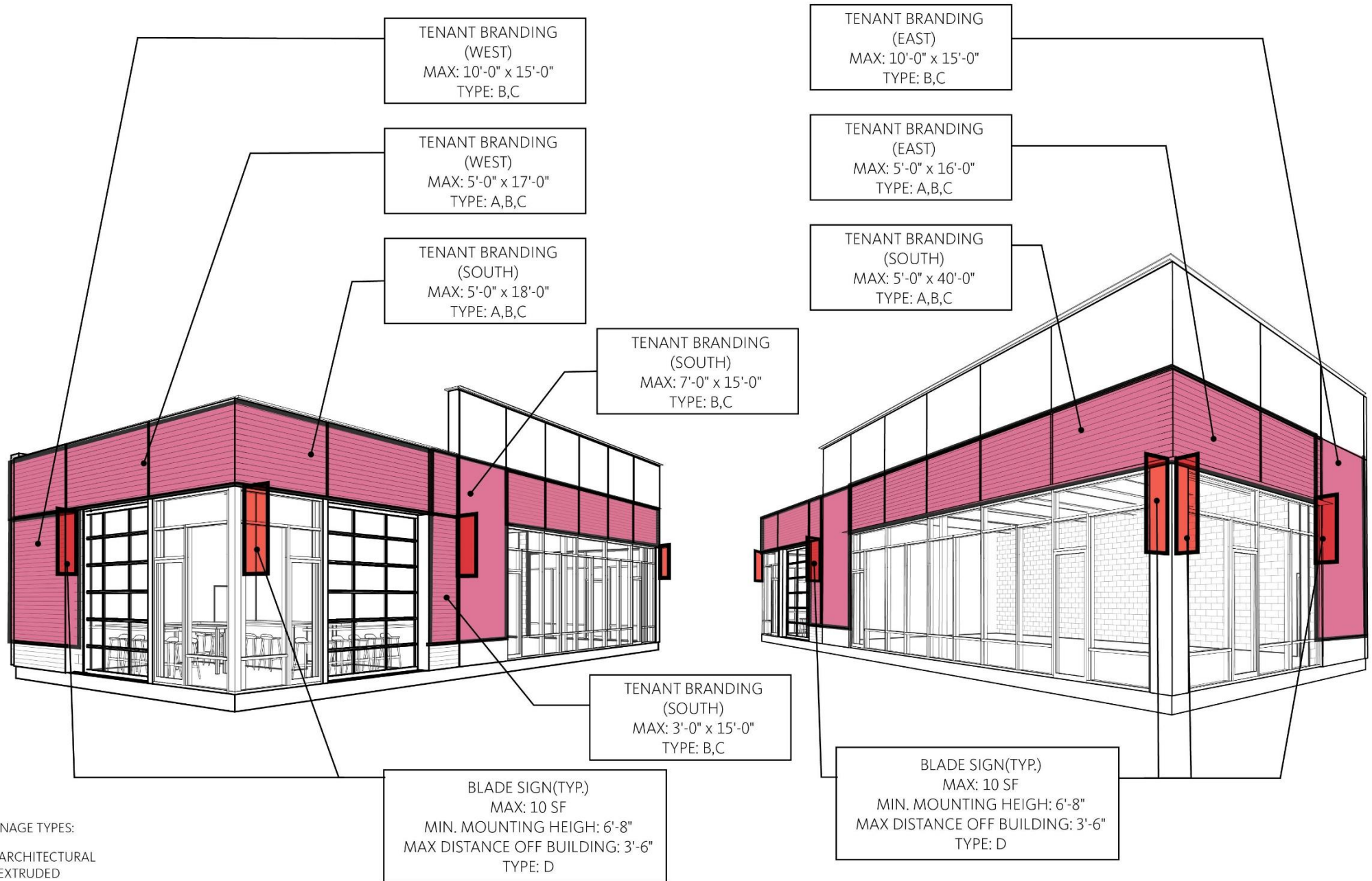
PUBLIC PLAZA CONNECTOR LOOKING NORTHEAST PROPOSED



BUILDING D - ELEVATIONS



BUILDING D - SIGNAGE



SIGNAGE TYPES:

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

SEE SHEET A-9 FOR INFORMATION ABOUT SIGNAGE TYPES AND GUIDELINES

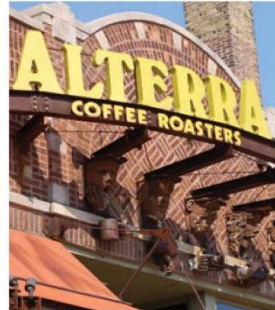
SIGNAGE TYPES & GUIDELINES

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



