

BLOCK 3

FRANK PRODUCTIONS

2nd AMENDMENT TO THE GENERAL PLANNED DEVELOPMENT (GPD) – ARENA MASTER PLAN

Exhibit A

File No. 220489

August 25, 2022 (Revised September 14, 2022)

Block 3– Owner’s Statement of Intent

PURPOSE

The Milwaukee Bucks and Frank Productions request that building setbacks, heights, and acknowledging 5th Street as a private service drive for the parcel of land known as Block 3 in the General Planned Development (GPD) dated January 12, 2016 bounded by West Highland Avenue to the north, Vel R. Phillips to the east, West State Street to the south, and North 5th Street to the west, be amended in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the 2nd amendment of this General Planned Development.

NARRATIVE

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. This Second Amendment to the GPD relates specifically to Block 3 and the proposed Frank Productions music venue and the planned future uses for the site that was formerly the Bradley Center. It also acknowledges the vacated portion of West Highland Avenue from North 6th Street east to its terminus and shows the areas that will be included in the Public Pedestrian Access easement agreement.

Specifics of the Block 3, Phase 1 development are included in the DPD zoning exhibits (File No. 220490). A Certified Survey Map (CSM) is underway to divide the land on Block 3 into Lots and Outlots for Phase 1 and future phase development. The multi-story music venue will include: an approximately 4,000-person capacity room, smaller 800-person capacity room, meeting and event spaces, outdoor balcony, rooftop patio and any other uses ancillary to the operation of a music venue. Two plaza areas are proposed – the north plaza (part of Outlot 1) and east plaza (outlot 2).

To accommodate these unique uses the Milwaukee Bucks and Frank Productions request the following amendments to the GPD:

I. BUILDING SETBACKS

The GPD supports a plaza on the north side of Block 3 with specific setbacks. The Milwaukee Bucks and Frank Productions request that the setbacks be modified to support the extensions of the deer district plaza. See drawings for proposed amendment.

II. BUILDING HEIGHTS

The GPD mandates a minimum and maximum height. The Milwaukee Bucks and Frank Productions request that special consideration be made for lowering the minimum height of the future building that will be constructed on Parcel 2 of Block 3, which is directly west of the historic Turner Hall. See drawings for proposed amendment.

III. 5TH STREET AS A PRIVATE SERVICE DRIVE.

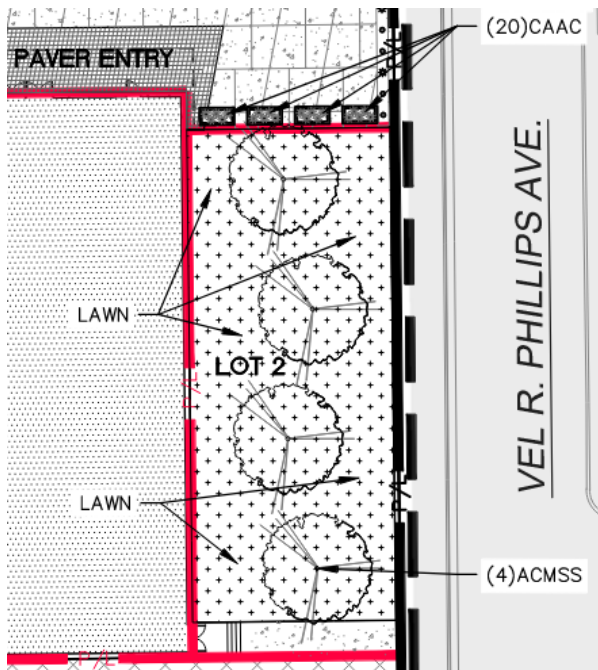
Following the demolition of the Bradley Center, the GPD reintroduced 5th Street to the city grid. The Milwaukee Bucks and Frank Productions request that 5th Street be recognized as a private service drive for Block 3. See drawings for proposed amendment.

IV. Pedestrian Access

The City of Milwaukee and the Milwaukee Bucks are going to coordinate Pedestrian Access along vacated West Highland Avenue and the private service drive.

INTERIM CONDITIONS FOR LOT 2 (FUTURE DEVELOPMENT)

Lot 2 is currently being marketed by the Bucks and their partners as a future building. The design and use will comply with the amended GPD. In the interim the future building pad will be landscaped with grass and minimum 4" caliper trees. No parking, signage, or fencing is allowed in the interim.



Plant Schedule						
Code	Scientific Name	Common Name	Quantity	Spacing	Install Size	Mature Size (Height/Spread)
Canopy Trees:						
ACFR	Acer x freemanii 'Jeffersred'	Autumn Blaze Maple	2	Per Plan	2.5" caliper B&B	40'-50'/35'-40'
ACMSS	Acer miyabei 'Morton'	State Street Miyabei Maple	4	Per Plan	4" caliper B&B	50'/40'

INTERIM CONDITIONS FOR LOT 3 (FUTURE DEVELOPMENT)

Lot 3 site may be used as staging for construction of Lot 1, Outlot 1 and Outlot 2. Construction Fencing maybe added for safety and security for staging activity.

BLOCK 3 SITE STATISTICS

The site statistics previously approved, in the gpd file number 150724 remain unchanged, apart from the items subject to this amendment.