

MILWAUKEE ENTERTAINMENT BLOCK

BLOCK 4 - PUBLIC PLAZA CONNECTORS

DPD SUBMISSION: FILE NUMBER 170900



ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE MEETING

NOVEMBER 21, 2017

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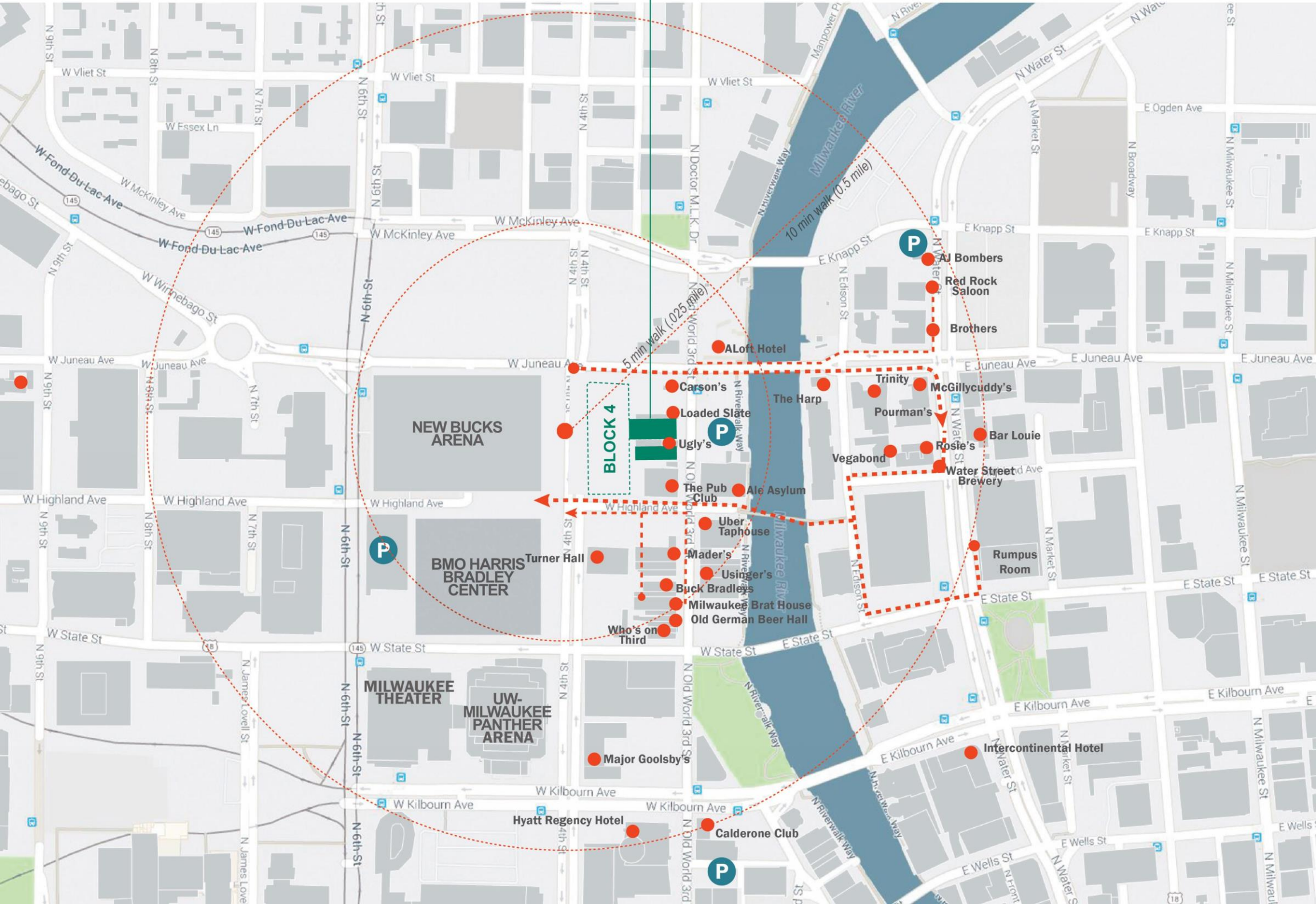
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VICINITY MAP

BLOCK 4 - PUBLIC PLAZA CONNECTORS



OVERALL SITE PLAN



GRAPHIC SCALE 1"=30'

LOOKING WEST TOWARD ARENA



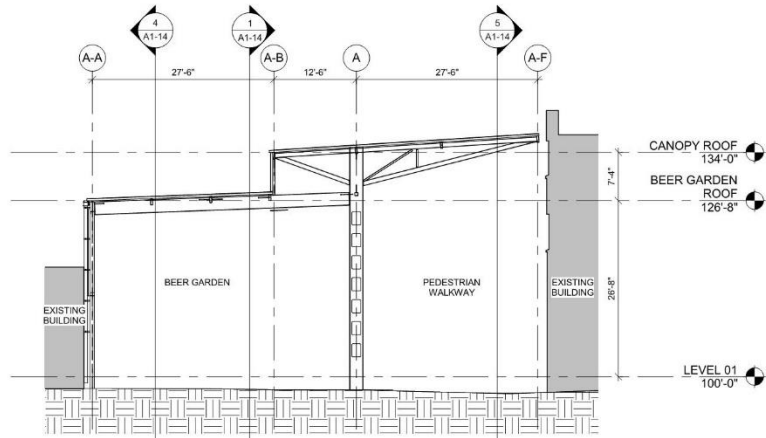
LOOKING EAST TOWARD OLD WORLD 3RD STREET



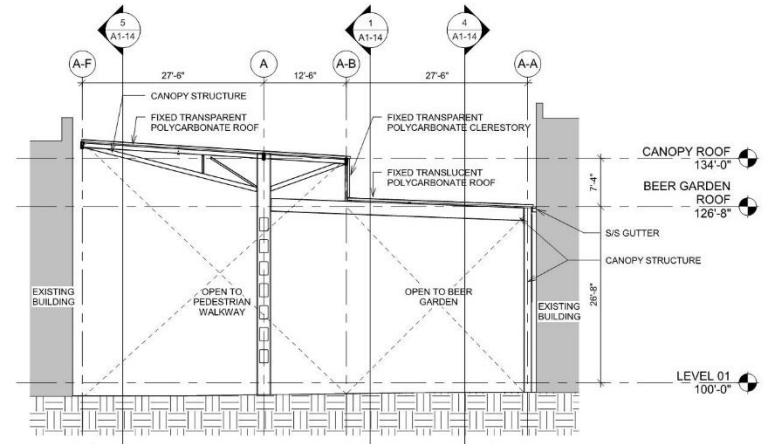
LOOKING WEST FROM N. OLD WORLD 3RD STREET



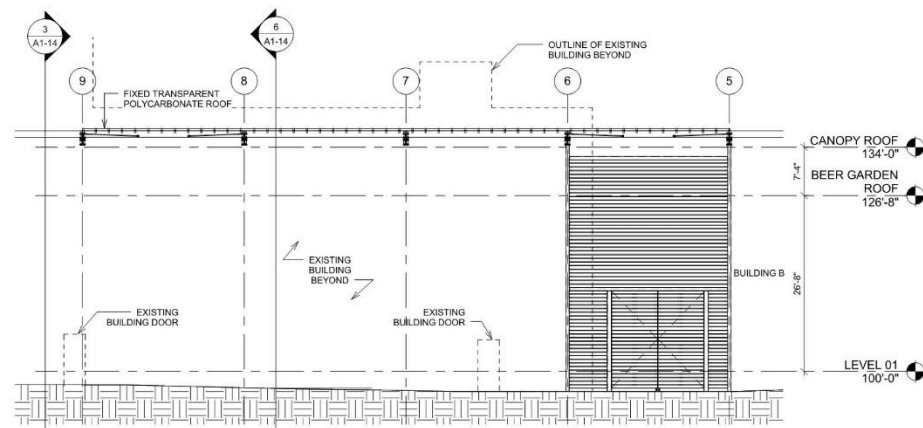
BEER GARDEN ELEVATIONS



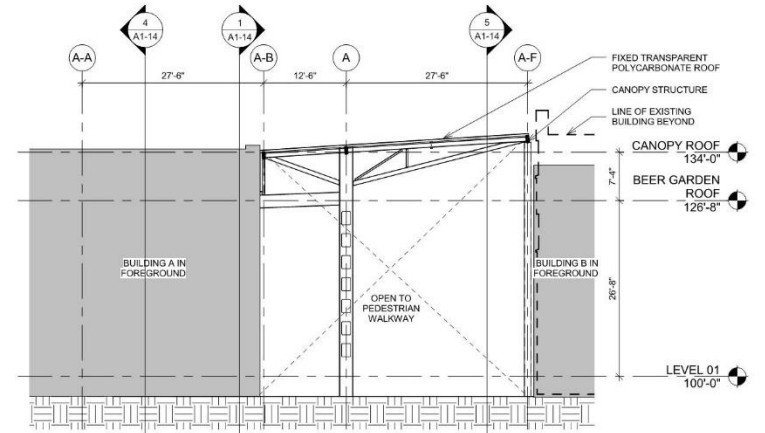
6 SECTION N/S
3/32" = 1'-0"



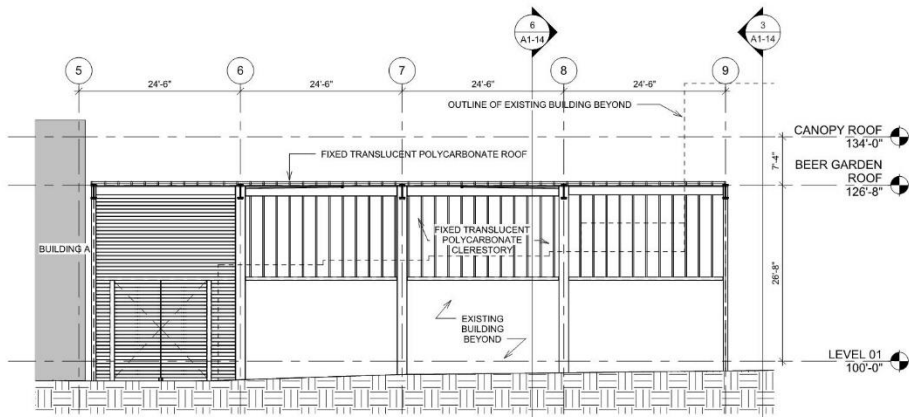
3 CANOPY - EAST ELEVATION
3/32" = 1'-0"



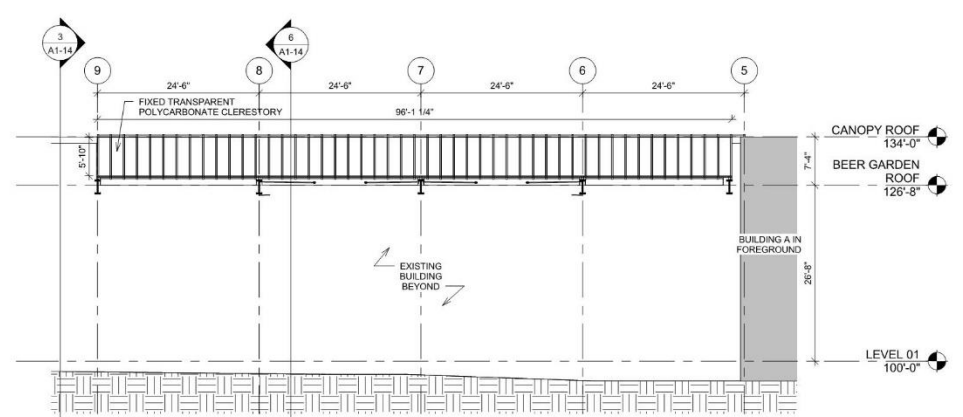
5 BEER GARDEN ELEVATION - LOOKING SOUTH
3/32" = 1'-0"



2 CANOPY - WEST ELEVATION
3/32" = 1'-0"

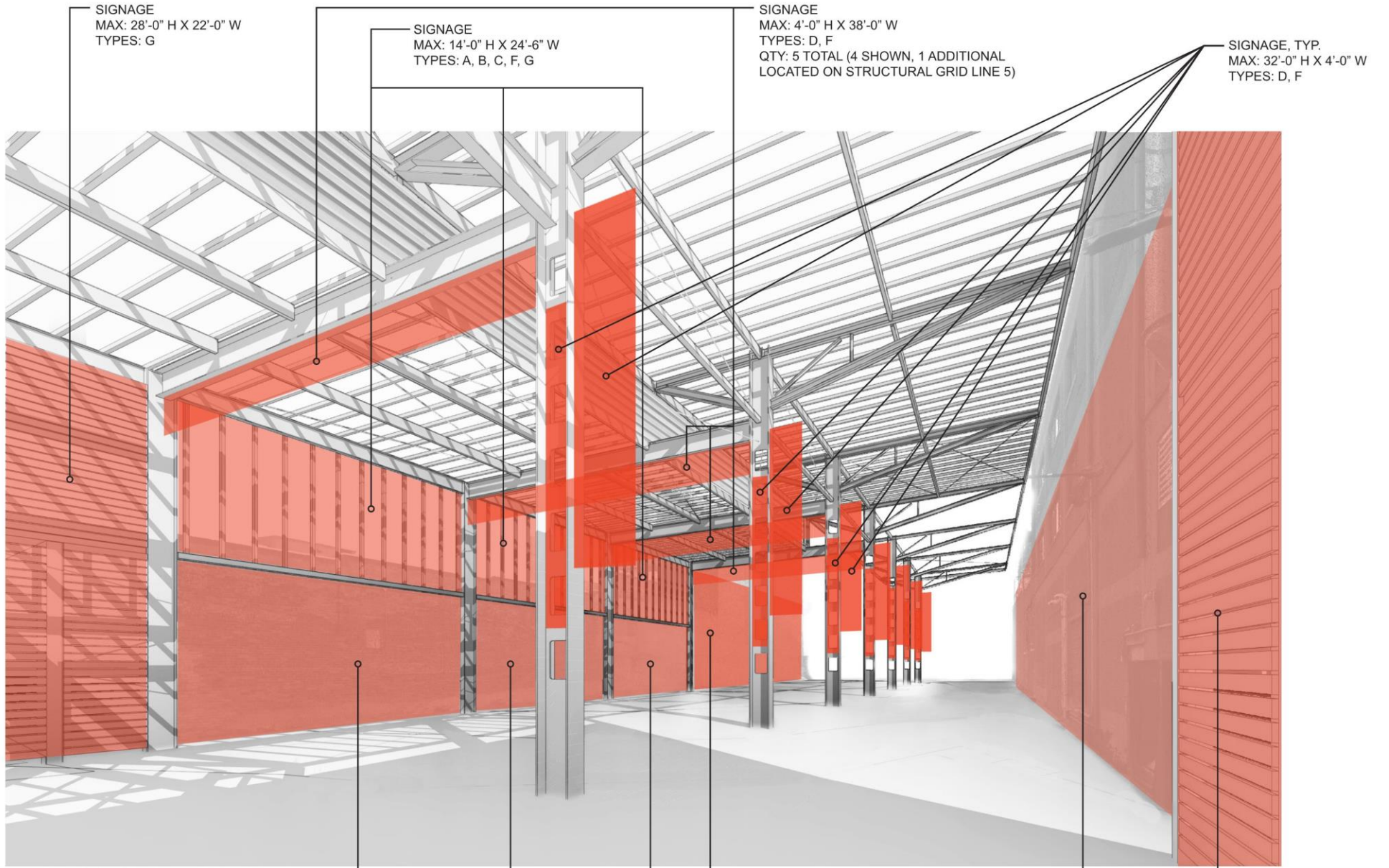


4 BEER GARDEN ELEVATION - LOOKING NORTH
3/32" = 1'-0"



1 BEER GARDEN ELEVATION - LOOKING SOUTH
3/32" = 1'-0"

SIGNAGE DIAGRAMS



SIGNAGE
MAX: 28'-0" H X 22'-0" W
TYPES: G

SIGNAGE
MAX: 14'-0" H X 24'-6" W
TYPES: A, B, C, F, G

SIGNAGE
MAX: 4'-0" H X 38'-0" W
TYPES: D, F
QTY: 5 TOTAL (4 SHOWN, 1 ADDITIONAL
LOCATED ON STRUCTURAL GRID LINE 5)

SIGNAGE, TYP.
MAX: 32'-0" H X 4'-0" W
TYPES: D, F

VIEW LOOKING EAST TOWARD OLD WORLD
3RD STREET FROM WITHIN BEER GARDEN
NOT TO SCALE

- SIGNAGE TYPES:
- A - ARCHITECTURAL
 - B - EXTRUDED
 - C - CUTOUT
 - D - FLAG/ BLADE
 - E - VINYL ON GLAZING
 - F - LED/ DIGITAL
 - G - MURAL

SIGNAGE
MAX: 30'-0" H X 75'-0" W
TYPES: A, B, C, F, G

SIGNAGE
MAX: 36'-0" H X 24'-0" W
TYPES: G

SIGNAGE
MAX: 14'-0" H X 24'-6" W
TYPES: A, B, C, F, G

SIGNAGE
MAX: 36'-0" H X 150'-0" W
TYPES: A, B, C, F, G

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



G

Mural

Options: Text or Graphic

