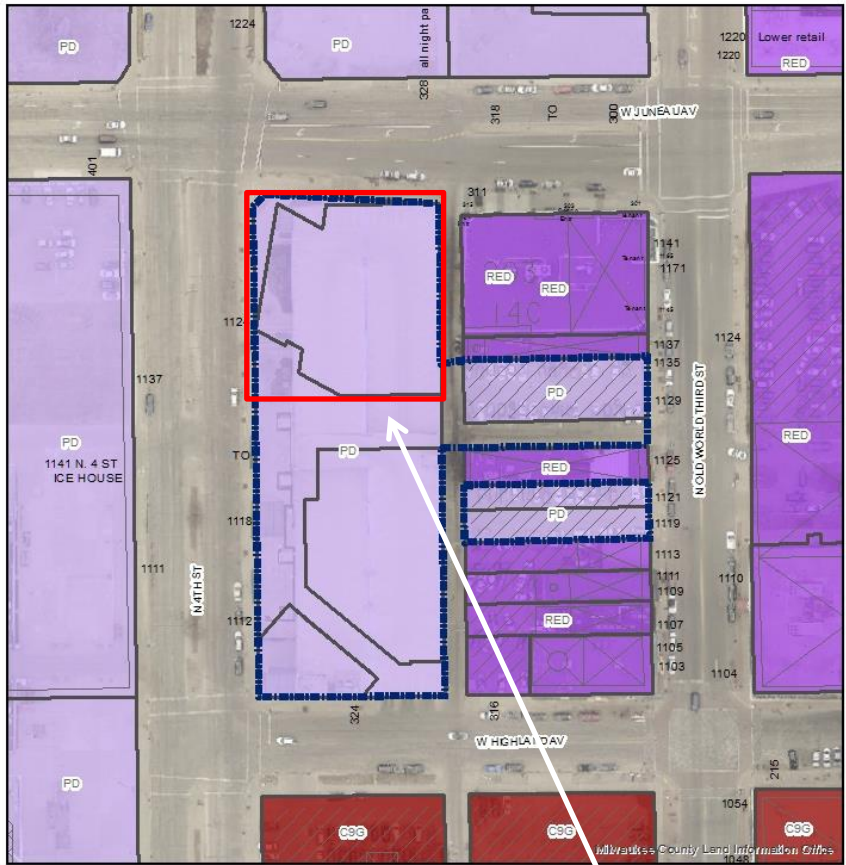
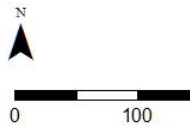


File No. 171111. Substitute resolution relating to a Minor Modification to a Detailed Planned Development known as Block 4 – Arena Master Plan (Entertainment Block) to permit minor changes to the previously approved design for the north building (Building A) on land located on the east side of North 4<sup>th</sup> Street, south of West Juneau Avenue, in the 4<sup>th</sup> Aldermanic District.

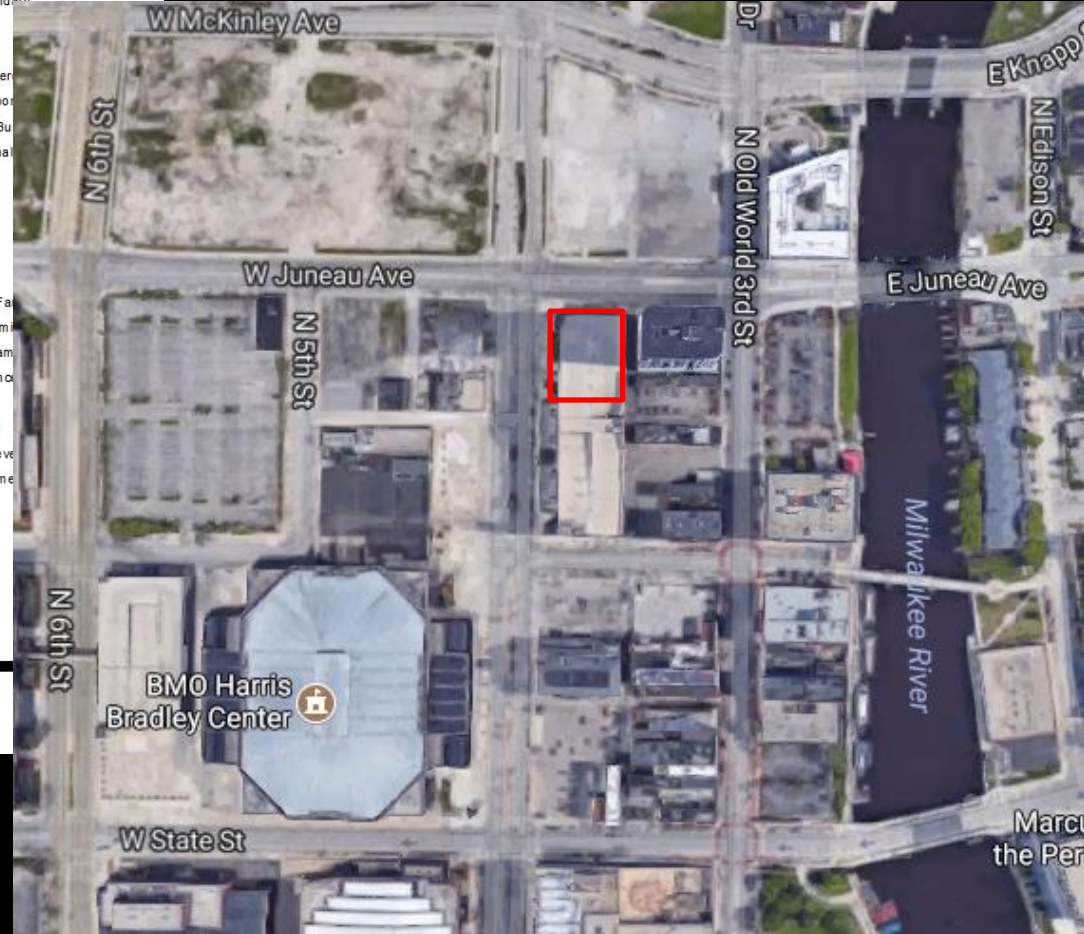


File No. 170900  
 GPD to DPD (Old World Third St. properties) &  
 1st Amendment to DPD  
 Block 4 - Arena Master Plan  
 October 2017

- 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 - Residence
  - Special - Parks
  - Special - Institutional
  - Special - Planned Deve
  - Special - Redevelopm e



Building A



# BLOCK 4 - MILWAUKEE ENTERTAINMENT BLOCK

## MINOR MODIFICATION TO DETAILED PLANNED DEVELOPMENT

FILE NUMBER 171111



## ZONING, NEIGHBORHOODS & DEVELOPMENT

### DECEMBER 12, 2017

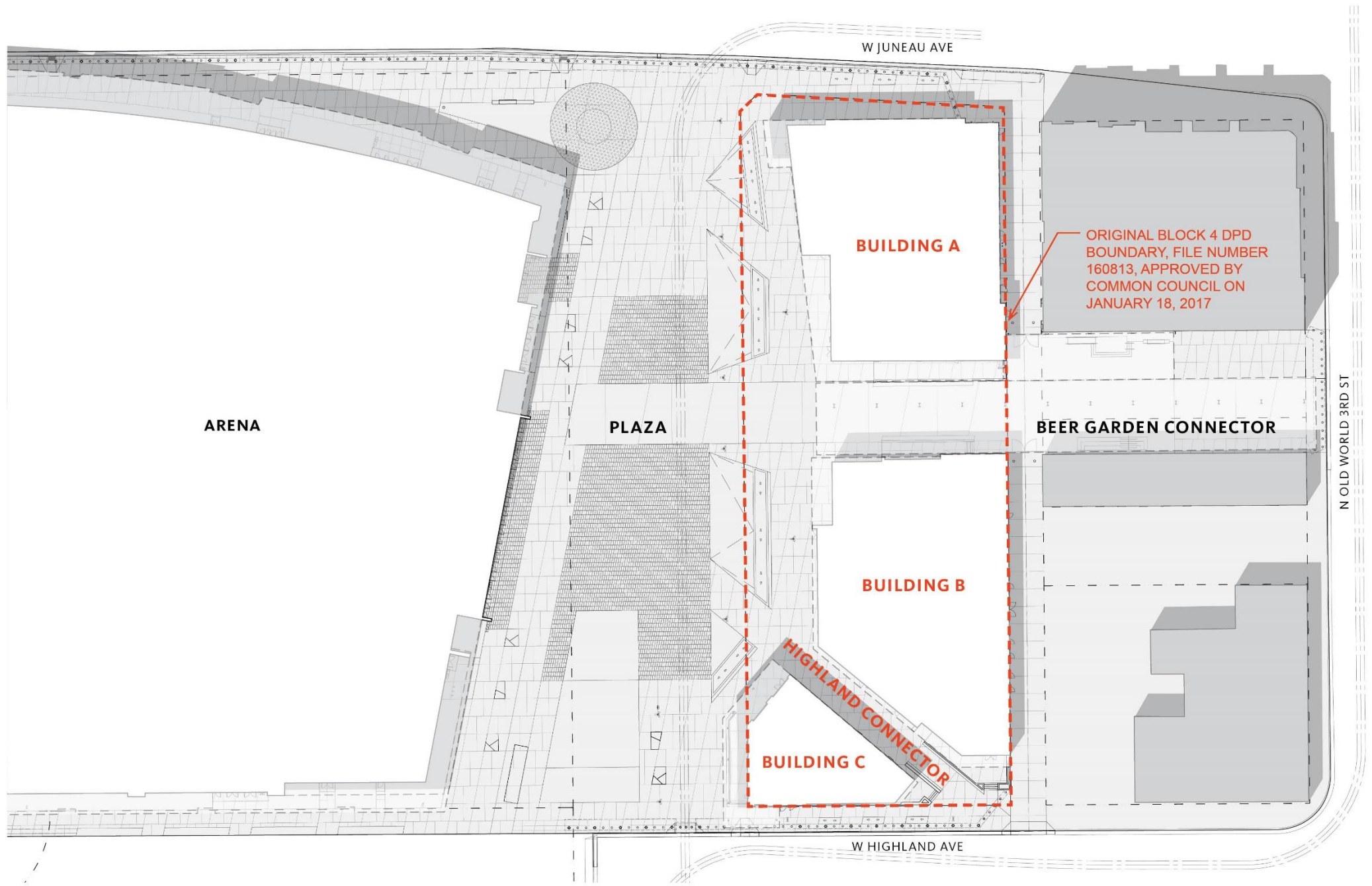
**ICON Venue  
Group, LLC.**

1224 N. 4th Street  
Milwaukee, WI  
53212  
Tel 303.796.2655  
Fax 303.796.2658

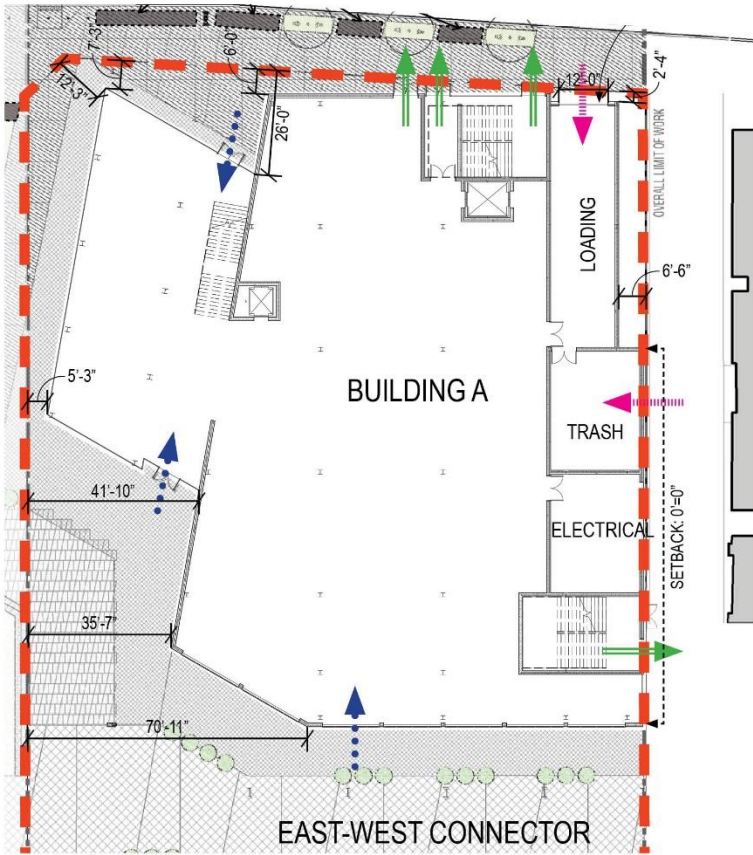
**RINKA|CHUNG**

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

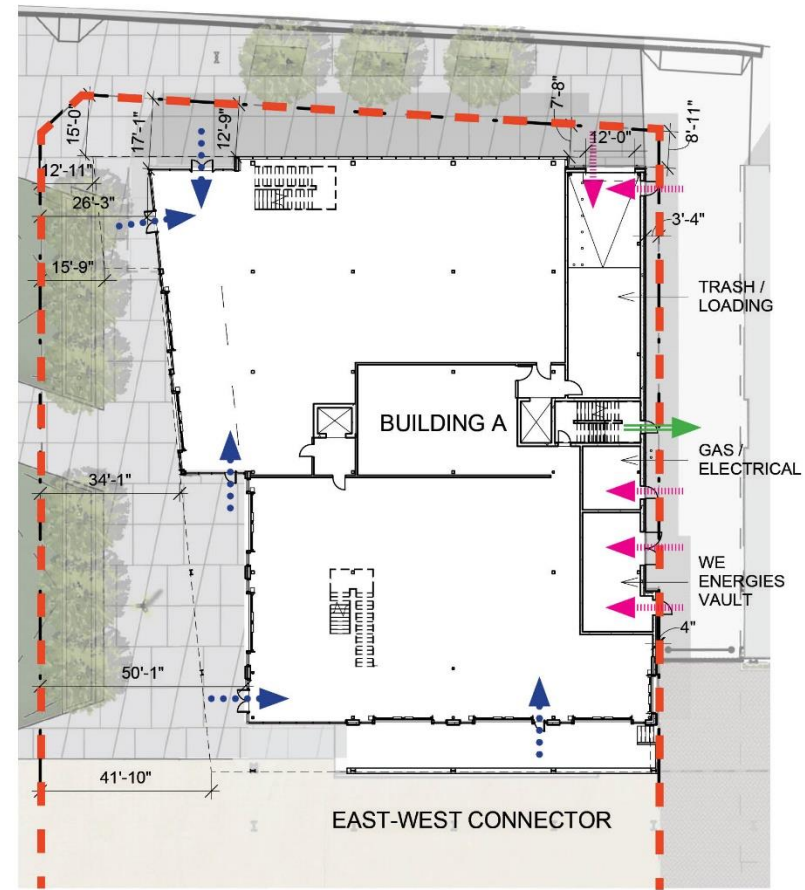
# SITE PLAN: OVERALL



# BUILDING A - LEVEL 1 PLAN COMPARISON



**LEVEL 1 FLOOR PLAN - PREVIOUS**

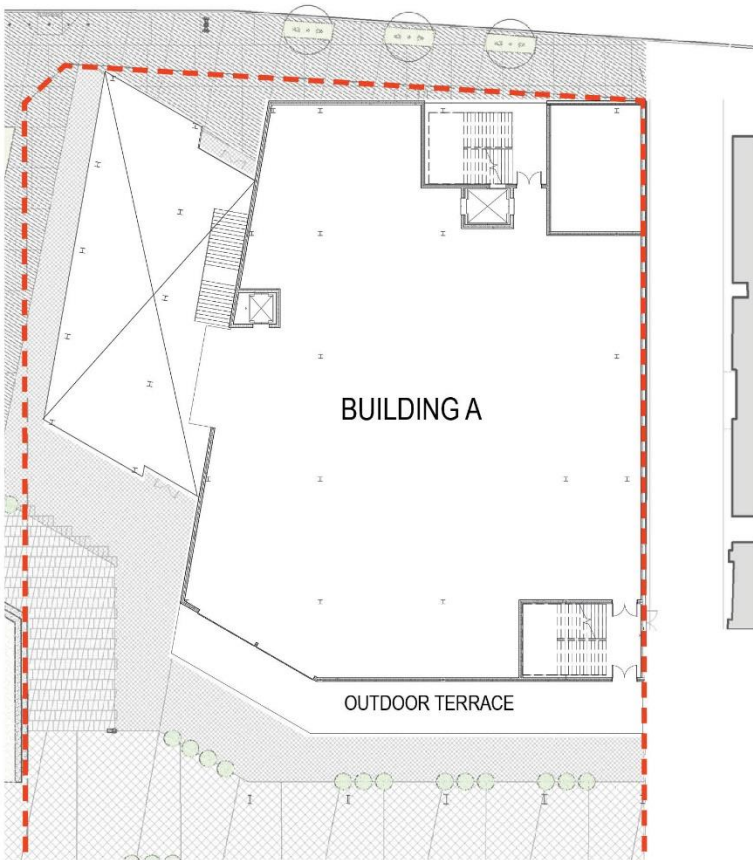


**LEVEL 1 FLOOR PLAN - CURRENT**

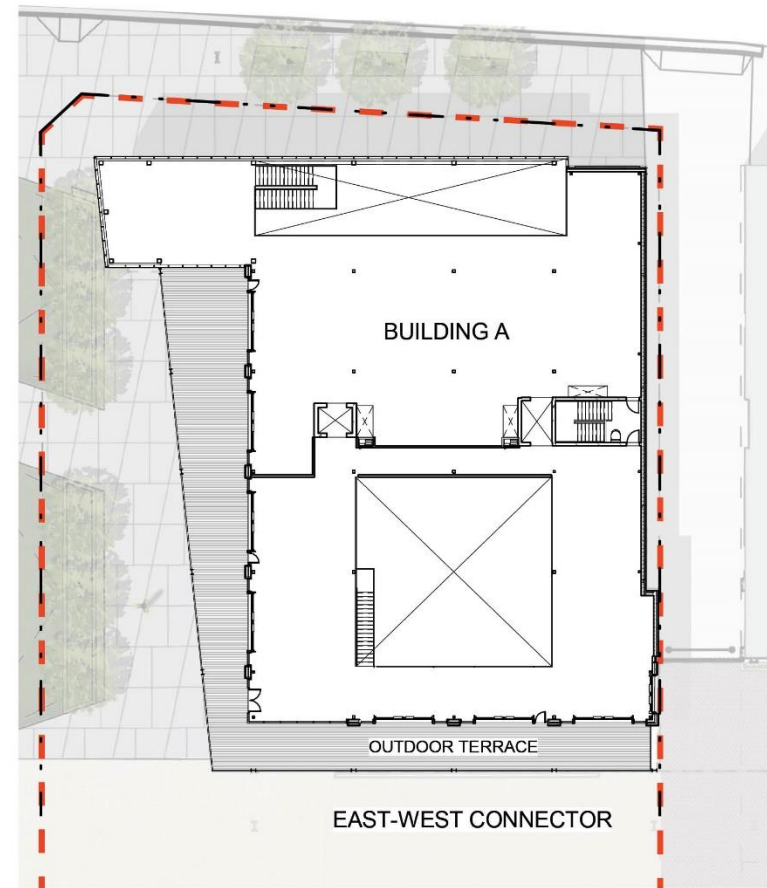
**LEGEND**

- PUBLIC ACCESS ●●● ▶
- EMERGENCY EGRESS ▶
- SERVICE ACCESS ▬▬▬ ▶

# BUILDING A - LEVEL 2 PLAN COMPARISON

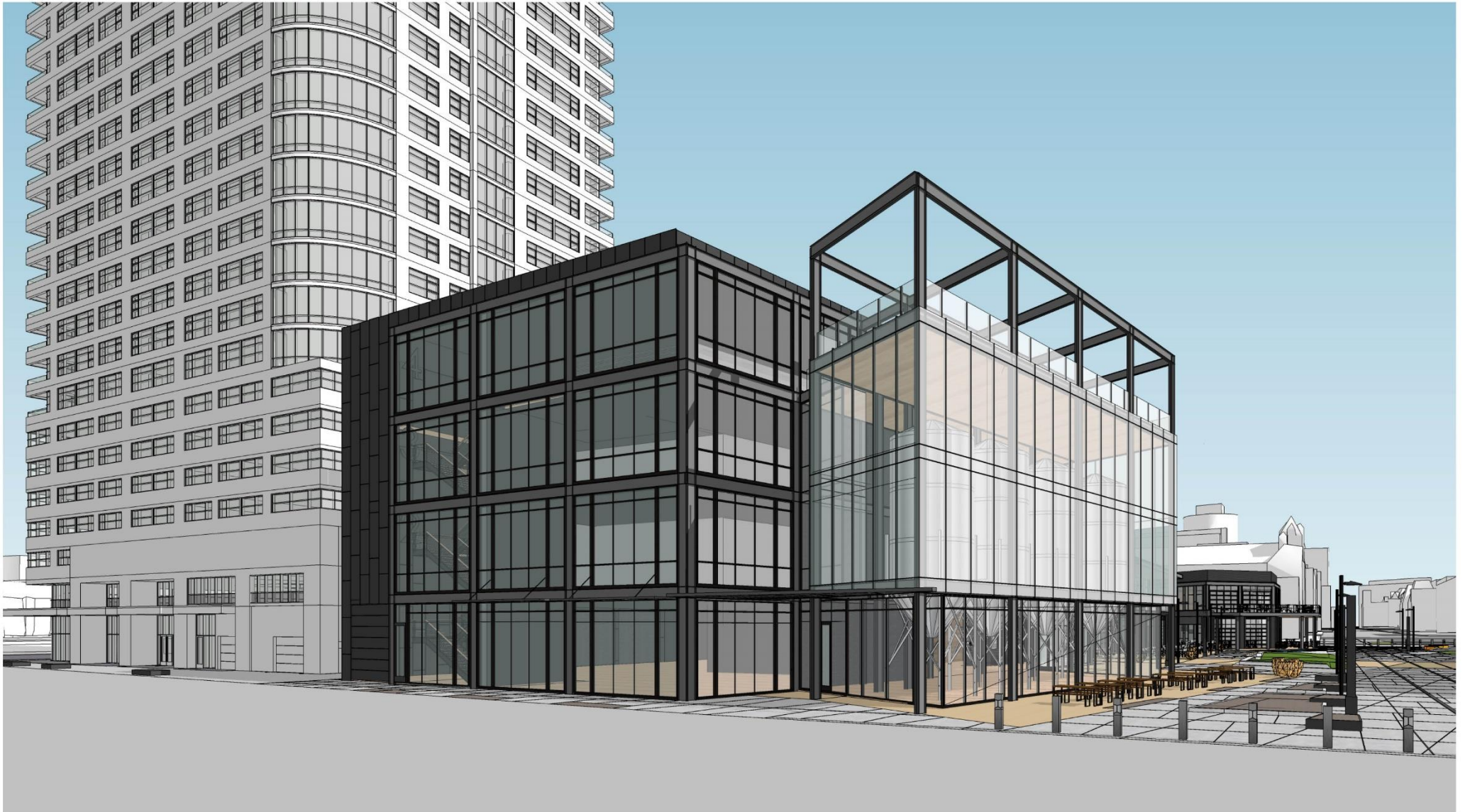


**LEVEL 2 FLOOR PLAN - PREVIOUS**



**LEVEL 2 FLOOR PLAN - CURRENT**

# BUILDING A FROM JUNEAU AVE - AS PREVIOUSLY APPROVED



# BUILDING A FROM JUNEAU AVE - CURRENT



# BUILDING A FROM JUNEAU AVE - CURRENT





# BUILDING A - CURRENT



# BUILDING A - CURRENT



# BUILDING A - SIGNAGE

	PREVIOUS	CURRENT
MINMUM SIGNAGE AREA (SF)	~3,800	~3,800
MAXIMUM SIGNAGE AREA (SF)	~7,560	~7,560

CURRENT PROPOSED SIGNAGE AREA IS EQUAL TO PREVIOUSLY APPROVED DPD SUBMITTAL

